



Farm Branding: Selling Your Story

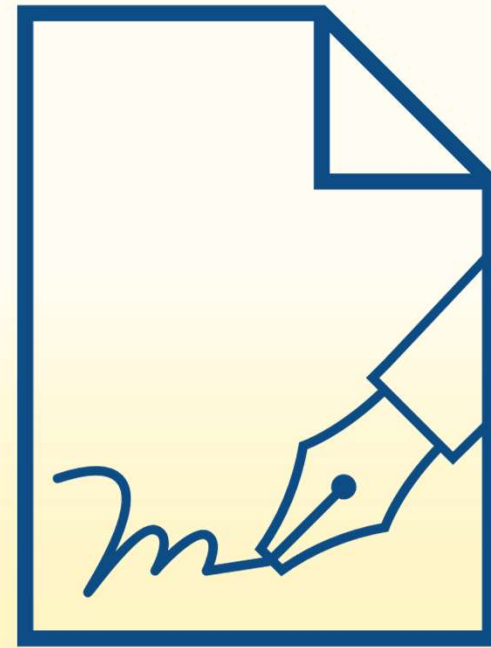
DANIEL PRIAL, COMMUNITY FOOD SPECIALIST



ATTRA
SUSTAINABLE AGRICULTURE

Overview

- ▶ Telling Your Story
- ▶ Understanding Meaning
- ▶ Understanding the Customer
- ▶ Branding



My Story

- ▶ Past
- ▶ Present
- ▶ Future



NCAT/ATTRA

- ▶ National Center for Appropriate Technology
- ▶ ATTRA Sustainable Agriculture



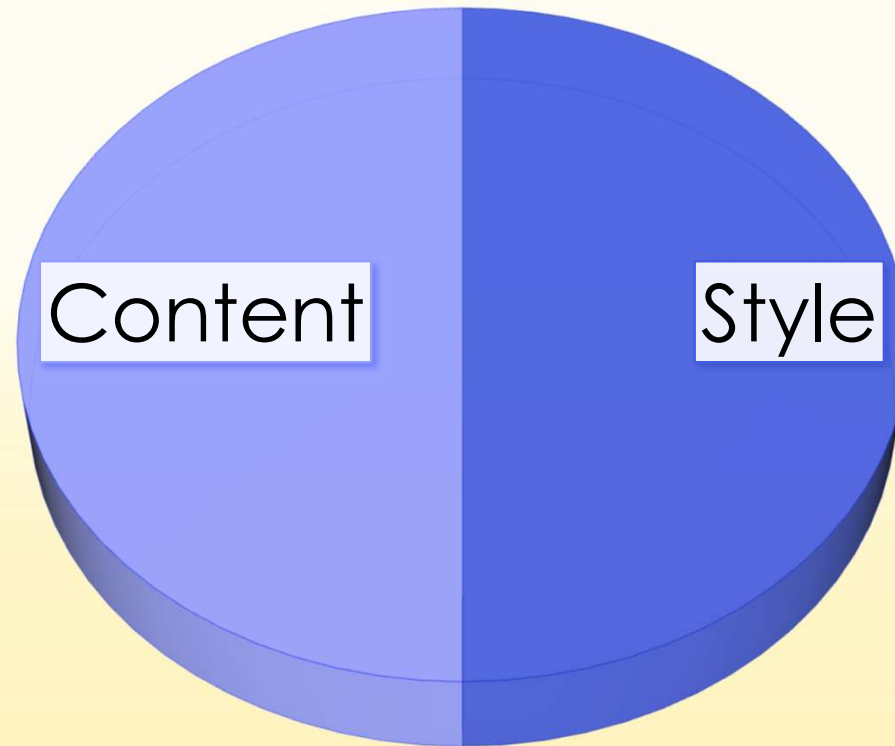
Your Operation

- ▶ Describe your current/dream farm operation.
- ▶ What are you most proud of?
- ▶ What is your most important job on farm?

