

Direct Marketing Meat Community Outreach, Public Relations

University of California Cooperative Extension, Sonoma
County

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<http://ucanr.org/SoCoMBC>



Getting the Word Out

In order to develop a demand for your product
it is important to reach out to the consumers:

- Facebook, Twitter, MySpace
- Website
- Blog
- On the Ranch Dinners
- Work with local organizations
- Media Outlets (Radio, Newspaper, Magazines, etc.)

Social Networking Channels

Which Networking Site Is Best?

- Facebook
- Myspace
- Twitter

Free Way to Keep Consumers Involved and invested in
your operation

- Post about upcoming events
 - Farmers markets
 - Special ranch dinners
- Post about your current products
 - New and upcoming products
 - Changes
- Post about your daily chores on the ranch
 - People want to know more about where there food comes from



**Sonoma County
Meat Buying
Club
Facebook Group**

Website

- Create a website, so that consumers can find out about your product and operation
 - You can place photo's on your website
 - Biographies
 - Create an online market place
 - Contact information
 - A calendar of events

Sonoma County Meat Buying Club
Website:
<http://ucanr.org/SoCoMBC>

Blog

- A blog is an online diary to which you can post
 - Pictures
 - Video's
 - Stories
- Blogs are interactive
 - People can write their thoughts on stories or photo's posted
 - People can subscribe to a blog, so that they are alerted when new posts are added
- Some examples:
 - <http://www.biteclub.com/bc/index.cfm>
 - <http://ucan1.org/blogs/SoCoMBC/>

Ranch Dinners

- Work with local restaurants or wineries to host dinners featuring your product
 - Chefs will have the opportunity to try your product and also promote their restaurant/winery
 - You will be able to promote your product to a new group of consumers
 - Eat Local Dinners (La Gare, Manzanita Restaurant, Jintown Store, etc.)

Local Organizations

- Work with like Minded groups to spread the word about your product
 - Go Local Sonoma County
 - Group created to help promote all facets of the local economy in Sonoma County
 - Host monthly local mixers
 - Are creating a local brand to distinguish their members as "truly local" entities by their standards to the general public
 - Farm Trails
 - Farm Bureau
 - Fork and Shovel
 - Slow Foods
 - Open Space District
 - Conservation Beef

Media Outlets

- Newspapers
 - Newspaper writers are always looking for new stories
 - Send your story idea to more than one paper
 - Contact all of the local papers (if you have more than one in your area)
- Radio Stations
 - Paid Advertising spots, promotional offers, etc.
 - Contact the host to try and schedule an on-air interview to talk about your product
 - Example: KZST interview with a box of meat
- Magazine's
- Local TV Stations
 - Promoted the Meat Buying Club and Range to Plate event on one of the local tv stations

Producer Biography's

- To connect our members with the producers of our club this summer we are filming our producers out on their ranches
 - These clips will be used in place of the online written biographies to encourage the deep rooted connection our members are developing for where their meat is raised

SCMBC Cost Study

• Coming Soon to the Cooperative Extension Office Near You!!!
