



## Chapter 8

### Marketing and Comms

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## Link to Chapter 08 Grown in Totnes Case Study



To make your product stand out from the crowd and entice new customers to reach out to your bag of oats or flour is an art. Knowing your audience is key. Understanding who you are appealing to with a certain look and style to your packaging and other marketing materials is an important element of this art. If you are wanting people to buy your product because it is better for both people and the planet than those your competitors produce, then ensure that your ethics and principles run deep and match this in your packaging and marketing materials.

### 8.1 Marketing Strategy

According to contemporary wisdom a good marketing strategy is built on narrative: it needs to create an emotional connection with the brand's customers, whom it places at the center of its messages and its methods.

(See the outline of the GinT marketing strategy in [8.1 Marketing Strategy](#)). The information contained in the section below will help to put this in context.



#### 8.1.1 Brand Positioning

- What is your business offering?
- What is your USP?
- Find a sentence of fewer than 15 words that sums up who you are and what

- you are providing, so that people instantly understand your offer
- Who is your target audience and does your message reach them?
  - Don't try to be everything to all people, concentrate on developing loyalty amongst your identified key customers

### 8.1.2 Logo and Strapline

These need to reflect simply what your business is about, including your USP, and appeal to your target audience.

### 8.1.3 Communication Channels

How do you want to communicate with your audience? There are many options:

- Traditional PR: press releases or radio interviews

- Non-traditional PR: publicity stunts, such as giving out free samples at a public event

- Search Engine Optimisation: regular blog content, using Google Adwords to work out good keywords to embed in your posts and Alt Tags\* on your photos

- Business Development: partnerships, e.g developing a beer or bread with a local business

- Targeted marketing: blogs, posting on others foodie blogs

- Your blogs: a regular newsletter

- Community Building: work with schools, vulnerable groups, bakers etc

- Viral, through posting and sharing via social media: short films about the enterprise or a product

- Trade shows, food festivals

- Speaking engagements: conferences, local groups etc

- Open Source\*: create a calculator that tells the price you are actually paying for the product, or share your HACCAP and H&S documents online (with the UK Grain Lab!)

- Existing platforms: e.g farmers markets

- Sales to local shops, online outlets, caterers, bakers etc

- Events: e.g stakeholder launch  
Here is a useful [checklist of items to take to events](#)

- Offline ads in newspapers, magazines, shops etc

#### 8.1.4 Creating Customer Loyalty

Imagine your customer's journey of discovering your brand and range of products. There are a set of stages that every customer goes through before becoming a loyal advocate. Your marketing strategy should address aspects of each of these stages in order to carry your customer with you. In marketing speak this is called a marketing funnel! There are several marketing funnel models. Broadly though they include the following stages:

- **1 Awareness** – attract your target audience, give them information about your business

- **2 Consideration** – customers look for the necessary information about you to make the buying decision

- **3 Conversion** – the buying decision is made, and the customer purchases from you

- **4 Loyalty** – the customer is satisfied with what they've bought, and becomes a repeat customer

- **5 Advocacy** – the customer adores everything or almost everything about you and they can't wait to recommend you to the family, friends, colleagues. They leave positive reviews

\* Denotes items featured in the [Glossary - Chapter 11](#)

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## 8.2 How Will Your Products be Used?

Have you got the right processing equipment to produce the desired products?

Consider how your consumers will use your products and how familiar they are likely to be with how to prepare and eat them. More niche products may have a higher value e.g pea flour versus dried peas, but fewer people may be familiar with them.

- Will your flours be used for cakes, bread, or pasta?
- Do people want white or brown? Or flour for pasta?
- Know the baking qualities of your products. What testing do you need to carry out on the flour e.g. hagberg falling number and protein level

If your products are unusual, such as oat groats, you will need to consider how to educate your customers so they feel confident to use them. For example:

- recipe cards
- testing sessions in store
- social media
- information on the packaging
- website recipes
- social media

Consider where your products should be placed in store. What section would people expect to find them? With cereals, or with flours in the baking section?

Are there any shelf-life issues, e.g. oats need to be stored in a freezer.

## 8.3 What Does Your Packaging Say?

### 8.3.1 Legal Requirements Required on the Packaging:

- the name of the food
- weight
- font size and readability for more information see <https://www.food.gov.uk/business-guidance/packaging-and-labelling>
- claims
- allergens
- best before
- batch number, to provide traceability in the event of a recall
- any special storage conditions
- a list of ingredients, if there is more than one
- instructions for use or cooking, if necessary
- the name and address of the UK business responsible for the information on the food

### 8.3.2 Trading Standards Regulations

[General information on Trading Standards can be found here.](#)

### Organic Claims

Full details of the requirements can be found here:

[Labelling & describing organic food](#)

Date marking requirements see the guidance:

[Date and lot marking of pre packed food](#)

Ingredients listing:

This is not required for a single ingredient product, however if any of your flours have been fortified by the addition of vitamins you will need to include this in an ingredients list e.g. ingredients: wheat flour with added calcium, iron, niacin and thiamine.

In theory, whole wheat flour contains 100% of the cleaned whole grain; contemporary brown flour is around 80-85% extraction and white flour is about 70-72% extraction. In traditional milling, the whole grain is crushed together and then sifted to get lighter flours; even white flour will contain particles of the more nutritious germ and fibrous outer layers. In the modern 'roller milling' process, however, the different parts of the grain are separated very efficiently, so 70% extraction white flour is almost pure endosperm. It will contain much lower amounts of the nutrients concentrated in the germ and outer layers of the grain than stone ground flour of an equivalent extraction rate. Hence, white flour is legally required to be fortified in the UK, regardless of the milling technique.

