



Getting Your Product to Market

Ellie Watson

Local Advantage



- Know WHO raised your meat
- Know HOW your meat was raised
- See WHERE your meat was raised
- Know how your meat has been handled and where it has been across the entire supply chain (farm, processor, point of sale)
- Support a farm family and your local economy
- Access to high-quality and specialty products

Where to Sell



- On-Farm
- Restaurant or Store
- Farmers Market

On-Farm



- Set your own hours
- Can pre-order and schedule pickups
- Is your farm accessible for customers?

Restaurant/Store



- One drop off point
- “Wholesale” prices
- Must build relationships
- Availability

The In's-And-Out's of Farmers Markets



- Freezer or cooler
- Grill or cook samples
- Time to set up and work market



How to Advertise



- Local newspaper
- Word of mouth
- Email lists
- Social media
- Sweet Grown Alabama

Facebook Crash Course



- Create a Facebook Business Page
- Use photos
- Canva.com
- Think Like a Consumer
- Be authentic!

[How to Build A Facebook Business Page for Beginners](#)



Peek Farms LLC

May 26 at 9:44 AM · ⚙️

Hay needs wrapping, house needs cleaning and the garden needs attention. A fix it and forget it type of meal is much needed today. A chuck and shoulder roast to the rescue! We like to cook ours with a cup of broth and sliced onions on top.



  Brady Peek and 44 others

1 Share

 Like

 Comment

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Rock House Farms, LLC.

May 28 at 11:04 AM · 🌐

Berkshire piglets are growing up! They're now 10 days old and getting pretty feisty. Mama pig has done so well and we couldn't have asked for a better sow. Picking a good sow isn't always easy and sometimes you lose a lot of money, time and piglets trying to find and keep a good one. Thankfully she farrowed 12 piglets in her first litter, gently laid down during each nursing session to ensure she didn't squash any of her labors of love, and continues to growl like a grizzly bear if you think you want to get close to them. That's a sure sign of a good sow. 🐾

#rockhousefarms #pasturedpigs #pasturaisedpigs #pasturedpork
#forestraisedpork #berkshirepork #berkshirepigs #berkshirehogs
#beyondorganic #pigfarm #pigfarming #pigfarmer #sweetgrownalabama
#farmingfeedsalabama



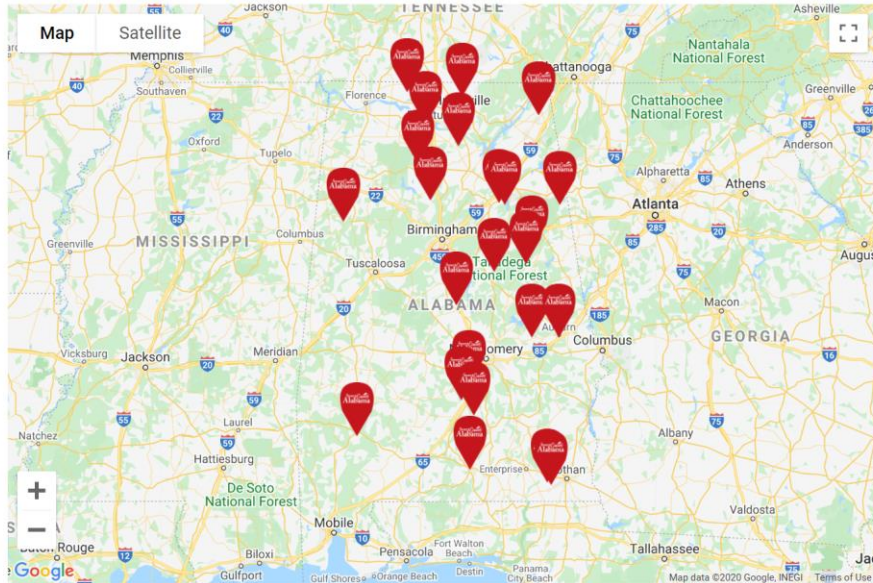
Sweet Grown Alabama Membership



Incentives

- ✓ Licensing rights to use the Sweet Grown Alabama logo
- ✓ Your farm and products listed in our searchable online consumer database
- ✓ Statewide branding through traditional and social media advertising campaigns
- ✓ Consumer advocacy on your behalf encouraging local eating and purchasing
- ✓ Marketing and supply chain support
- ✓ E-newsletter with program updates and advertising opportunities
- ✓ Future networking and educational event invitations

Searchable Database

[ABOUT](#)[FIND SWEET GROWN](#)[FARM FLAVOR](#)[RESOURCES](#)[CONTACT](#)[JOIN NOW](#)[LOG IN](#)A map of Alabama with numerous red location pins indicating farm locations. The map shows major cities like Birmingham, Montgomery, and Mobile, as well as surrounding states like Tennessee, Mississippi, and Georgia.

Map Satellite

Beef

Search by ZIP Code

SUBMIT

SLASHAM VALLEY FARMS
Ashville, Alabama

256-677-8277

MORGAN COUNTY/DECATUR FARMERS MARKET
Decatur, Alabama

WEBSITE **256-476-5595**

BURDEN-CHILDERS FARMS, INC
Union Grove, Alabama

(256) 656-2424

JKW CATTLE COMPANY, LLC

JKW Cattle Company, LLC

Lineville, Alabama

We offer beef cattle raised here in Alabama we call CCG Beef (Cahaba, Corn and Grass). All the cattle are bred, born and fed here on the farm and harvested at a USDA plant that is 30 miles from our farm.

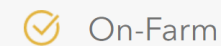
Our Products



- Beef

421 Waits Road
Lineville, AL
36266

How to Purchase:



Membership



| Estimated Annual Sales | Annual Membership Dues |
|----------------------------|------------------------|
| Less than \$50,000 | \$100 |
| \$50,001 - \$250,000 | \$200 |
| \$250,001 - \$500,000 | \$500 |
| \$500,001 - \$750,000 | \$750 |
| \$750,001 - \$1 million | \$1,000 |
| \$1 million - \$10 million | \$2,500 |
| Over \$10 million | \$4,800 |

www.SweetGrownAlabama.org



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