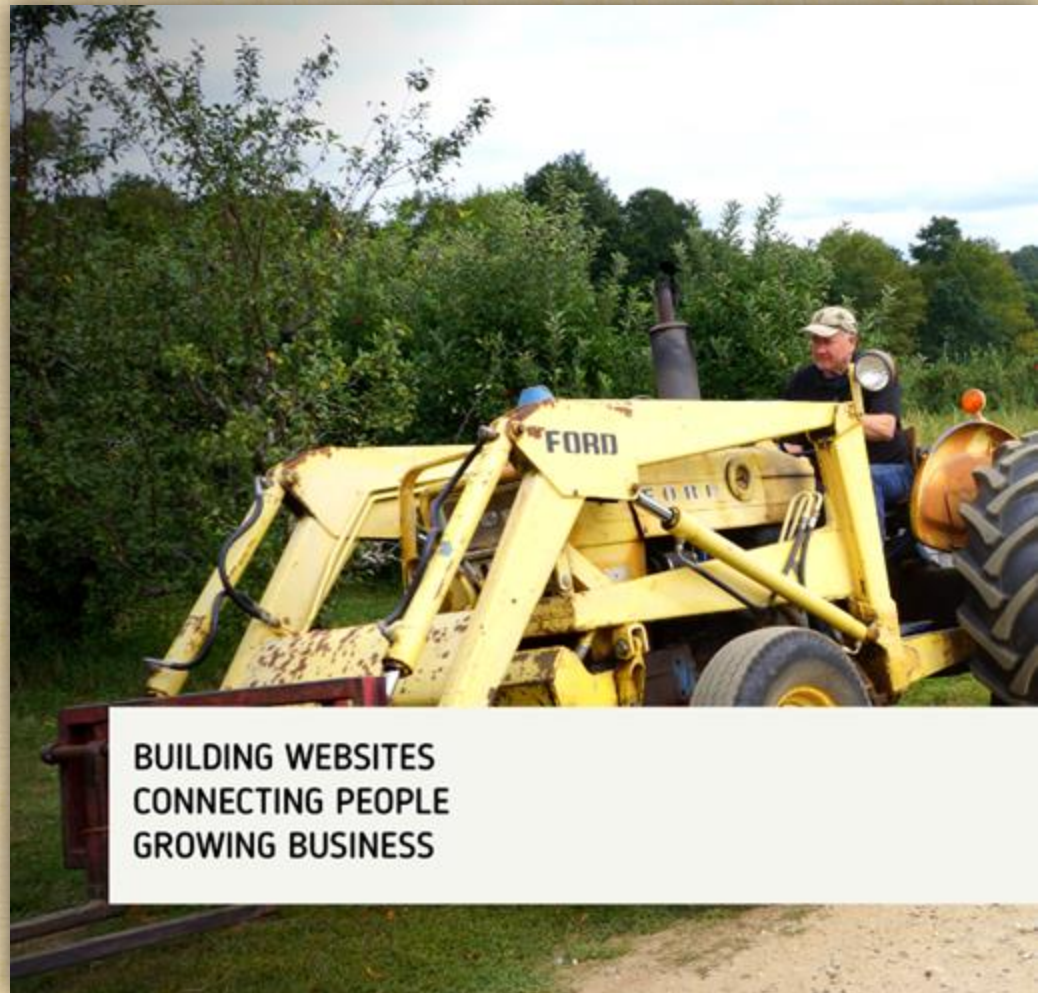


# Marketing Your Farm Online

Featuring  
Yoko Takemura  
Assawaga Farm, Putnam  
&  
Nick Weinstock  
BOTL Farm, Ashford

Presented by



BUILDING WEBSITES  
CONNECTING PEOPLE  
GROWING BUSINESS

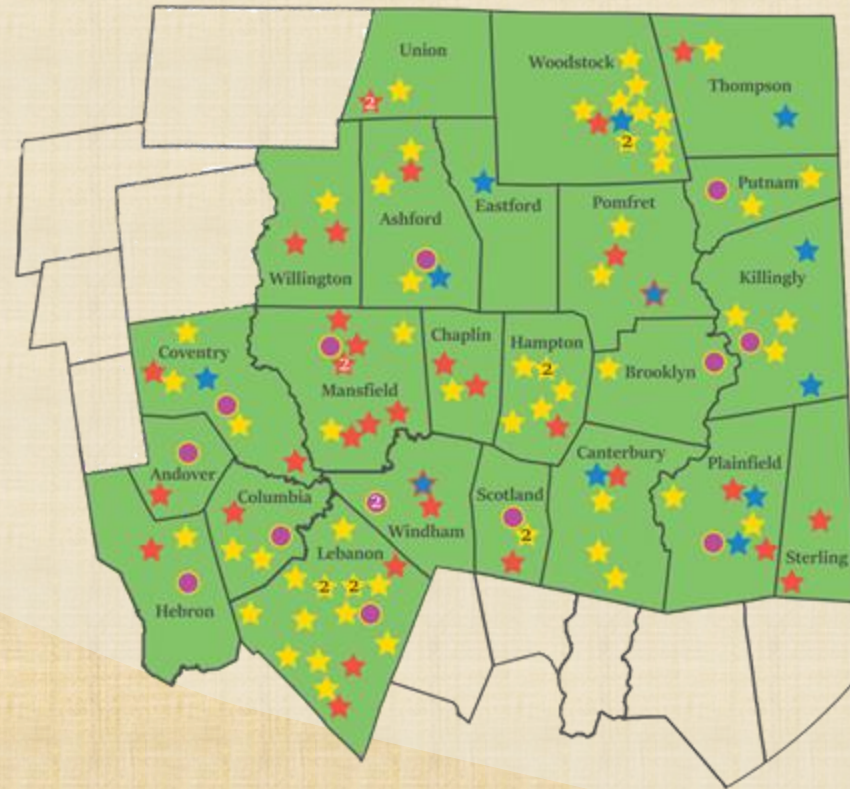
**UConn** | COLLEGE OF AGRICULTURE,  
HEALTH AND NATURAL RESOURCES

