

# Marketing at Farm Stands

At Full Heart Farm



# Community

- BE ONLINE.
- Be IN the community.
  
- Grow Slow
- Build Trust
- Focus on clear communication and long-term relationships



# Freshness



- Only open your farm to the public during the hours that you are able to keep produce fresh
- Proper refrigeration (post-harvest + display) is key
- “Pile it high and watch it fly”

# Flavor/Taste



- Grow what your customer base WANTS
- Growing specialty ethnic crops can take lots of trialing, but have great rewards if you're keeping your target audience engaged throughout the process

# Relationships

- All relationships take **CONSTANT** work and mindfulness
- Develop a marketing calendar for the year that matches your crop plan so that you are consistent and timely
- Share your **STORY**
- Understand your “ideal” customer
- Be thoughtful, sympathetic





# Our Farm Stand was CLOSED TO THE PUBLIC this year due to COVID



BACK IN 2019...



Colorful, wide walkways, clean(ish)





Clear signage, clear pricing, always staffed with educated/friendly workers

# 100% of our Direct-to-Consumer Sales Moved ONLINE for 2020



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Full Heart FARM COLLECTIVE

“Messaging focused around availability/accessibility, contactless pickup and safe handling should take the lead.”







Thank you for  
supporting local

- Allyson, Brian, Gabriella, Dawn,  
Stuart, Chris, Mike + Christian, Brie,  
Ray, Matthew, John, The Perkins, Suzie,  
The Spellmans, Nancy, Callah + Matt,  
Sam, Dan, Kim + Lynn, Steve, Joe.

AND ALL OF OUR FAMILIES



Questions?

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