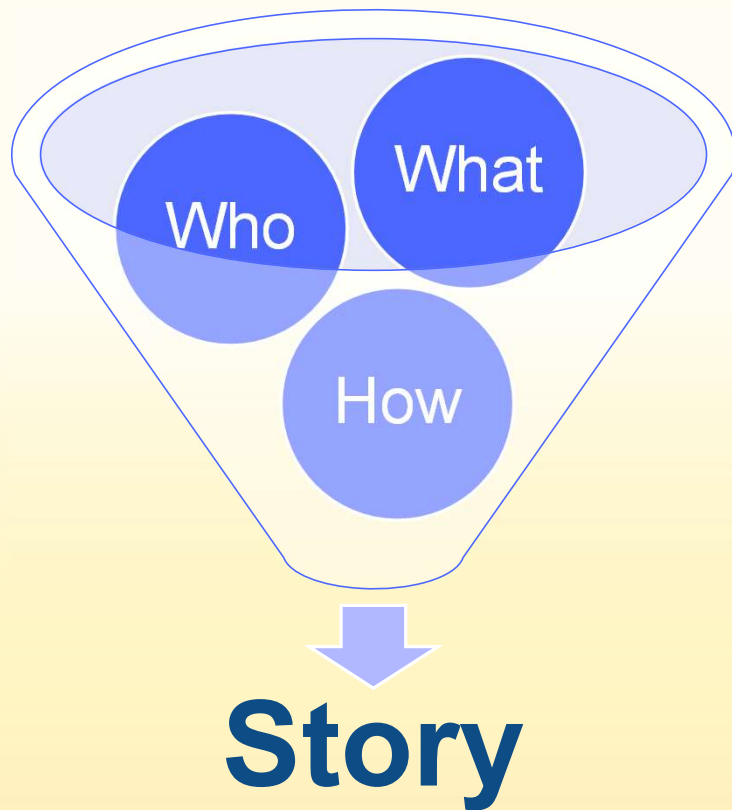
Without marketing, there is no business.



Telling Your Story



Telling Your Story



Today I'll be talking about:

I'll be talking to:

The best way for me to get what I need to say to that audience is:



Telling Your Story

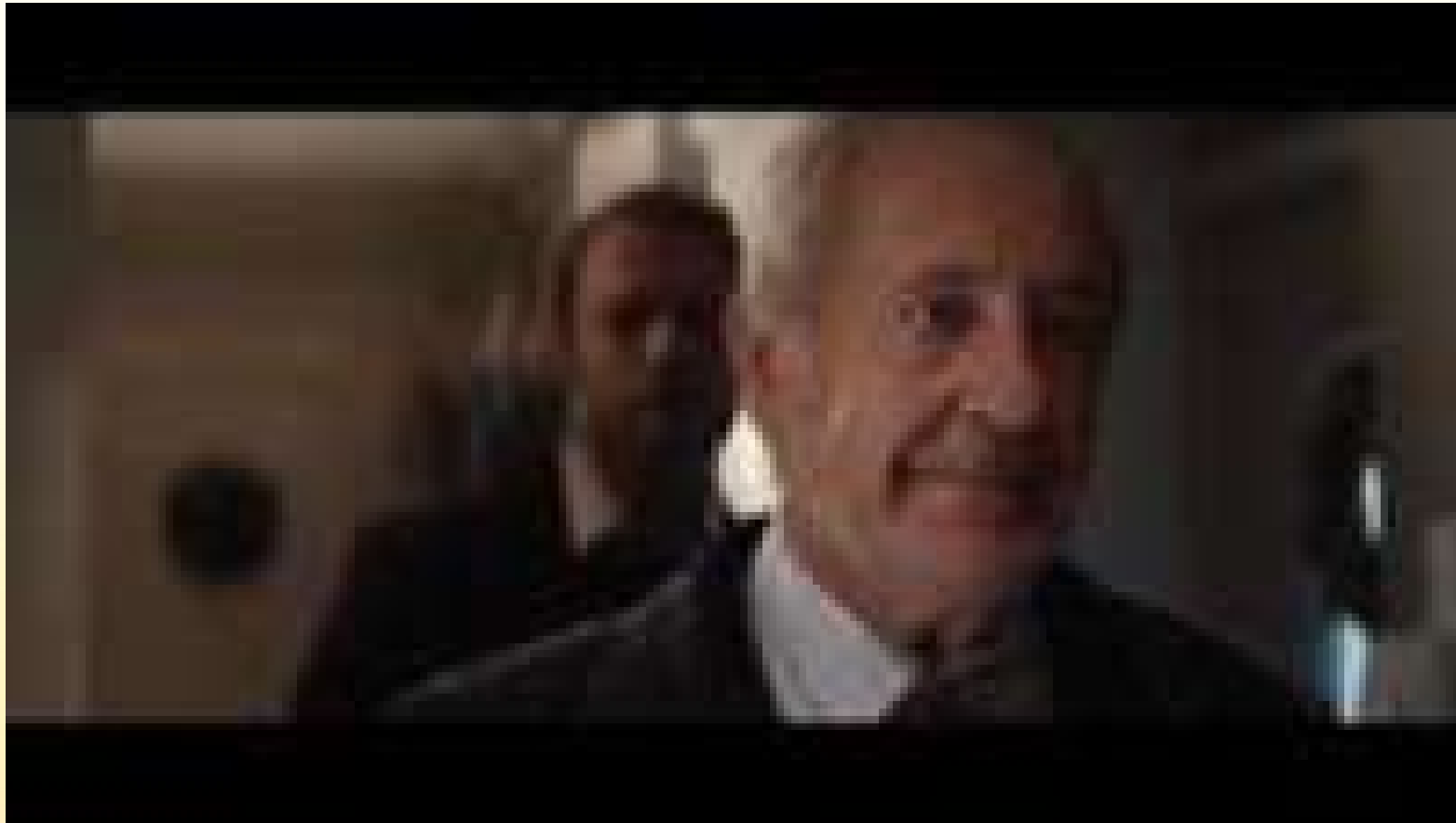
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Michelob Superbowl Commercial 2020