EXTENSION

# GROWING DIRECT SALES FOR NORTHEASTERN CT FARMS

## What is it?

Growing Direct Sales for Northeastern Connecticut Farms is a USDA funded project to support farms in the 23 town region of Northeastern Connecticut. UConn Extension and its collaborators aim to increase sales and customers for direct-market producers in and increase consumption of locally grown food.





# GROWING DIRECT SALES FOR NORTHEASTERN CT FARMS

## UConn CAHNR Extension



Jiff  
Martin



Mackenzie  
Whitcomb



Becca  
Toms



Alyssa  
Barrett

## Farm Advisory Board

- Kelly Caisse, KD Crops Farm- Chaplin
- Robert Chang, Echo Farm- Woodstock
- Art Talmadge & Sherry Simpson, Cranberry Hill Farm- Ashford
- Charlotte Ross, Sweet Acre Farm- Lebanon
- Susan Mitchell, Cloverleigh Farm- Mansfield
- Cari Donaldson, Ghostfawn Homestead- Willington
- Joe Orefice, Hidden Blossom Farm- Union
- Libby Tarleton, Russo's Roots, Canterbury
- Betsy Molodich, Betsy's Stand- Sterling
- Nancy Barrett, Scantic Valley Farm- G

**GROWING DIRECT SALES  
FOR  
NORTHEASTERN CT  
FARMS**

**Save these Dates**

**Workshops**

Using Point of Sale to Grow your Farm Business

Wednesday, November 18 on Zoom  
from 7:00pm-8:15pm

Relational Marketing at Farm Stands  
and  
Farmers Markets

Monday, December 7 on Zoom from  
7:00pm-8:15pm

**Northeastern CT Farms  
Stakeholder Gathering**





## Yoko Takemura- Assawaga Farm

### Farmer and Instagrammer Extraodinaire

Yoko and her partner Alex are the current Farmers and Owners of Assawaga Farm in Putnam. The business is a small, diversified vegetable farm specializing in Japanese varieties of vegetables and herbs.

The word "assawaga", meaning "place between" or "halfway place", is from the Nipmuc- the peoples who occupied this land originally so when they purchased the raw land in June of 2016 they decided to honor these forebearers.

Since then they have built a barn/house and greenhouse, drilled a well, put in a driveway and turned a decades old hayfield into a productive farm! In the process of creating this organic, no-till, diverse farm, they also created



## Nick Weinstock- BOTL Farm



## Farmer and Website Creator Guru

Nick and his partner Danielle are the minds and hearts behind BOTL Farm. Located on 41 acres in Ashford CT, BOTL Farm specializes in pastured pork, goat, lamb, rabbit, eggs, and honey. They strive to make their farm self-supporting by maintaining breeding stock since 2016.

The eventual goal of their farm is to rotationally graze multiple animals one after another (goats, sheep, rabbits, pigs, and finally chickens) over the same pasture. This practice allows the pasture to be used to its fullest as each animal grazes for different plants/bugs. BOTL Farm feels this diversity on the farm is key to full-circle sustainability.

Nick built and maintains the farm website



A wide-angle photograph of a vegetable farm. In the foreground and middle ground, there are numerous rows of vegetable beds. Some beds are covered with white plastic mulch, while others have young green plants growing. The rows are separated by dark soil paths. In the background, a long, low greenhouse with a translucent covering is visible. Behind the greenhouse is a dense line of tall evergreen and deciduous trees under a clear blue sky with a few wispy clouds.

Assawaga Farm  
Yoko Takemura

# About Assawaga Farm

- Purchased raw land in 2016
- First season - 2018
- Certified organic, diversified vegetables
- May-Nov - Farmers market (in Boston) & Farmstand
- 2 farmers - Yoko & Alex
- $\frac{3}{4}$  acre (10,000 bed ft)
- 1 greenhouse (prop space 20'x30' and growing space 50'x30')
- No-till, regenerative practices





Who is your audience?

