

MARKETING DRY FARMED GOODS BREAKOUT | FEBRUARY 25, 2021

Led by Amy Garrett

Questions

1. Discuss plan for launching new 'dry-farmed' logo to help farmers market?
2. How might the Dry Farming Institute help? (e.g. printing costs for labels and signage covered for 'Grower Membership')
3. Define dry farming (e.g. irrigated once or not at all?) and how logo should be used

Notes

Tobias, a graphic designer (and Anne's Son), worked on a Dry-Farmed logo. Harry Short shared the logo during the breakout session.

Examples of the logo and colors:



The logo can be used several different ways:

- Stickers at Farmers Market; stick to price tag or price list, for example.
- Stamp (for ink stamping brown paper bags)
- Sticker could be added to some vegetables (e.g., squash); or on tomato baskets/container, etc. Some consumers have an aversion to this; maybe there is an alternative?
- 9x12 sign or other signage with the logo and context (water saving, taste, resilience, etc.).
- A flier (300 words; one minute); handout and use copy on website
- Give context for the higher price that is required (due to lower yield); taste will be the biggest selling point and would mean that the consumer would not have to necessarily align with the water conservation messaging.
- Presenters today could have used the logo during trainings and sessions like today.

- Asset that can be given to retail/reseller partners (along with a media kit with guidance on how to use the logo).

Other things to consider:

- What guidelines need to be sent along with requirements for logo usage? For example:
 - “Irrigate once at time of planting or not at all.”
 - “Irrigate once at time of establishment or not at all.”
 - “Irrigate once or not at all”. ***This language got the most support.***
 - If you have a bad year and want to irrigate a second time or late in the season, then that would be a year not to use the logo/sticker.
- Should the guidelines be different for different crops? No. There would be advantages, but in favor of simplicity, “no.”
- Agreement that there should be a standard and it should be clear.
- Potential marketing budget available for printing (from an existing grant).
- In kind donation of \$1500 for the logo design.
- In the brand guidelines a set of guidelines should be released for how to use the logo online.
- Printing: planning and next steps?
- Dry Farming Institute (non-profit member organization); logo and a directory could be one of the benefits of membership.
- Who should manage logo usage going forward? How do we want to structure this? It makes sense for an organization to take this on (like the Dry Farming Institute) – for consistency, cohesiveness, and authority. DFI could contract with a fulfillment organization/firm, if it needs to be “outsourced”.
- Grower membership structure could help cover printing costs; this could be automated at some point.
- Who can develop the budget?
- There will not be resources to “police” usage of the logo; it will be on the honor system.
- Interest in this logo being used nationwide.
- Dry Farming Collaborative has 260 names on the list; a good list to poll.
- July/August/September is when we need the stickers, as that is when we harvest the bulk of the dry-farmed vegetables.
- Teresa at 46 North Farm is interested in participating in the review, as she is keen to use these assets in her marketing in 2021. Eliza has offered to recruit Toran for help and Anne is willing to draft the initial copy for the flier – to tighten. Aim to have the draft of copy by end of March/early April. Goal of printing by July.
- Recommendation made for connecting other interest groups across groups that might be participating in dry farming or playing a role in the industry -- beyond Oregon. This will help ensure that it is adopted more quickly outside the region, as well as within, and to ensure there would not be a competing effort underway. Communicate early that the workstream is underway, and when then might expect the logo, content, and usage guidelines, etc.
- Google Drive to be set up with drafts of:
 - Signage copy
 - 300 words for flier or website

- Those interested in providing input/follow-up:
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