



Yarrowhead Farms

WELLSTON, OKLAHOMA

Taking Your Farm Beyond The Farmers Market

The Coin Toss

How to determine when to expand beyond the farmers market

- Ask Yourself the Hard Questions..
 - How much do I want my business to grow?
 - What does my company need to focus on when reaching new clientele?
 - Am I serving the right customers?
 - Do I believe in my products?
- Focus on Your Genius Work
 - Conduct a Unique Selling Proposition (USP)
 - Survey current customers on what you do that adds value to your products.
- Evaluate Your Short- and Long-Term Goals
 - ≤1 year
 - 5+ year

The Plan

The Plan

- Brand your Business
- Determine your Market
- Select a Business Model
- Determine a Business Location

Brand Your Business

Creating Individuality

Branding your Business

Consistency is Key

- Website
- Logo
- Social Media
- SWAG



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Sponsor a Hive!

Yarrowhead now gives you the opportunity to sponsor your own bee hive for \$150 a year. In addition to supporting and protecting your local bee population, you will also receive these fun benefits in return:

- You get to name your hive queen
- You will receive monthly updates on your hive (photos, details about the hive--strengths and struggles and actions taken)
- You will have a choice of wildflower seed to be spread in the bee meadow.

The seeds available are:

- Indian Paintbrush
- Butterflyweed
- Coreopsis
- Bee Balm
- Pink Milkweed

You will receive set of 4 custom-crafted cedarwood coasters personalized with wood-burned engraved Yarrowhead logo

You will receive a collector's edition 26oz. bottle of honey at the end of the current year's harvest. (actual weight may vary).

For more information on our bees visit www.yarrowheadfarms.com/honey

Determining Your Market

Determining Your Market

- Local Community
 - Fresh food movement
 - Market analysis
 - Median household income
- Surrounding Rural Communities
 - Food desert
 - Commute to nearest food retailer
 - Median household income

Total Addressable Market

| Local Sales | Farmers Market |
|---------------------------------|---|
| 1200 Residents | 100,000 Residents with 1% Attending Weekly (1,000 Potential Customers) |
| 4% = 48 Customers | 4% = 40 Customers |
| \$23.08/ wk - 52 weeks per year | \$23.08/ wk – 52 weeks per year |
| \$57,607.68 | \$48,006.04 |

Business Model

What type of Market/Grocer will I be?

Market Determination

- On-Farm Stand



Market Determination

- Roadside Stand



Market Determination

- Micro Grocer



Market Determination

- Collective Entity Market



The Location

The Location



- Good or Bad Location?

The Location



- Good or Bad Location?

The Location



- Good or Bad Location?

The Location



- Good or Bad Location?

Dotting Your I's and Crossing Your T's

- Business Permits
 - <https://www.sos.ok.gov/corp/filing.aspx>
 - <https://www.ok.gov/tax/>
- Licenses
 - <https://oklahoma.gov/health.html>

Questions

Thank you,
Mike and Amanda Wilson



Joe's Farm - Bixby, OK
You pick, I pick, We all pick



Opportunities Beyond the Farmers Market























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