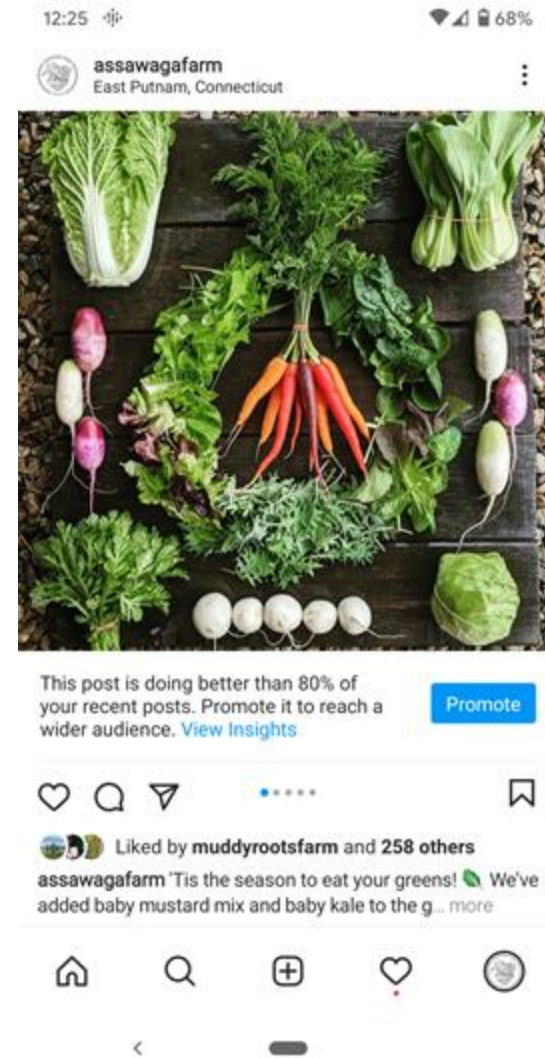
Why are you posting?  
What's the value?





## Characteristics

- **Beautiful** (otherwise different, cute, appealing)
- **Informative for customers**
- **Useful for farmers**
- **Insight into farm life, farm wins & losses**







## Content Balance

- Field shots
- Close up veggie shots
- Farmers in the shots
- Animals, insects, other wildlife
- Japan trip
- Personal non-farm related posts





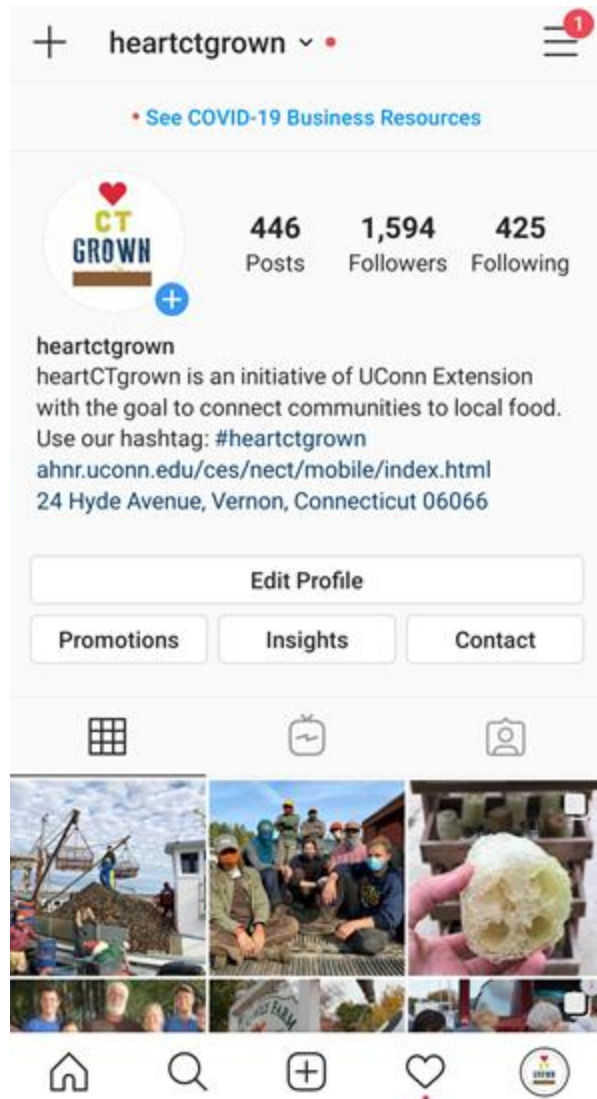
## Positive Impact

- Moving produce
- Visibility of new marketing outlets
- Communicating directly with customers
- Farmer-farmer knowledge sharing, collaboration
- Expanding regenerative practices





# Social Media Do's and Don'ts



## Do

- Have your business profile completely filled out
- Post frequently, but if not frequently, consistently.
- Tell your story
- Use good images
- Experiment with video
- Share successes and struggles
- Promote your business
- Interact with people
- Use Hashtags

## Don't

- Use poor grammar and spelling or use ALL CAPS
- Use grainy or blurry pictures
- Create a social media account and ignore it
- Take vertical video
- Use #hashtags in #every #other #word
- Don't repost other people's content too much
- Be mean

# Social Media Tools

## Social Media Planners

<https://buffer.com/>

<https://hootsuite.com/>

## Social Media Tools

<http://best-hashtags.com/> - helps you find the most popular hashtags based on a single word search to help build your following

<https://www.canva.com/> - free online graphic design program to help you create posts or other advertising material

<https://bitly.com/> - creates a shortened web url so when directing people to a site the url doesn't take up the whole post!







