How To Sell Your Stuff

Heather Sandford
Farmer/Butcher/Owner
The Piggery
Who The Heck Is The Piggery???

- **The Piggery Inc** is a USDA certified meat processing facility that creates value added pork and turkey products from local, pasture raised meats.

- **The Piggery Inc** is a local meats retail butcher shop & grocery store

- **The Piggery Farm Inc** raised heritage breed hogs on sustainably managed pastured without antibiotics or GMO feeds.
Finding Our Market...

10 Years Ago We Noticed....

- It was difficult to source local meat
- All of it was frozen
- Most of it was packaged poorly
- Most of the meat was large, unfamiliar/inconvenient cuts
Our First Stage of Branding

- Bring product front and center
- Make engaging retail space
- Create concise “elevator pitch” to tell customers our story
- Offer amazing customer service
What Product(s) Do You Want To Sell?

- What do you like to grow?
- What does your land want you to grow?
- Have you grown it before?
- Do you have the right tools, knowledge, space?
- Have you run your numbers to estimate input costs? Labor?
Grab a cup of coffee and....

- Visit your local farmers market
- Stop by BOTH your natural food stores & conventional grocery stores
- Browse YELP and the interwebs for farm to table restaurants
- Get creative... look at Etsy, ebay, amazon
What you’re looking for:

● Retail market prices
● Presentation: 12oz or 16oz packs of sausage?
● Labeling
● Shelf space or menu frequency
● Google searches of popular products
● Unique niches (office CSA share delivery???)
Check In With Yourself After Research….

- Competition?
- Price?
- Volume
- Passion?
Get Your Darts Out!
Where To Sell Your Stuff....

*Start a CSA
*Sell to Larger CSA groups
*Farmers Markets
*Direct to Distributors
*Restaurants
*Grocery Store
* Online
But Before Your Start Throwing Darts..

Take 4 Hours To Get Your Systems In Place
All Customers Expect Professionalism…. Even from farmers

Checklist:

1) **Product Info Sheet:** This should include your business name, contact info, product info, product pics, PRICES, order deadline, delivery date.
2) **Product Samples** - If you can afford them… or smaller versions of them?
3) Follow Up System:
If you’re working hard to establish sales contacts, put a basic follow up system in place. Like… spreadsheet? CRM software, Apps like CLZR....
How To Approach Sales Opportunities...

1) Try to choose a good sales possibility (not Cosco:)
2) Be respectful of the buyers time
3) Tell them a little about your farm, ask for the opportunity to tell them more.
4) Keep it brief. Know your stuff. Follow up and make their jobs easy:)
How to get a repeat sale...

1) Be Consistent
2) Make Ordering/Buying Easy
3) Deliver On Time
4) Be polite and thankful
5) BRING AN INVOICE:)
Selling is hard. It’s scary to put ourselves out there.

But try to find joy in the process. In the ability to express the passion of your work to others….

So you can keep doing your work.

- Hugs and well wishes for success!!!!!