### Allergen Labelling

[Guidance for any products that you are producing that are not single ingredient products](#)

If you supply products outside of the local area you may need to consider adding nutritional information to the label.

[Guidance on the exemption from this can be found following this link.](#)

### 8.3.3 Optional Information

- Barcodes  
You need a unique barcode for each unique product that you sell. Barcodes are either UPC or EAN13 linear barcodes (EAN13 is the European standard).

Barcodes act to identify a specific item. The numbers stored in the barcode are unique identifiers that, when read, can be used by a computer to look up additional information about the item. The price and description of the item is not stored in the barcode. The data is read from the barcode, sent to a computer, and the computer looks up the price and description of the item from the computer's database. This is a valuable way of shops keeping a check on their stock, many shops won't take products without a barcode

- Tell the story of your product and what makes it unique. What is the crop? Who grew it and where?

- Recipes or cooking information

### 8.3.4 Packaging Design

- Use a logo, fonts and colours throughout your "brand" to help make your products familiar and recognisable

- You may want to use flexible packaging that you stamp, add a label to or write on details, in order to separate different products from one another

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## 8.4 Printed Materials to Communicate Your Story

A4 posters for shop displays or to use at events.  
Retailers  
Bakers etc

Banner with your logo and business name, to be used at events.

Leaflets with your logo, strapline and a succinct explanation of your vision, what you are aiming to achieve, what sets you apart and why people should become your customers.

Recipe cards that inspire customers to use your products in a wider repertoire of



dishes than they may traditionally consider. Particularly important for more unusual products such as oat groats.

- See if your retail outlets can display them, consider how they will be displayed and in what, or include them in your packaging

Ask your retail outlets if they would be happy to have shelf edges (barkers) to highlight your products on the shelf. Check the size of their shelf edges, and design the strip accordingly, with your logo and strapline. Get them printed professionally.

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## 8.5 Your Online Presence

### 8.5.1 Your Website

Build a website relatively cheaply with Wordpress, Wix, Squarespace etc.

Understand what is important to your market and retail outlets e.g organic, local, healthy, cheap etc.

- When designing your website identify:
  - what information does your audience need?
    - Potential retail customers:
      - stockist information
      - recipe ideas
      - use your story to help them to understand why what you are doing is important, what makes you unique and to galvanise their loyalty to you
      - If your goal is to educate people about the importance of agricultural biodiversity, or food sovereignty and resilience then it is important to convey this

Design the functionality that you require from your website:

- Home - your vision, ethos and USP

- About us
  - The project's history and background
  - Your partners (e.g farmers and stockists), provide links to them or you can create a google map with their locations

- Recipe section

- News listings - details of new product launches, new outlets, events that you are exhibiting at, past newsletters etc

- A blog function which is updated on a regular basis will help your search engine optimisation.

- E-commerce platform

- Contact information

- Sign up form

- Google Adwords can help you to define words which are searched for often, which would help boost your website's search engine ranking.

- Stick to two or three colours and create some consistent rules for the size of type, capitals or not, colours and layout to reuse throughout the website. This will make it feel much more professional.

- Great photos can make a big difference to the professional look of your website, professional photographers can be expensive, but there may be ways to get a friend, or a local blogger to collaborate with you for free or at a more affordable rate.

### **8.5.2 Your Social Media Presence**

Embed your social media accounts into your website to give a stream of updates, this will help your search engine optimisation

- Set up Instagram to share to Twitter and Facebook. Although it is not best practice to share the same content to all platforms, it is better than not sharing anything

- Instagram and Facebook can be connected to some websites, including e-commerce platforms like Shopify to allow you to tag products in photographs

Create a digital newsletter - e.g. Mailchimp. Embed a signup form, be aware of GDPR. (Link)

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## 8.6 Reaching Out to Local Media to Tell Your Story

Write press releases about your launch, or the story of your project/enterprise or an event, or the launch of a new product

Reach out to local papers and magazine with listings of events you are putting on

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## 8.7 Events and Collaborations

Piggyback on other food related events in order to raise awareness of your enterprise and the range of products that you are offering and gain valuable customer feedback by offering tastings:

- Food festivals
- Open Farm Sunday
- Food markets

Contact appropriate stockists to offer in-store tastings - especially around “seasonal buying” events like pancake day What communication channels best suit your enterprise?– face to face, via social media, in print?

Team up with local bakers and brewers to create novelty products made with your ingredients, e.g porridge bread or oat beer. This provides you with publicity opportunities and connects you with new audiences and potential customers

Host open days, feasts, pop-up events etc to provide opportunities for customers to come and visit your premises to find out about what you do and support you

[Here is a useful checklist](#) of things to consider taking to an event

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## 8.8 Education and Awareness Raising

Collaborate with local educational organisations, either for research purposes or to introduce some of the visionary concepts of your business to broaden the world view that students are presented with: de-growth, localisation, permaculture principles etc.

Engage in local food/business tours

Link with local business networks

Recruit volunteers and interns through local networks, your website and newsletter, word of mouth

Link in with the small scale arable crop community. (See [Chapter 10 - Resources](#) for potential links)

Invite customers to visit - creating opportunities to encourage them to buy and to build loyalty

Consider running offers from time to time. This gives shops another reason to promote and highlight products; they may have a prominent position in the shop where your products would get more attention

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