Telling Your Story



DocMorris, Germany, Christmas 2020



Meaning

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Tangible



Meaning

11

SO WHAT?



Meaning

12

Car

Book

Fire

Bottle



Meaning

13

Your
Kale

Your
Eggs

Your
Goats

Your
AirBnB

Your
Flowers

Your
Venue

Your
UPick

Your



Meaning

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The Customer

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The Customer

Demographics:

Name, Age, Gender, Marital Status, Children, Home Town, Occupation, Salary, Education, etc., etc.

Goals and Values:

What does this person want in life?
What is this person committed to?

Sources of Information?

Books, magazines, websites, podcasts, social media influencers, gurus, etc., etc.



Challenges:

What challenges does this person face?
What keeps this person up at night?

Barriers to Sale:

What keeps this person from buying your product?
What objections might they have?

The Customer

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Brand

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Identity

Name

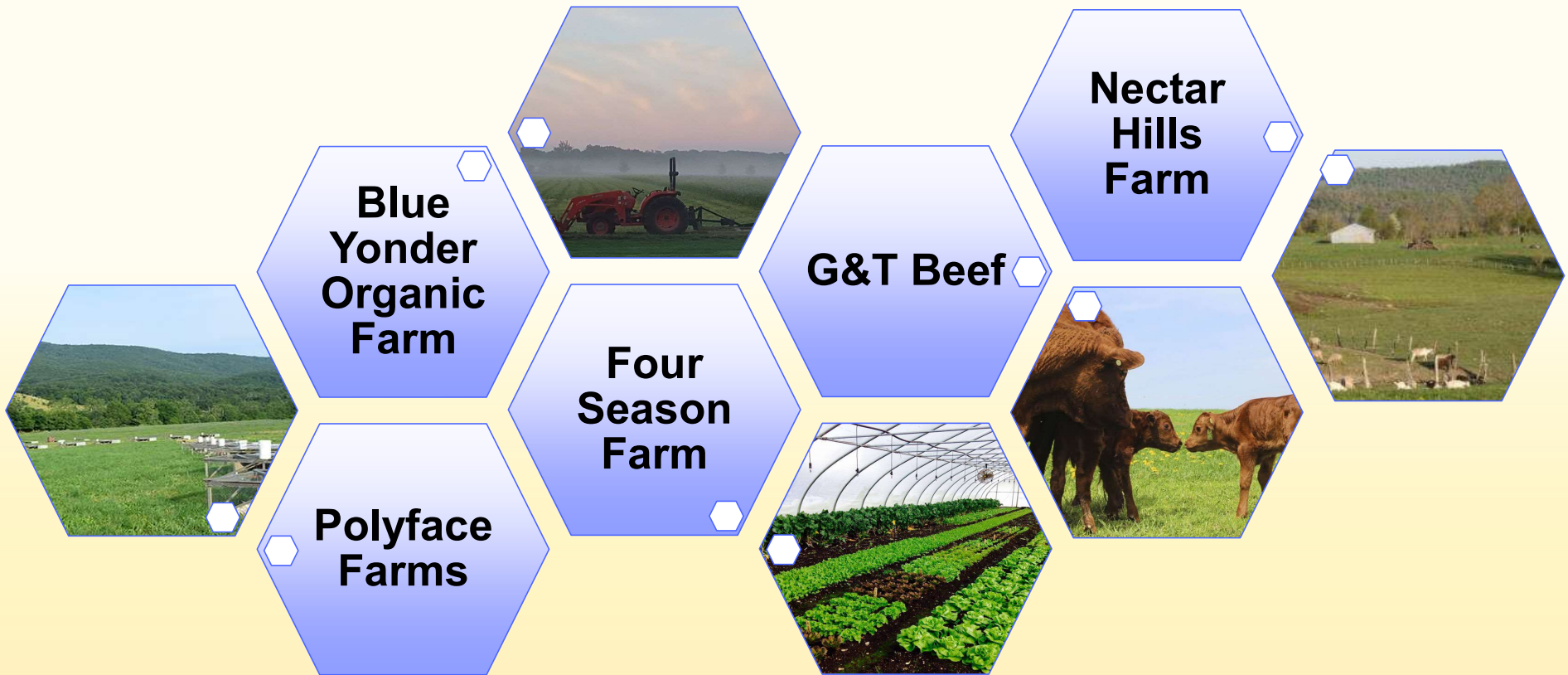
Mission

Logo

Labels



Story - Name



Story - Mission

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Mission:

Four Season Farm, Elliot Coleman

WE FARM THE WAY "ORGANIC" USED TO MEAN

Soul Fire Farm, Leah Penniman

ENDING RACISM AND INJUSTICE IN OUR FOOD SYSTEM



