

# Marketing: Survival Plans & Recovery Plans

GoFarm  
Hawai'i  
AgBusiness  
Team



AgBusiness topic  
presented by the  
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## What are we discussing today?

- Market Place Update
- Market Analysis: Survival Modes
- Market Strategies: Sustainability
- Marketing Moves: Forward Thinking
- ACTION: Are You Ready?

## MARKET PLACE UPDATE: The Transitional Threshold

### **BIG BUSINESS**

- RECOVERY PLANS
- KEEPING THE AUDIENCE ENGAGED
- MESSAGING IS SHARP
- INFLUENCERS ARE LOCAL
- READY TO MAKE A MOVE



### **SMALL BUSINESS**

- OVERWHELMED, BUT GRATEFUL
- MOVING AS FAST AS THEY CAN
- MAKING THE MOST OF IT
- IDENTITY IS CHANGING
- COMMUNITY IS KEY



## Market Analysis: Survival Modes

1. Speaking the language(s) of the consumer
2. Relevance & Accessibility
3. Simple Innovation
4. The Hustle is REAL

## Market Strategies: Sustainability

### THEN

- ◉ Staying Top of Mind = Survival
- ◉ Strategize ideas for Higher price points & increase revenues
- ◉ Stay Organized with your Efforts & Resources
- ◉ Waste Less Money & Time

### NOW

- ◉ SAME (probably more important now)
- ◉ Strategize ideas for any price point to sustain business
- ◉ Stay Open with your Efforts & Resources
- ◉ Be Intentional with your Money & Time

# Marketing



rootskalihi

Roots Kokua Kalihi Valley

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**ROOTS**  
KŌKUA KALIHI VALLEY

1/4

## THIS WEEKS FOOD HUB OFFERINGS

Tuesday 4/7 from 11:30am - 1:30pm

### ROOTS:

- Carrots
- Beets
- Radish
- Kohlrabi
- Ginger
- Olena
- 'Uala (sweet potato)
- Kalo (taro)

### FRUITS:

- Banana
- Orange
- Tangerine
- Grapefruit
- Lemon
- Lime
- Soursop
- Green papaya
- Ripe payaya

### FROZEN: (cooked, cleaned, bagged)

- Lu'au
- Cassava (tapioca)
- Kalo

### OTHER:

- Duck eggs
- Dried banana

Thursday 4/9 from 11:30am - 1:30pm and 3:00pm - 4:30pm

### ROOTS:

- Carrots
- Beets
- Radish
- Kohlrabi
- Ginger
- Olena
- 'Uala (sweet potato)
- Kalo (taro)

### FRUITS:

- Banana
- Orange
- Tangerine
- Grapefruit
- Lemon
- Lime
- Soursop
- Green papaya
- Ripe payaya
- 'Ulu (breadfruit)

### GREENS:

- Choy sum
- Green onion
- Braising mix
- Lettuce
- Cilantro
- Red kale
- Leeks

### FROZEN:

- (cooked, cleaned, bagged)
- Lu'au
- Cassava (tapioca)
- Kalo

### OTHER:

- Duck eggs
- Dried banana



Accepting cash, card and double up to \$20 with your EBT card!



pukalani\_clubhouse

Pukalani, Hawaii

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### WEDNESDAY

#### LA STYLE KALBI RIBS FOR 2: \$50

SERVED WITH KOREAN MISO SOUP

L.A. style marinated kalbi ribs with rice, kimchi, & Korean miso soup.

### THURSDAY

#### BBQ GLAZED RIBS 1/2 RACK: \$30 FULL RACK: \$55

BBQ glazed ribs, mac & cheese, bacon & brussel sprouts, herb potatoes, and corn bread muffins.

### FRIDAY

#### PRIME RIB ROAST FOR 2: \$40 FOR 4: \$80 FOR 6: \$120

Delicious prime rib roast served with mashed potatoes & gravy or rice with roasted vegetables and a garden salad.

### SATURDAY

#### BACON WRAPPED MEATLOAF FOR 2: \$40

Bacon wrapped meatloaf, mashed potatoes & gravy, and roasted vegetables.

