



# PODF

PRAIRIE ORGANIC  
DEVELOPMENT FUND

Investment platform established to develop organic agriculture and marketing in the Canadian Prairies

PODF builds resilience in the sector by investing in

- organic provincial associations (Capacity Fund); and
- high impact programs (Innovation Fund) related to marketing, research, policy, education and capacity development that have broad public benefit to the organic sector.

[www.organicdevelopmentfund.org](http://www.organicdevelopmentfund.org)



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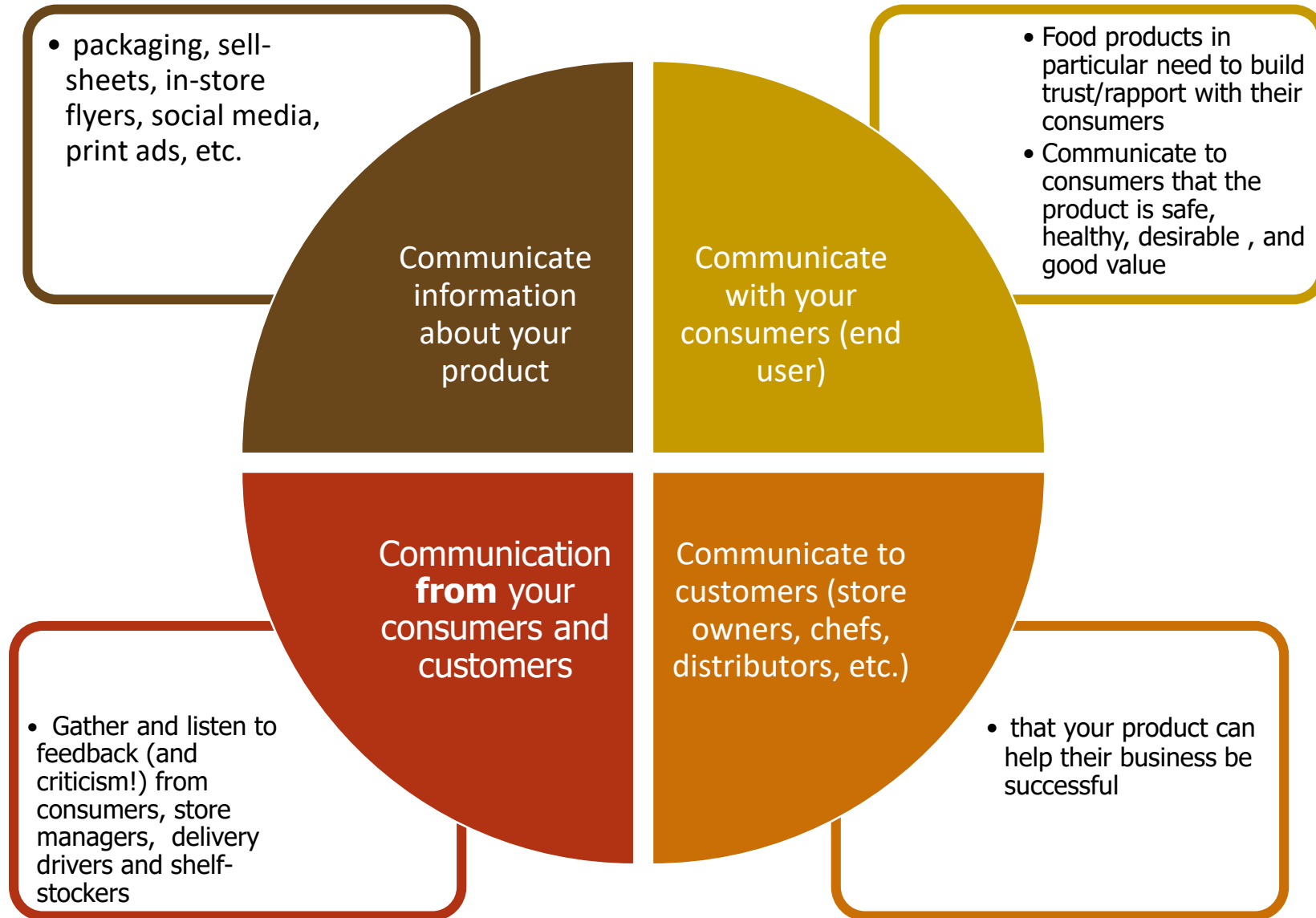
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The image features a warm, rustic aesthetic with wooden elements. In the foreground, two shallow wooden bowls are filled with different types of grains. The bowl on the left contains dark brown, elongated flaxseeds, while the bowl on the right contains lighter, smaller grains, possibly millet or quinoa. In the background, a wooden pestle or mortar is partially visible, adding to the farm-to-table theme. The overall lighting is soft and natural, highlighting the textures of the wood and grain.