View Insights Promote

Like Comment Share

Liked by fullheartfarm and 439 others  
assawagafarm These little dinosaurs were lost in our fields so we took them to safety in the nearby Mary Brown... more  
View all 18 comments  
ctvallevfarms Love it!

# Questions?



View Insights Promote

Like Comment Share

Liked by jaredforman and 461 others  
assawagafarm Yesterday we visited a magical wasabi kingdom that is @takijiriwasabi farm in Shizuoka... more  
View all 32 comments  
oldmoonfarm Amazing! Thank you for sharino such a



# Marketing your farm online: Websites

Danielle Larese &  
Nick Weinstock  
BOTL Farm  
Ashford, CT







# Farm Websites

- *Why?*
  - Why does a farm need a website? What functionalities should farm websites include?
- *Example*
  - BOTL Farm website
- *How?*
  - Quick tutorial on how to build a farm website



# Why?

Info

Customers need complex information to make buying decisions

- Product availability
- Product characteristics
- Price
- Questions

Judge

When a customer clicks through to a farm site, they immediately form judgements about what the farm is like and how the business is run. As farm owners we have seconds to make the right impression

Feel

Does the farm website look like it was made in 2000? No offense against Comic Sans or flashing text or auto-playing songs or flying graphics, but modern websites feel different than old websites

Pro

It's reassuring to customers when farm websites project an aura of professionalism. Is there obviously outdated information on the front page? Copyright dates that are years old? No mobile view?

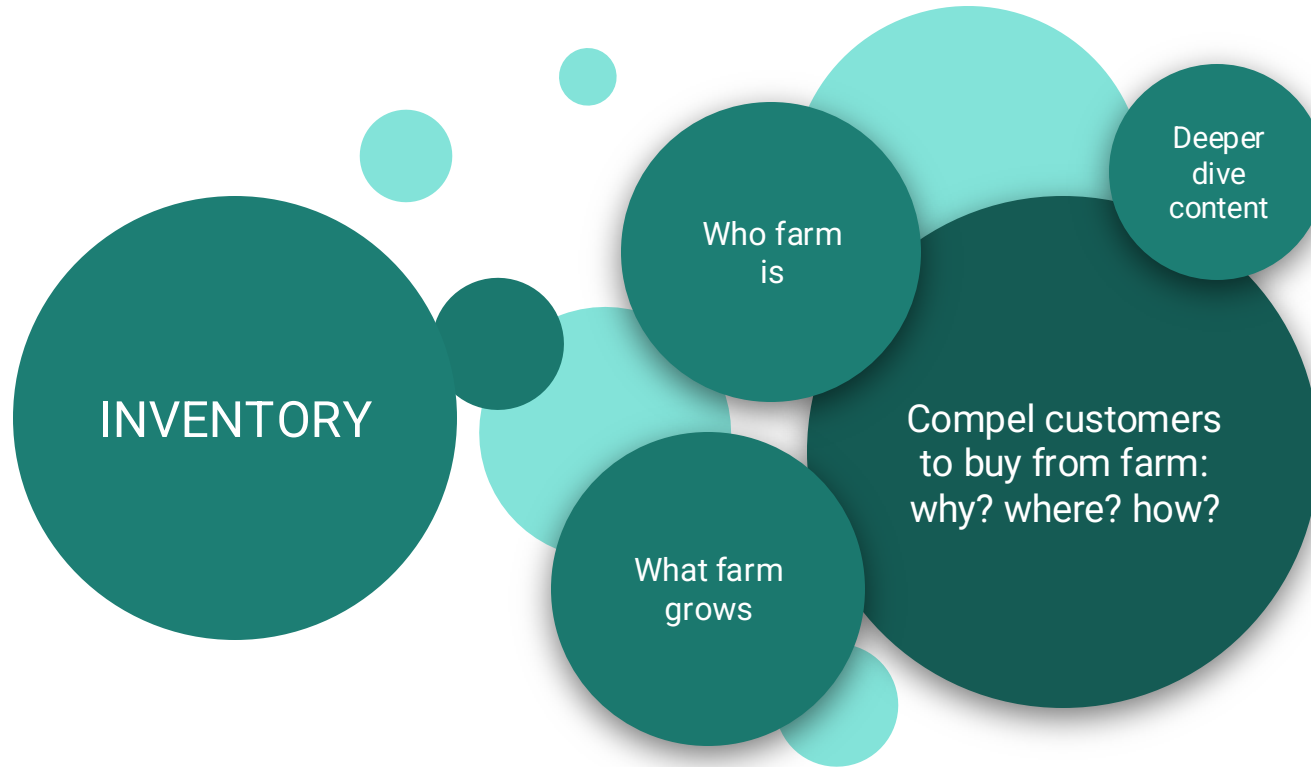
Compel

Websites are powerful marketing tools. Can customers tell why they should buy from one farm and not someone else? What sets a farm apart from others? Personality or style? Can they find the information they're looking for without being frustrated?





