



FARM TO FORK ONLINE

4 KEY STEPS TO
START & SCALE
YOUR FARM TO
FORK BUSINESS

WWW.FARMTOFORKONLINE.COM

#1 WHO IS YOUR IDEAL CUSTOMER?

This is a super important step and is often overlooked by new businesses and can be an expensive step to skip. So take some time and work out who your ideal customer is.

Don't say everyone, because **“if you are selling to everyone, then you are selling to no-one”!**

A great exercise is to picture 2 or 3 of your ideal customers and really get into their head.

It may be someone you are already dealing with, or someone that you would really love to deal with.

- Give them a name,
- Think about who they are,
- Where do they hang out,
- What are their hopes and dreams,
- What problem are you solving for them.

If you take the time to get this right it will help some much with your positioning and marketing down the track, so make sure you give it some thought!

#2: BUILDING YOUR BRAND

Do you have a business name, a logo, some company colours?
What is your packaging like?

There is a lot that goes into branding and it can take some time to really build a brand and get your name out there. But you do need to build a brand, so that you are differentiating yourself from all the other flower growers, or pig producers or veggies growers out there. Don't get me wrong there are plenty of customers out there for everyone, but if you want to stand out in the crowd, your branding can help you do that.

Where are you positioning yourself in the market? Are you offering a premium high end product, that should attract a premium like Wagyu Beef. Or are you an economical bulk offering or maybe a boutique producer with limited supply?

When you are thinking of a business name be sure that it clearly articulates what product you are selling. Ken's Hen's is quite obvious, compared to Valley View Farm. A good option may be Valley View Free Range Eggs..... Think about what your customers would be searching Google for when looking to buy your produce.

3 YOUR STORY

Leverage Your Uniqueness.

- What makes your product special?
- Do you do something that gives your product a distinct flavour?
- Maybe you use a certain technique or bloodlines or crop varieties?

Food miles, locally sourced and buying direct from producers is more and more important everyday to consumers. So tell them about you and what goes into producing the farm fresh product that you are offering to them.

Don't just take for granted what you're producing, as farmers we tend to do that. Your customers want to learn about what you do, so educate them and get them engaged in the whole process.

And don't forget to inject your personality into your story. Authenticity is key! It doesn't have to be "organic or bio dynamic" to be perceived as quality, you need to articulate your story and share that with consumers.

#OUTSOURCING

Leverage

- Supply Chain
- Contractors
- Processors
- Do it once and it's done!
- You don't have to do it all yourself!!!

Big lesson I learnt. I thought that if I did the packing and delivering it would save us money and improve our margins, I also thought the customers expected to see me knocking on the door delivering their produce. Boy was I wrong. 9 times out of 10 they weren't even home!

By me trying to "do it all" I was limiting our ability to grow and scale. I was exposing us to more regulation and compliance, that I really didn't need to deal with on top of everything else and I was not creating a sustainable business model, rather just giving myself more jobs!

So stop yourself before you go down the rabbit hole of I must do it all and think through the steps required to get your farm produce to fork.