



CLACKAMAS COUNTY

Soil and Water Conservation District

Marketing Products and Services from Any Small Business



Clair Klock

Clackamas Soil and Water
Conservation District



Passion!



Who are WE?

Low Capital

Off Farm/day Jobs

Crunched for Time

Little or No Farm/Business Experience

Lots of Enthusiasm

Desire for Extra Cash



Interest & Opportunities

- Building, Cooking, Dance, Music,
- Welding Art
- Flowers - live and cut
- Herbs - medicine, food, ornamentals
- Dogs Day Care & animal sitting
- Tours
- Photography
- Gift Baskets



Prospective customers



Marketing

- **You can grow or make it!**



Country Fresh
Collectibles
Catering
Office 503-723-9060

- *but can you sell it?*

Types of Marketing

TV, Radio, Newspapers

Outlets

Farmers Markets

Small Stores

Large Stores

Restaurants

Flyers



Pros & Cons

Larger price margin

Less employees

Weather

Whims of the Public

Competition

Less container cost

People will come forever



Products Types/Quality

Higher Prices

Fresh Product

Employee Cost

Container Cost

Availability – On Hand or Orders Taken



Retail

- Higher Prices
- Phone does Ring as much
- Competition
- If you retail at events - Competes for vehicles and staff
- Crunch times



Small Stores

Individual dealing

Cash in the spot

Easier to keep supplied

Good test site

for new products



Large Stores

Enough product to keep the pipeline full

Able to move high volumes

Impersonal

Drops you

Container cost

Payment schedule



Low Tech, but Effective



Cost Factor

The Cash Box



Accounting System



What Pays and What Doesn't



Security



Night Deposit

Do you take Checks



Credit Cards



Amenities

Drinking water, Pop Corn

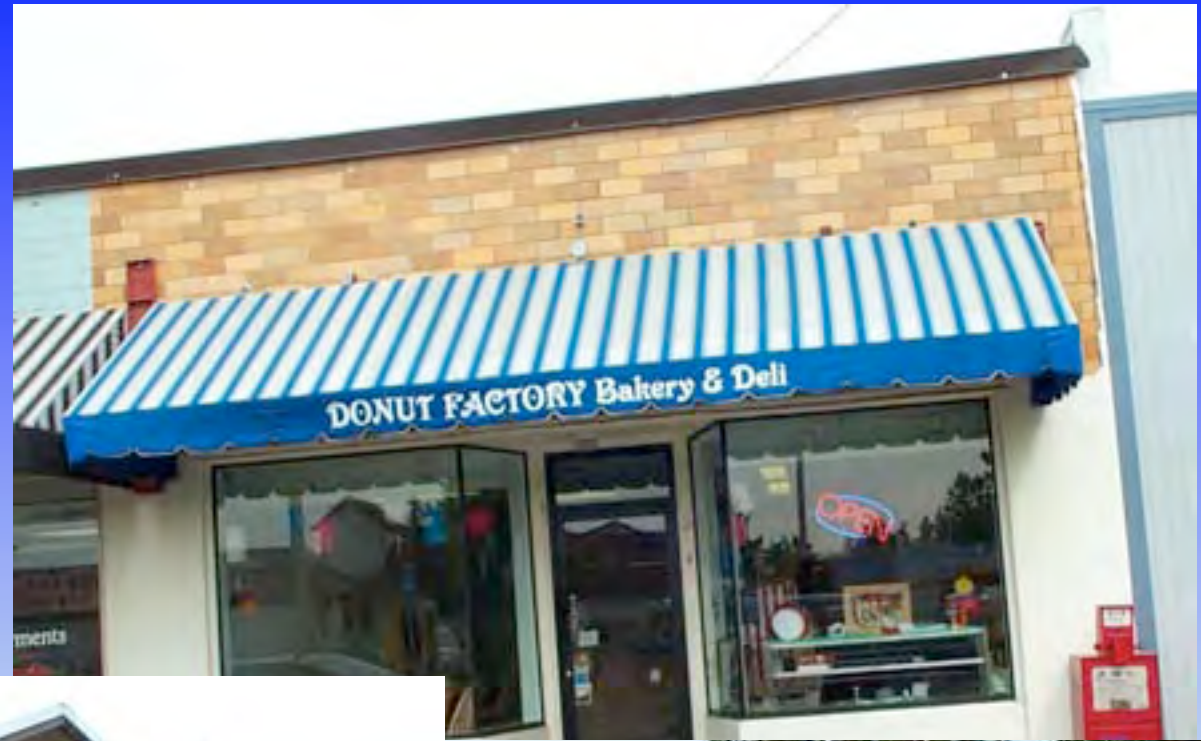
Picnic Tables and Shade

Travel Tips

Information Center

Art





Direct Marketing Organizations

Tri- County Farm Fresh Food Guide

American Kennel Society

Flower Retailer Association

Homebuilder Association

Welders Associations

Picture Frames Society



Advertising

- Newspaper
- Tri County Farm Guide
- Local events
- Flyer
- Postcards
- Websites



Signage

Entrance

Roads signs and rules

Being Courteous - Clutter



Protecting Yourself

Ins and outs of Insurance

Product liability

General liability

On farm sales riders



Entertainment Farming

Petting Zoos

Ride or Train rides

Pumpkins patches and Corn Mazes

Cooking contest

Recipe Contests

25.10.2003



“Home Business”







Cost
Effectiveness
Time
Effectiveness

Is it worth your
time?

The People



People Sell

People come to the Biz to see People!

The Appearance

The Farm/Store Front

The Farmer/Shop Keeper

The employees



Product or Service Guarantee



Product Reliability

Shelve life