



FROG HOLLOW FARM

MARKETING STRATEGY

SALES CHANNELS

HISTORIC

- U-Pick & Fruit Stand

CURRENT

- Retail Stores
- Farmer's Market
- CSA
- Mail Order
- Retail Storefront / Cafe

MARKETING: U-PICK/FRUIT STAND

PROS

- Easy, no experience needed
- 13 acre parcel, 40 years ago
- Harvest Time in Brentwood

CONS

- Peddlers
- Pays Less

MARKETING: RETAIL STORES

- Focus: Direct Marketing; No middlemen*
- Bay Area advantage: Proximity/access to retail stores
- 1st wholesale customer: Monterey Market, Bill Fujimoto
- Key: Quality, **B**randing, **P**ackaging, **D**elivery
- Advantage: More profit than U-pick

**Some distributors added to help reach restaurants, hotels & catering companies for fruit & value added products*

MARKETING: FARMER'S MARKETS

- **Farmer's market movement**
- **Enrolled early; pioneer markets**
- **Ripe fruit = Better tasting fruit**
- **Controlled handling = better quality fruit**
- **Maximum customer engagement**

MARKETING: CSA

- Invested customers
- Outreach: Fruit tastings, community events
- Convenient pick-up for customer
- FM grade fruit = better than grocery store fruit
- Maximum customer engagement
- Weekly newsletter in box

MARKETING: MAIL ORDER

- Increased demand
- E-commerce: Website, Shipping, Customer Service
- Key: Branding, Brand Positioning, Packaging, Quality
- Digital marketing:
 - Social Media
 - SEO/SEM
 - Advertising
 - Email
 - Blog
 - PR

MARKETING: FARM TO TABLE CAFE

- Crown jewel of marketing
- Frog Hollow's showcase to the world
- Location
- Avenue for farm kitchen products

MARKETING: AGROTOURISM

- **Farm Tours**
 - **Educational: School/College Kids**
 - **Recreational**
- **Fundraisers**
- **Corporate Events**

QUESTIONS?

Thank You

www.froghollow.com