Marketing Your Farm Online

Featuring
Yoko Takemura
Assawaga Farm, Putnam &
Nick Weinstock
BOTL Farm, Ashford

Presented by

❤️ CT GROWN

UCONN COLLEGE OF AGRICULTURE, HEALTH AND NATURAL RESOURCES EXTENSION
Growing Direct Sales for Northeastern Connecticut Farms is a USDA funded project to support farms in the 23 town region of Northeastern Connecticut. UConn Extension and its collaborators aim to increase sales and customers for direct-market producers in and increase consumption of locally grown food.
GROWING DIRECT SALES FOR NORTHEASTERN CT FARMS

UConn CAHNR Extension Team

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Becca Toms
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Farm Advisory Board

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- Betsy Molodich, Betsy’s Stand- Sterling
- Nancy Barrett, Scantic Valley Farm- Somers
- Yoko Takemura, Assawaga Farm- Putnam
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Save these Dates

Workshops
-Using Point of Sale to Grow your Farm Business
  Wednesday, November 18 on Zoom from 7:00pm-8:15pm

-Relational Marketing at Farm Stands and Farmers Markets
  Monday, December 7 on Zoom from 7:00pm-8:15pm

Northeastern CT Farms Stakeholder Gathering
  📆 February 24, 9-12pm on Zoom
Yoko Takemura - Assawaga Farm

Farmer and Instagrammer Extraodinaire

Yoko and her partner Alex are the current Farmers and Owners of Assawaga Farm in Putnam. The business is a small, diversified vegetable farm specializing in Japanese varieties of vegetables and herbs.

The word "assawaga", meaning "place between" or "halfway place", is from the Nipmuc- the peoples who occupied this land originally so when they purchased the raw land in June of 2016 they decided to honor these forebearers.

Since then they have built a barn/house and greenhouse, drilled a well, put in a driveway and turned a decades old hayfield into a productive farm! In the process of creating this organic, no-till, diverse farm, they also created quite a following on Instagram amassing over 5,000 followers…which is pretty high amongst farms in CT!
Nick Weinstock- BOTL Farm

Farmer and Website Creator Guru

Nick and his partner Danielle are the minds and hearts behind BOTL Farm. Located on 41 acres is Ashford CT, BOTL Farm specializes in pastured pork, goat, lamb, rabbit, eggs, and honey. They strive to make their farm self-supporting by maintaining breeding stock since 2016.

The eventual goal of their farm is to rotationally graze multiple animals one after another (goats, sheep, rabbits, pigs, and finally chickens) over the same pasture. This practice allows the pasture to be used to its fullest as each animal grazes for different plants/bugs. BOTL Farm feel this diversity on the farm is key to full-circle sustainability.

Nick built and maintains the farm website which includes an online store. Growing up it was kind of a hobby of his to build and maintain websites from scratch for friends and family businesses.
Assawaga Farm
Yoko Takemura
About Assawaga Farm

- Purchased raw land in 2016
- First season - 2018
- Certified organic, diversified vegetables
- May-Nov - Farmers market (in Boston) & Farmstand
- 2 farmers - Yoko & Alex
- ¾ acre (10,000 bed ft)
- 1 greenhouse (prop space 20’x30’ and growing space 50’x30’)
- No-till, regenerative practices
Who is your audience?

Why are you posting?

What’s the value?
Characteristics

- Beautiful (otherwise different, cute, appealing)
- Informative for customers
- Useful for farmers
- Insight into farm life, farm wins & losses
Content Balance

- Field shots
- Close up veggie shots
- Farmers in the shots
- Animals, insects, other wildlife
- Japan trip
- Personal non-farm related posts
Positive Impact

- Moving produce
- Visibility of new marketing outlets
- Communicating directly with customers
- Farmer-farmer knowledge sharing, collaboration
- Expanding regenerative practices
Social Media Do’s and Don’ts

**Do**
- Have your business profile completely filled out
- Post frequently, but if not frequently, consistently.
- Tell your story
- Use good images
- Experiment with video
- Share successes and struggles
- Promote your business
- Interact with people
- Use Hashtags

**Don’t**
- Use poor grammar and spelling or use ALL CAPS
- Use grainy or blurry pictures
- Create a social media account and ignore it
- Take vertical video
- Use #hashtags in #every #other #word
- Don’t repost other people’s content too much
- Be mean
Social Media Tools

Social Media Planners
https://buffer.com/

https://hootsuite.com/

Social Media Tools
http://best-hashtags.com/ - helps you find the most popular hashtags based on a single word search to help build your following

https://www.canva.com/ - free online graphic design program to help you create posts or other advertising material

https://bitly.com/ - creates a shortened web url so when directing people to a site the url doesn’t take up the whole post!