# Website functionalities



INVENTORY

Who farm  
is

Deeper  
dive  
content

What farm  
grows

Compel customers  
to buy from farm:  
why? where? how?

Like this



# Branding and importance



### Color(s)

Consistency of color on print vs mobile vs social media is hard. We sidestepped this by using only black and white in most of our branding, but we do print on brown kraft paper **Logo**

Once a farm has designed its logo, make versions in a bunch of file formats and save them where you can find them and be consistent



### General look and feel

Hard to quantify or qualify, but important. A farm's branding can impart an old-timey feel, a sophisticated or scientific modern look, or a clean and regenerative vibe

### Font

I don't know if I mentioned it yet but be consistent. Choose a font for your branding and stick with it. Ours is perhaps a bit hard to read but we're not changing it at this point

### Consistency --> recognizability

Establish your branding early and be a stickler for it. For small operations, writing a style guide isn't necessary but consider it anyways. Be ready to correct others about farm branding





# Example: home page






# Example: home page




HOME ABOUT PRODUCTS CONTACT BLOG



*About the Farm*

About our Farm, ourselves, and our future.


About Us



*Farm Products*

See what we have for you to eat!

Tasty Stuff



*Contact Us*

Be in touch if you are interested in purchasing our Farm products

Tell Us Something


[Check out our photo album!](#)

[Click here for our current price list and inventory.](#)

Subscribe to email list for a FREE Recipe Book

email address

Subscribe



pasture pork - cage free rabbit - soy-free, corn-free, grain-free eggs - grain free, grass fed lamb and goat  
Westford Village, Ashford, CT