Story - Logo

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Four Season Farm



All images taken from farm websites or Facebook pages. Four Season Farm logo was recreated.



Story - Logo

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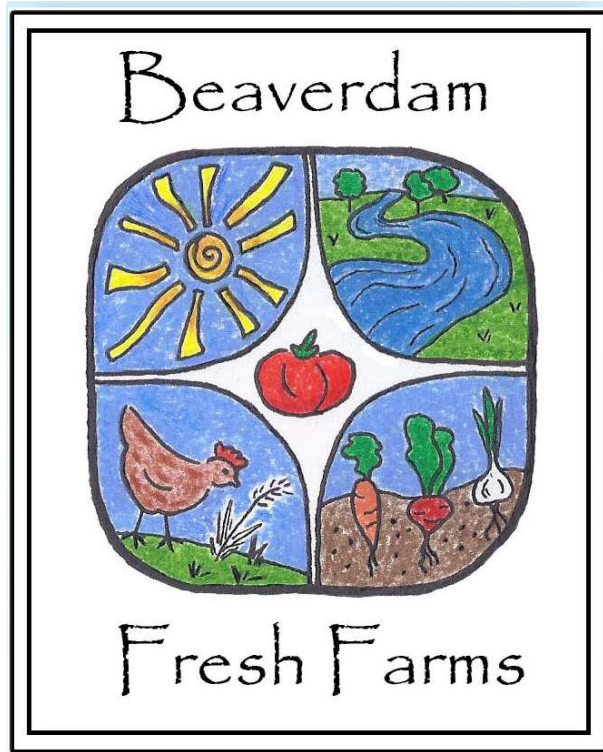


All images taken from organization websites or Facebook pages.



Story - Logo

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All images taken from organization websites or Facebook pages.



Story - Labels

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Photo: USDA Organic Program



Photo: Farmer Veteran Coalition



Story - Fonts

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- ▶ What story does this font tell?
- ▶ **What story does this font tell?**
- ▶ *What story does this font tell?*
- ▶ What story does this font tell?



Story - Colors

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How does color choice affect your story?

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Case Study – Archway Farm

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- ▶ www.archwayfarm.com
- ▶ @archwayfarm (FB & IG)



Selling Your Story

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Don't sell your **product**.
Sell your **story**.



Questions?



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SUSTAINABLE AGRICULTURE

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