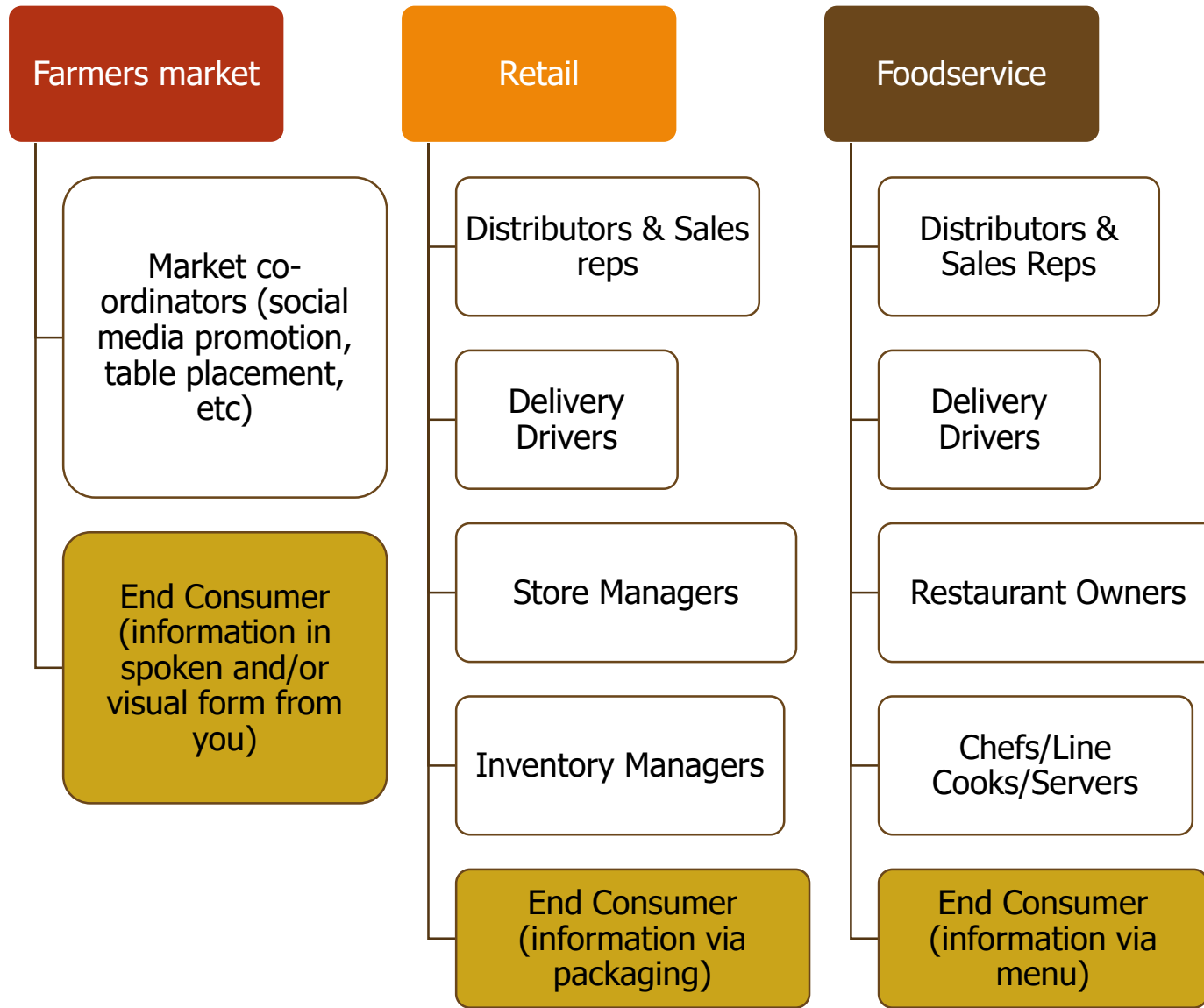
# **On-Farm Grain Processing**

**Marketing Your Grain Products**

# Marketing = Communication



# Building A Team



# Building a Brand Image



# Marketing Materials/Platforms



Product Packaging and In-store Display Material



Sell Sheets for retailers and foodservice



Demos (in-store sampling, booth at community events, tradeshows)



Website & Social Media (Facebook, Youtube, Instagram, Tiktok, etc.)



Print Ads (in-store flyers, newspapers, in-store displays)



Individual interactions – emails, conversations in the store aisle, phone calls to schedule deliveries, etc.



# Packaging and Retail Displays

Package design – the material, shape, colours, logos, product feel

Store placement – aesthetics, function, competition, grocery categories, etc.

Price Tags & Shelf-callers (tags that shout out to consumers that your product is local, or organic, or regenerative, or nut-free, etc.)

Display cases –allows your product to be placed in unique places or outside of category 'rules', allows for additional marketing materials (signs, brochures, recipes, video, etc.)

Ads for in-store flyers

Remember to balance the needs of your consumers and your customers – the store managers/owners





# Sell Sheets

One page handout to summarize key product features to a customer (store, restaurant, distributor)

Suggest placement/category

Provide pricing and promotion schedule (maybe)

