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## Creating Buzz

### Selling Honey at Farmers' Markets

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### Selling Honey at Farmers' Markets

- Increased Interest in local honey
- Marketing at farmers' markets
- Regulations for selling honey at farmers' markets

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- Ohio honey production for 2014 totaled 915 thousand pounds, up 20 percent from 2013. This estimate included honey from producers with 5 or more colonies.
- Nationally, Ohio ranked twenty-fourth in honey production in 2014. Ohio was ranked twenty-sixth in 2013.
- Yields from Ohio's 15,000 honey producing colonies averaged 61 pounds in 2014, compared with 45 pounds the previous year.

Source: Ohio Ag Net, Digital Dale, March 26, 2015 Digital Edition

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### Increased Interest:

- Telling Your Story
- Providing Education
- Sampling
- Making it easy for customers to do business with you

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### Telling Your Story

#### Top reasons consumers shop

- #1 Freshness
- Taste
- Access to local foods
- #2 Supporting local farmers

The Ohio Survey of Food, Agriculture and Environmental Issues administered by Sharp et al (2002)

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### Telling Your Story

- Why/how did you begin beekeeping?
- What information can you share about beekeeping?
- Where is your operation located? (Are you stationary, do you move your hives, if so how far?)
- What makes you different from your competitors?

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## Social Media and Direct Marketing

Social media is about building a brand and establishing relationships.

*% of online adults using social networking sites*

Year	All internet users	Ages 18-29	Ages 30-49	Ages 50-64	Ages 65+
2005	10	10	5	5	5
2006	15	20	10	10	10
2007	25	35	15	15	15
2008	35	45	25	20	20
2009	45	55	35	25	25
2010	55	65	45	35	35
2011	65	75	55	45	45
2012	70	80	60	50	50
2013	75	85	65	55	55
2014	80	90	70	60	60

— All internet users — Ages 18-29 — Ages 30-49 — Ages 50-64 — Ages 65+

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## Know your Audience: Which social media sites are they using?

**MONTHLY USERS**

Platform	Users (Approx.)
Facebook	2 B (JUNE 2017)
YouTube	1.8 B (JUNE 2017)
Instagram	700 M (APRIL 2017)
Twitter	328 M (APRIL 2017)
WhatsApp	1.2 B (FEB 2017)
Snapchat	255 M (APRIL 2017)
Facebook Messenger	1.2 B (APRIL 2017)
WeChat	889 M (DEC 2016)

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## Social Media Algorithms

- Engagement** – likes, comments, shares, retweets, etc.
- Relevancy** – is this a trending topic?
- Friends and followers** – who is paying attention to you? What are the interests of your friends and followers?
- Private interaction** – Who messages you privately? Who searches for you?
- Privacy settings** – keep your settings public

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## Engaging Images

- Your product in use
- User submitted images
- Animals
- TBT
- Contests
- Instructable



North Union Farmers Market  
November 28, 2017 ·

This #GivingTuesday - become a [#localFoodChampion](#) Support North Union Farmers Market's mission to save small farms and provide free food education programs in Cleveland. To donate head to [northunionfarmersmarket.org/donate](#).

#GIVING TUESDAY

Like Comment Share

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## Sampling

A consumer intercept survey conducted in 2009 by the University of Kentucky determined that farmers market shoppers are more interested in product samples than debit card acceptance or bathroom access at the market.

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**Table 1. Overall Impression of the Sampling Experience**

In the 2011 Regional Farm Market Sampling Survey we found that 56% of people who sampled products in the last 12 months had an excellent experience! In total, 96% of respondents had at least a good sampling experience at their farmers market. Sampling is noted to be an over-whelmingly positive experience for market patrons!

Note: N = 3,406.

Rate your sampling experience	
Excellent	56%
Good	40%
Fair	4%
Poor	1%

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## Why Sample?

**Figure 7. Frequency of Product Purchasing**  
Note: N = 1,132. The question simply asked, "Did you buy the product that day?"

Yes, and I hadn't planned to	55%
No, but planned to in the future	17%
Yes, but I already planned to	16%
No, and I didn't want to	8%
Was going to but changed my mind	3%
Can't recall	1%

<http://www2.ca.uky.edu/cmspubclass/files/extensionpubs/2012-19.pdf>

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## Provide Education

- Headlines about the importance and challenges of honey bees
- What can your customers do to help protect/encourage honey bees
- Easy to use recipes (how to substitute honey for sugar, etc.)
- Health benefits of honey

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## Making it easy for customers to do business with you...

- Multiple payment options (cash, check, credit/debit, mobile payments)
- Easy to find the information they need/want – recipes, storage & use, etc.
- Convenience – packaging  
Salsa kit – include everything they need to make their own fresh salsa at home.

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# Ohio Regulations for Selling Honey

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## Regulations - Exemption from food processing establishment

A “food processing establishment” does not include a cottage food production operation; a processor of maple syrup...; a processor of sorghum...; or a beekeeper who jars honey when a minimum of seventy-five percent of the honey is from that beekeeper’s own hives.

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## Chapter 3715

### Ohio Food, Drug, Cosmetic and Device Law

"Honey" means the nectar and saccharine exudation of plants that has been gathered, modified, and stored in a honeycomb by honeybees.

\*Flavored honey which has been produced by a beekeeper exempt under division (A) of section 3715.021 of the Revised Code;

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## Regulations – ORC Chapter 909: APIARIES

### 3715.022 Cottage Food Products, Maple Syrup, Sorghum, and Honey Sampling.

- Register with ODA annually
- All food products, including those produced and packaged by a cottage food production Operation...and honey, are subject to food sampling conducted by the director of agriculture, or a representative the director authorizes, to determine if a food product is misbranded or adulterated.

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### 3715.023. Labeling: Cottage Food Products, Maple Syrup, Sorghum, Honey.

- (1) The name and address of the business of the cottage food production operation, processor, or beekeeper;
- (2) The name of the food product;
- (3) The ingredients of the food product, in descending order of predominance by weight;
- (4) The net weight and volume of the food product;
- (5) In the case of a cottage food production operation, the following statement in ten-point type:  
"This product is home produced."

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### 3715.024. Voluntary Inspection: Maple Syrup, Honey, Sorghum

(A) A maple syrup or sorghum processor and beekeeper described in division (A) of section 3715.021 of the Revised Code may request that the director of agriculture conduct a voluntary inspection of the processor's or beekeeper's facilities. After the inspection is completed, if the inspector determines that the facilities comply with the rules adopted by the director pursuant to division (B) of this section, the processor or beekeeper may place on the label required under section 3715.023 of the Revised Code a seal of conformity and inspection of the department of agriculture.

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Type of License:	Plant Health (Apiary)
Who Needs This License?	Any person keeping one or more honey bee colonies in an apiary.
Annual Fee:	\$5.00 per location
Requirements:	Complete application for registration annually and submit required fee.
Licensing Period:	July through June Annually
Forms Needed:	N/A
Submit to:	Ohio Dept. of Agriculture Plant Health 8995 East Main Street Reynoldsburg, OH 43068 Phone: (614) 728-6373 Fax: (614) 728-6412 Email: <a href="mailto:Apiary@agri.ohio.gov">Apiary@agri.ohio.gov</a>

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## Marketing

Marketing is the pricing and delivery of production – including location, timing, and transportation to point of sale.

*Marketing is the whole business seen from the customer's point of view.*

Know your market and your customers before you plant the first seed.

## What sets you apart



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## What sets you apart

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## Signage

- Point of purchase –
  - What is the product?
  - What do I do with it?
  - How much does it cost?

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## Signage

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## Questions?

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