## 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** 



#### Consistency is Key

- Website
- Logo
- Social Media
- SWAG





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#### Redefining Organic.

Providing our neighbors true organic food that's safe for your family and for our planet.





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#### • SWAG



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

ou will receive a collector's edition 26oz. bottle f 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?



On-Farm Stand





Roadside Stand





Micro Grocer





Collective Entity Market









#### • Good or Bad Location?





#### • Good or Bad Location?





#### Good or Bad 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





## **Opportunities Beyond the Farmers Market**











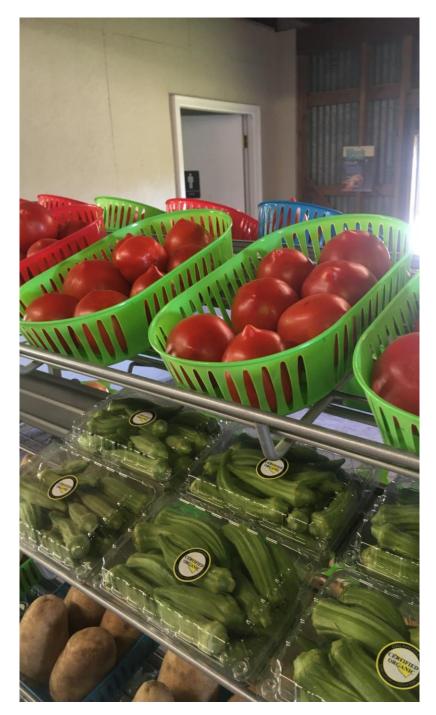




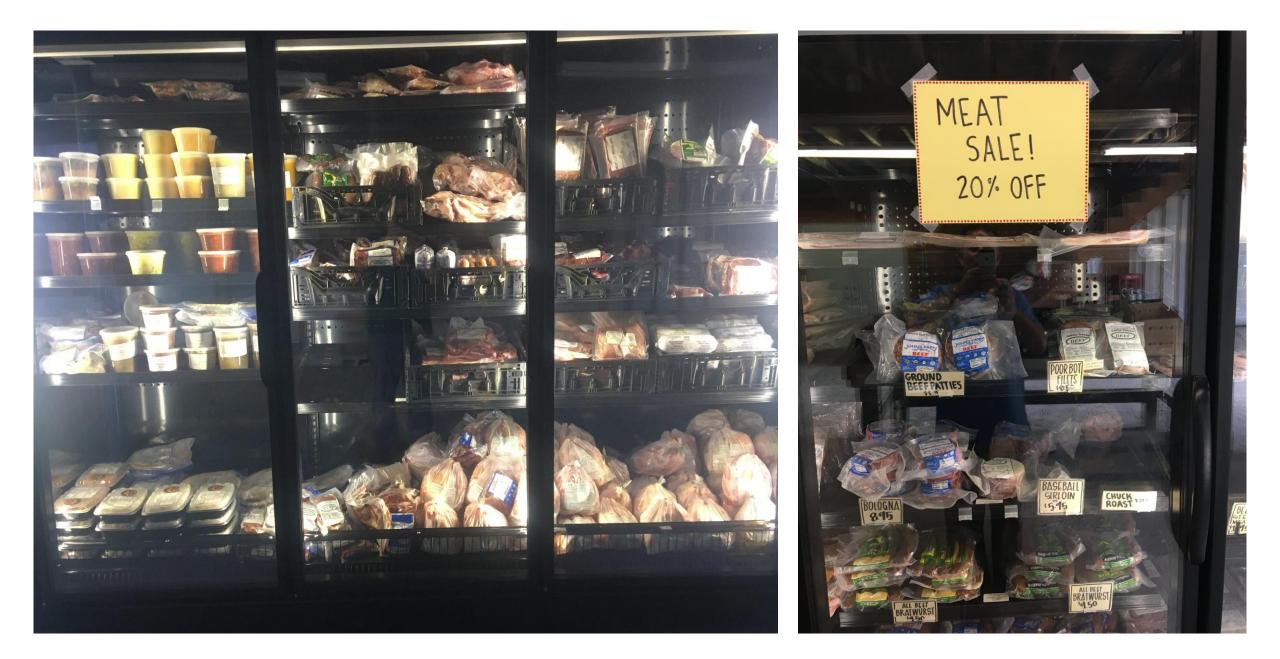












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