UPC Code, Product size and case count, suggested retail pricing

Contact and ordering information

Lead time on orders or delivery schedule, minimum order size or delivery charge



# Demos and Sampling

A great way to introduce new products to customers

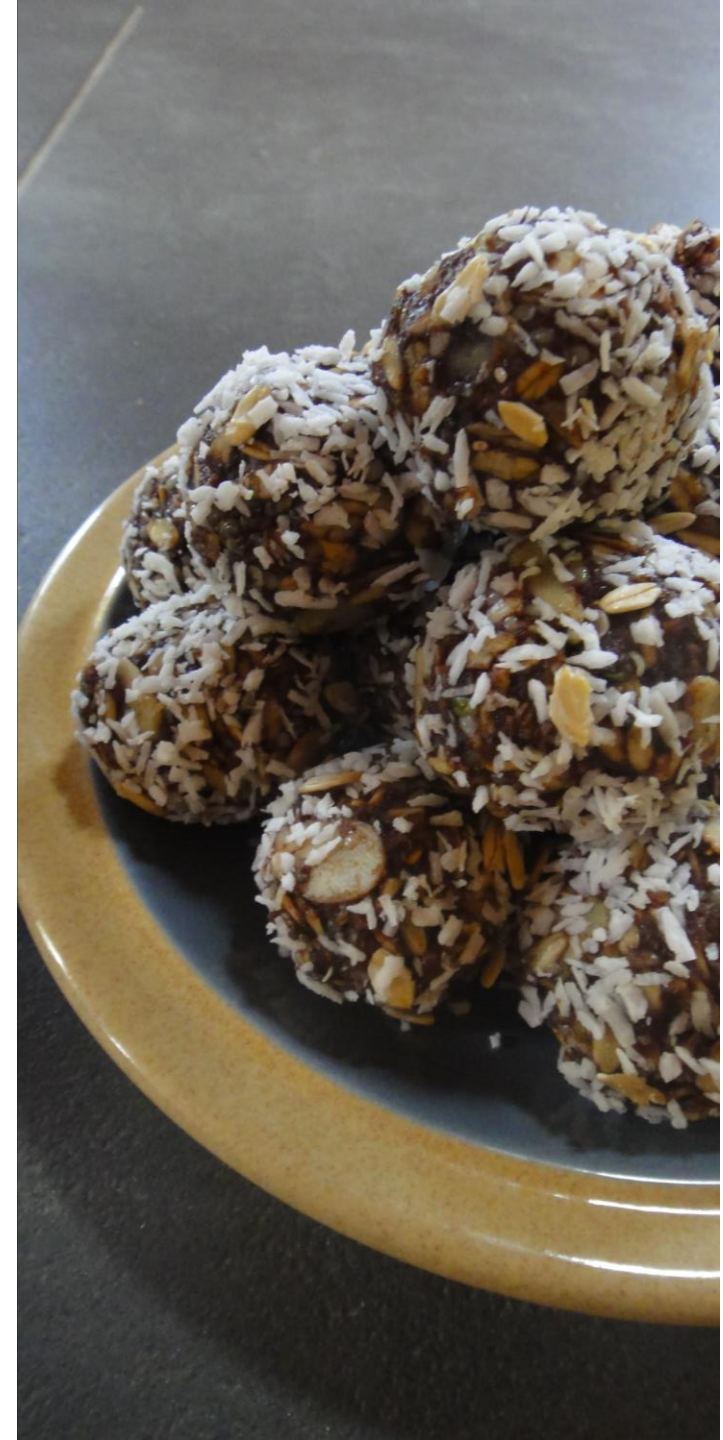
An even better way to get to know store staff (building your team) and show store managers that you have their interests in mind and want to make their customers happy!

Samples must be prepared in an inspected facility

Staff providing samples should/must have Safe Food Handler's Certification

Track number of customers talked to, samples given, and product sold (helps to determine best days/times for future demos) and can help indicate future sales at that location). Sales pricing?

Ask about special days at the store (grand re-openings, seasonal features, etc.)



# Tradeshows



Provincial or regional reach, usually targeted at a certain business category (health food retailers, hotels, restaurants, etc.)



Set up like doing a demo, with rollup/retractable banner, samples, sell sheets, business cards and other promotional material, video/photos, etc.



Booth fees range from a few hundred \$ for small tradeshows, up to several thousand for larger shows, also transportation costs



Best for expanding sales networks when you already have a good system for distribution



Verbal communication skills are key – you can bypass some of the logistics (sell sheets, distributors, schedules) to talk to store managers/chefs when they have the time and mindspace to think about acquiring new products



Provide samples of your packaged product, and collect business cards, names/contact info of people you meet





Great way to introduce  
new products/ variations/  
locations

Simple price reductions,  
or targeting purchases of  
multiple products, or  
larger volumes

## **Sales/ Promotions**

Choose timing  
strategically

Can undermine  
your non-sales  
pricing

# Print Media

## Paid Content

Advertising banners in magazines/newspapers

Store-based Flyers

Billboards/Posters

Mail-outs and coupons

\$\$\$, low engagement, poor credibility

## Earned content

The goal is a paper running a story "Local Farm Hits Store Shelves with Amazing New Product"

Press releases?

Try to get your stories "out there" so media takes attention and reaches out to you

# Prairie Made

Super Thrifty Pharmacy is proud to offer a unique selection of products right here at home on the Canadian prairies. With our great prices Super Thrifty makes it easy for you to enjoy locally produced products while supporting prairie communities. **We ♥ Local**

Map showing product locations and prices:

- MADE IN THE PAS, MB**: WILD MAN RICING 100% Organic Wild Rice 454g **5.99**
- MADE IN RIVERTON, MB**: TOMAHAWK CHIPS Selected Types 43g **77¢**
- MADE IN LUNDA, MB**: ADAGIO ACRES Naked Oats 900g **4.99**
- MADE IN SOURIS, MB**: THE HONEY HOUSE Pure Creamed Honey 500g **3.77**
- MADE IN BRANDON, MB**: ROYAL HARVEST Pure Golden Flax Meal 454g **1.99**
- MADE IN WINNIPEG, MB**: GREETALIA Honey Dill Sauce 500ml **4.99**
- MADE IN NEW BOTHWELL, MB**: BOTHWELL Marble **20% OFF REGULAR PRICE**
- MADE IN STEINBACH, MB**: NATURE'S FARM Nature's Pasta 227-454g **2.49**
- MADE IN STE. ANNE, MB**: LA COCINA Tortilla Chips 300-400g **2.77**

superthrifty.com | facebook.com/superthriftydrugs | @stdrugs

# Online Direct-to-Consumer Marketing



**WEBSITE**



**SOCIAL MEDIA**



**CONSUMER-  
GENERATED  
CONTENT**

# Direct to Consumer Marketing

- In person or Online
- Personal website or e-commerce platforms (Localline.ca, Eatfromfarms.com, etc.)
  - Payment Options (2.5%-6% for credit cards, etransfers, cash, etc.)

**Consumer Convenience**

Home Delivery  
(proximity, time)

Markets

Central Pick-up  
Location

Farm Pick-up/  
Farm Store

**Producer Convenience**



# Website Design

Provide static information about your product, selling features, nutritional information, farm background, photos, recipes, testimonials, contact information, etc. For end consumers and also retailers/distributors/restaurants/buyers.

Platforms for website design (Wordpress, or drag-and-drop builders with pre-designed templates from wix, squarespace, shopify, etc.) are simple, cheap (\$15-\$50/month including hosting)

Hiring someone to build/design a website will often cost about \$5,000, with ongoing maintenance costs. Likely to be high quality, but more likely to remain static or become obsolete if you aren't able to easily edit it.

Photography/videography, podcasts, interviews,

Online sales platform (woocommerce for wordpress, etc.). Canada Digital Adoption Program for setting up ecommerce (\$2,400 microgrant)





# Social Media

Communicate less formal and time-sensitive information

Facebook, Instagram, TikTok, Twitter, Youtube Channels, Snapchat.....

Can be difficult to translate into sales

Build individual rapport, present your product information in a way that aligns with your consumers values, and shows your authenticity

Makes it easier for your customers to share about your product with their friends/contacts

Direct potential customers to website ecommerce platforms



# Blend Functional with Emotional Content

## Functional Content

Gives consumers the information they need to make purchasing and food preparation decisions

- Product Specifications (allergens, ingredients, special features, etc.)
- Education around organic crop management
- Nutritional Information
- Changes to your product
- Product Uses (recipes, etc.)
- Upcoming Sales Pricing
- Where/How to buy (direct your customers to stores, markets, website store, etc.)

## Emotional Content

Gives consumers a sense of connection and a reason to care about your product

- Photos of your product from soil prep and seeding through to harvest and processing
- Day-in-the-life-of-your-farm information
- Personal touches that help the consumer get a sense of you and your farm
- Pictures of end products

# Collaborative Marketing

Food Hubs:  
Source out  
and acquire  
locally  
produced  
convenient  
ordering  
(and  
potentially  
warehousing  
and  
distribution)

Value  
Chain  
Partnershi  
ps: End  
users,  
institutions,  
retailers,  
etc.)  
create  
commitme  
nts with  
producers

Opportunity to build community and connections between producers and share marketing efforts, online sales platforms, transportation (restaurants, pick-up locations or deliveries, and tangible connection to a community or institution which large-scale food systems can not provide

CSA Co-operatives:  
Consumers commit to purchasing products or bundles of products in advance to help support production costs from the outset costs





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**For more organic production resources:**  
[www.pivotandgrow.com](http://www.pivotandgrow.com)

**To learn more about the Prairie Organic Development Fund:**  
[www.organicdevelopmentfund.org](http://www.organicdevelopmentfund.org)