Deeper dive content



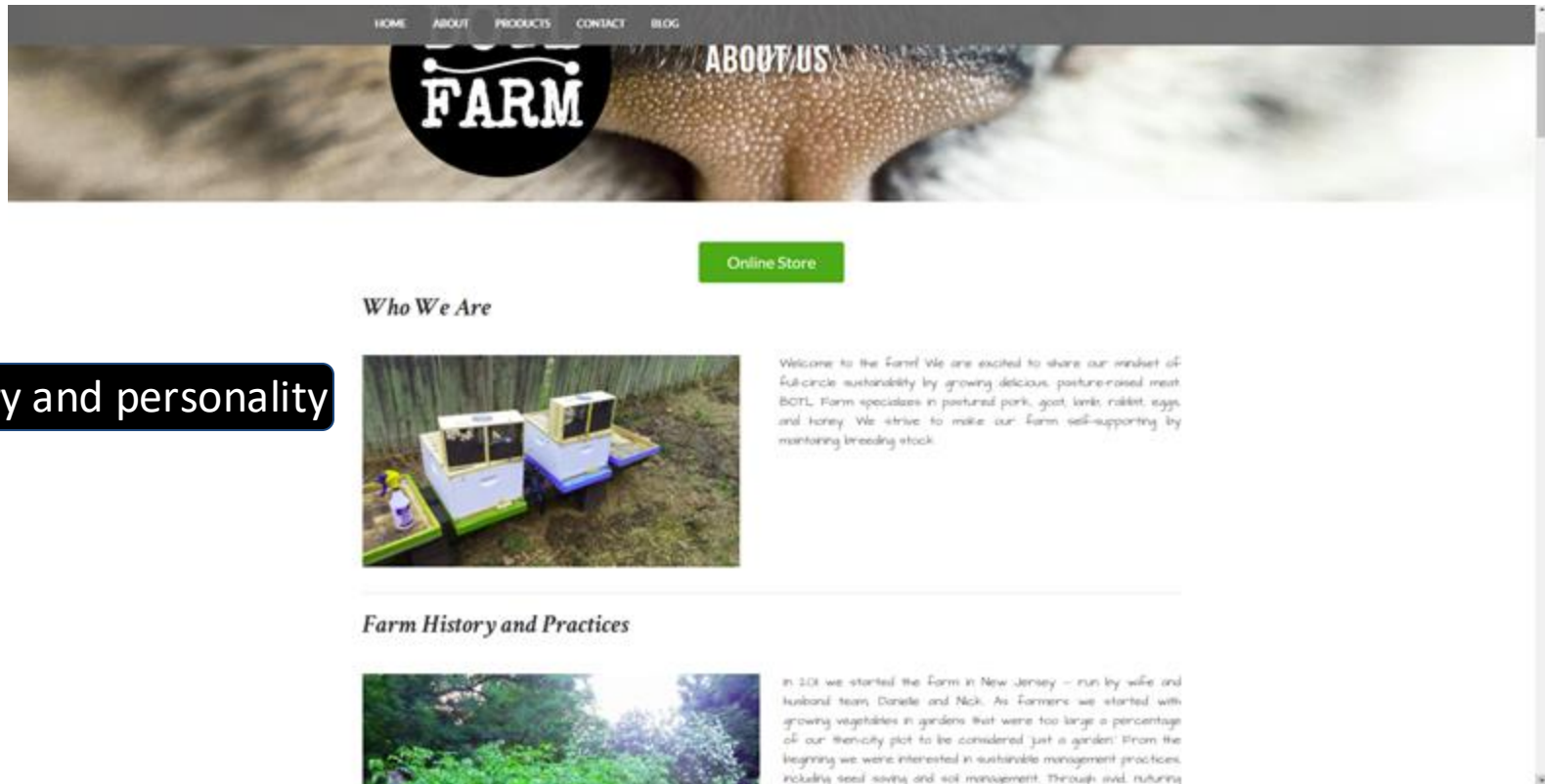
Questions







# Example: about us



HOME ABOUT PRODUCTS CONTACT BLOG



ABOUT US

Online Store

## Who We Are



Welcome to the Farm! We are excited to share our mindset of full-circle sustainability by growing delicious, pasture-raised meat BOTL Farm specialties in pastured pork, goat, lamb, rabbit, eggs, and honey. We strive to make our farm self-supporting by maintaining breeding stock.

## Farm History and Practices

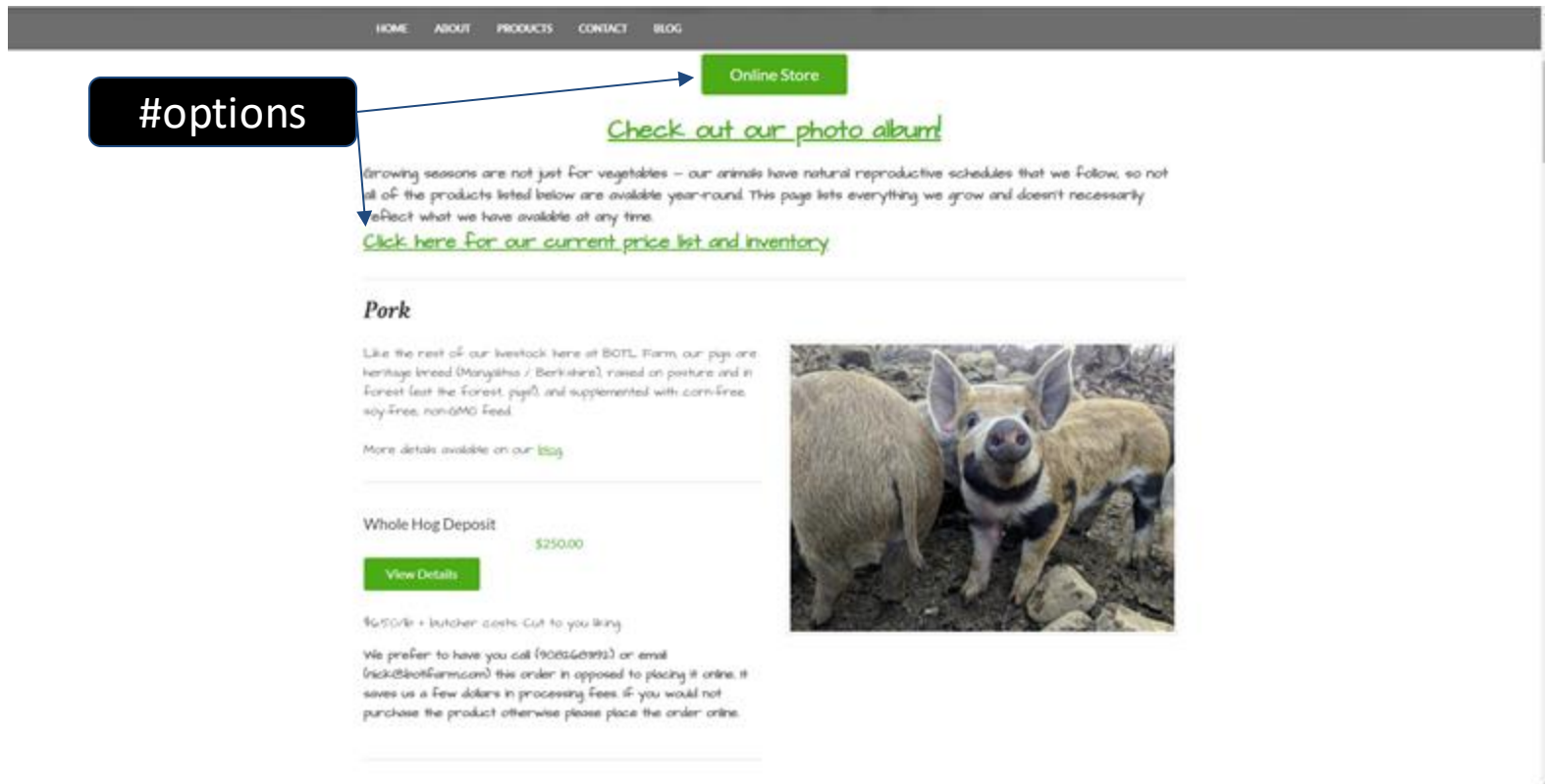


In 2011 we started the Farm in New Jersey – run by wife and husband team, Daniele and Nick. As Farmers we started with growing vegetables in gardens that were too large a percentage of our then-city plot to be considered ‘just a garden’. From the beginning we were interested in sustainable management practices, including seed saving and soil management. Through avid nurturing

History and personality



# Example: products



#options

Online Store

[Check out our photo album!](#)

Growing seasons are not just for vegetables – our animals have natural reproductive schedules that we follow, so not all of the products listed below are available year-round. This page lists everything we grow and doesn't necessarily reflect what we have available at any time.