### SUNDAY

#### KALUA PORK FOR 2: \$30

Kalua pork and cabbage, lots of rice, secret smokey sauce, & mac salad.



PRE-ORDER BY DM OR  
CALL US @ 572-1325

GET YOUR ORDER IN BY  
MIDNIGHT FOR NEXT DAY  
PICK-UP\*!

\*ORDER PICK-UP TIMES:  
4PM-6PM | W-SU

# Marketing



fondmaui  
Napili Plaza

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A chalkboard-style menu with a dark grey background and a hand-drawn orange border. The text is written in a white, chalk-like font. It lists two meal subscription options: a weekly plan for \$79.99 and a 3-day basic plan for \$39.99. It also includes contact information for more details.

**FOND**  
**MEAL SUBSCRIPTION**  
WEEKLY PLAN - \$ 79.99  
(ONE MEAL EACH DAY, FROM MON TO SUN)  
3-DAY BASIC PLAN - \$39.99  
(TRY 3 DAYS FIRST, FROM MON TO WED)  
CALL US FOR INFORMATION AND SIGN UP  
808-856-0225 (9AM - 5PM)



fondmaui  
Napili Plaza

...

A chalkboard-style delivery schedule with a dark grey background and a hand-drawn orange border. The text is written in a white, chalk-like font. It specifies the pick-up times (10 AM - 11 AM and 11 AM - 12 PM) and the delivery radius (5 miles). A small illustration of a motorcycle is also present.

PICK UP DAILY AT FOND  
10 AM - 11 AM  
OR  
11 AM - 12 PM  
DELIVERY 5 MILES RADIUS  
FOR JUST \$5



# Marketing

## ONLINE SALES PLATFORMS FOR DIRECT MARKETING

- ◉ [Barn2Door](#)
- ◉ [Harvie](#)
- ◉ [Local Food Marketplace](#)
- ◉ [Food4All](#)
- ◉ [Open Food Network](#)

<https://tilth.org/education/resources/online-sales-platforms-for-farmers/>



## Marketing Moves: Forward Thinking

### THEN

- Who is your customer?
- What is your product?
- What's your price point?
- Where are you going to sell?
- How will you promote?

### NOW

- Who else can your customer be?
- Is your product/service essential right now? What else can you sell?
- Has your capacity changed effected your price point?
- If I changed or tried\_\_\_\_, I might be able to sell more.
- I'm testing these promo ideas already.

# Marketing



allkainagrindzzz

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#STAYHOMEMAUI

"FREE DELIVERY"

"WAIOHULI HOMESTEAD"  
TUESDAY 04.14.2020

WE WILL BRING DINNER TO YOU  
BETWEEN 530PM & 630PM  
ORDER BY 3PM ON DAY OF  
DELIVERY.  
DELIVERY ROUTE WILL START  
FROM PUEO DRIVE AND GO  
ACCORDINGLY  
CALL US AT 808-385-6501



Liked by chefshoyu and 24 others

allkainagrindzzz We will be offering "FREE DELIVERY" to Waiohuli Homestead tomorrow, Tuesday 4.14.2020. We want to extend our... more

## MESSAGING

### THEN

- ◉ Social Currency
- ◉ Collaboration
- ◉ Convenience
- ◉ Society/Class
- ◉ Happiness
- ◉ Extra

### NOW

- ◉ Social Consciousness
- ◉ Connecting the dots
- ◉ Resilience
- ◉ Community/Family
- ◉ Health & Wellness
- ◉ Essential

## MOVING FORWARD (2-4 week threshold)

- ZOOM Webinars
- IG/FB LIVEs with Coaches & Collaborators
- IG TV GoFarm Hacks & DIY
- Multi-Island GoFarm Site Collaborations  
(knowledge sharing)

## Call To Action

Marketing is the “Front Line” of your business. You need strategy to play. What are you committed to do to stay in business?

- Start telling your story now
- Be mindful of the “Transitional Threshold”
- Pay attention to what’s happening/changing around you
- Pilot ideas & Stay informed/enriched/alive 😊

## In Collaborative Partnership With

### COLLABORATIVE PARTNERSHIPS



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