[Click here for our current price list and inventory](#)

### Pork

Like the rest of our livestock here at BOTL Farm, our pigs are heritage breed (Mangishia / Berkshires) raised on pasture and in forest (eat the forest pig!), and supplemented with corn-free, soy-free, non-GMO feed.



More details available on our [blog](#)

Whole Hog Deposit \$250.00

[View Details](#)

\$650/lb + butcher costs. Cut to you liking.  
We prefer to have you call (908)609992 or email ([rick@botlfarms.com](mailto:rick@botlfarms.com)) this order in opposed to placing it online. It saves us a few dollars in processing fees. If you would not purchase the product otherwise please place the order online.

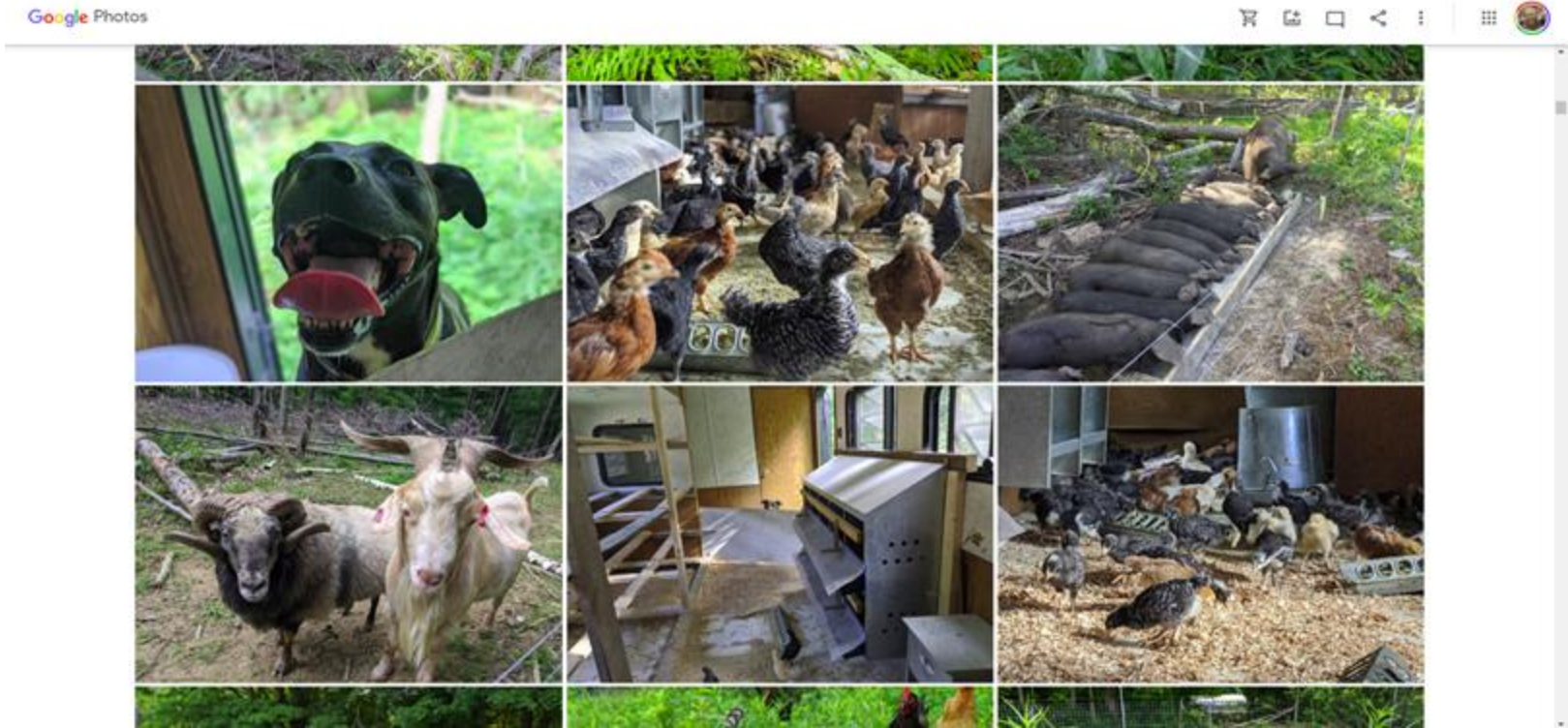




# Example: pictures



transparency, authenticity, adorbs





# Example: contact



Online Store

## Where to buy our products?

We have an honor box at our Farm as long as weather is cooperating we have eggs, candles, soap, and an assortment of other seasonal items (cheese, walking onion seeds, vegetables) in there. The box is built into our Farm sign. Just open the back lid. Note as of June 2020 we have more demand than supply for our eggs! Please contact us to check availability before driving out to the Farm.

For most, larger quantities of eggs or anything else we sell that is not in the box, please come to the house or call Nick (900-240-992). Someone is generally here daily from at least dawn to 7pm and usually well outside that window.

If you are making the trip here it is advisable to call ahead and schedule with us. Even if we are on the Farm we could be involved in a large project far in the fields and may not be able to come up to assist in a timely manner.

At this point we do not ship our products. If you are interested in being notified if we decided to ship, please contact us in the form below and we can add you to our list.

The summer of 2020 we will be vending on every other Sunday at the Sheltonville Farmers Market and every other Saturday at the Toland Farmers Market. We also will be doing a pop up market at Assawago Farms in Putnam every other Sunday. Follow us on Facebook to see where we will be.

## Contact

Please feel free to contact us to purchase some of our products, become a reseller, ask questions, tell us what you had for lunch today, or make a general comment. We would be happy to hear from you.

### EMAIL ADDRESS

info@BOTLFarm.com  
nick@BOTLFarm.com

### TELEPHONE NUMBER

900-240-992 (Former Nick)

### PHYSICAL ADDRESS

6579 Westford Rd, Ashford CT 06210



## Contact

Please feel free to contact us to purchase some of our products, become a reseller, ask questions, tell us what you had for lunch today, or make a general comment. We would be happy to hear from you.

\* Indicates required field

Name \*

Email \*

Comment \*

Submit

Subscribe to email list for a FREE Recipe Book

Subscribe



pasture park - cage free rabbit - soy-free, corn-free, grain-free eggs - grain free, grass fed lamb and goat  
Westford Village, Ashford CT



# Example: blog



## Pup The Future Award Winner of Best Farm Dog Ever Of All Time Of This Year

10/13/2016

0 Comments



### BOTL Farm

We are a small scale farm focused on full circle sustainability.

### Archives

- October 2016
- May 2016
- April 2016
- December 2015
- October 2015
- August 2015
- July 2015
- June 2015
- February 2015
- January 2015
- August 2014
- July 2014
- January 2014
- October 2013
- September 2013
- July 2013
- January 2013
- November 2012
- October 2012

### Categories

- All
- Money
- Recipes

5/5/2016



## A Primer on Pasture-Raised Pork (Re)production

5/13/2016

0 Comments



Lady Breeder on bottom and one of our purebred Berkshire on top, both girls sleeping in a pile.

To all who stand at the back of the line, hear us now as we relay a story from BOTL. For no reason at all, we will start this blog post with a poem.

There once was a farmer from New Jersey  
who moved outside Hartford in the burbises  
he got lots of sheep who eeped-meeped and peeped  
and read 19th-century literature featuring Percy





# Example: inventory (store)

A screenshot of the BOTL FARM online store's inventory page for Pork. The page features a navigation menu at the top with links for Home, Online Store Info, Meat Boxes, Pork, Lamb, Goat, Eggs, Honey, Other Products, Contact Us, and Gift Card. A shopping cart icon is visible in the top right. On the left, a vertical menu lists various product categories. The main content area is titled "Pork" and includes a dropdown menu set to "Alphabetical (A-Z)". It displays eight product listings in a grid, each with an image, a name, and a price. The first two items, "Belly Fresh, Pork" and "Belly, Bacon, Pork", are marked as "Out of stock".

Product Name	Price	Status
Backfat, Pork	\$6.00 / lb	In Stock
Belly Fresh, Pork	\$13.50 / lb	Out of stock
Belly, Bacon, Pork	\$14.50 / lb	Out of stock
Bone Broth, Pork	\$6.50 - \$12.00	In Stock
Canadian Bacon, Pork	\$14.50 / lb	In Stock
Chops, Pork	\$14.50 / lb	In Stock
Chorizo Sausage, Pork	\$14.50 / lb - \$16.50 / 7 lb	In Stock
Cottage Bacon, Pork	\$14.50 / lb	In Stock



# How?!



Image courtesy of: [winningwp.com](http://winningwp.com)

# Website Do's and Don'ts



## DO

- follow the preset theme (colors, typeface, etc.)
- Have your name and contact easily accessible
- limit your primary menu to 7 topics
- use quality pictures and break up text with them
- make it clear what you're selling/producing
- test different viewing screens and links
- keep it up to date
- let it represent your "brand"
- make it with the customer in mind and your story second
- explore SEO

## DON'T

- Use jargon
- use excessive typeface and colors (3 fonts, 3 sizes, and 3 colors)
- have typos
- make content that gets out of date too quickly
- use generic photos (well...maybe a few)
- use too much text in one place
- make it hard for consumers to find what they want
- overuse photos
- Have too many links crammed together
- forget social media links
- have it just to have it
- ignore it



# Website Building Tools



## Suggested Website Hosting Options

- Wix.com
- Weebly
- Squarespace
- Google Sites

## Website Building Tools

[www.Canva.com](http://www.Canva.com)

[www.Mailchimp.com](http://www.Mailchimp.com)

[Google Analytics](#)

CSS and HTML skills

- Create a Farm Website that Sells