

# A FARM IN THE MARKET

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# RENAISSANCE FARM



- Farming and processing since 1985
- Grow basil, cilantro, lemon basil, green garlic
- 7 varieties of pesto, 3 dressings, 3 oils, 4 infused salts, and Mark's cinnamon rolls
- Dane County Farmers' Market
- Distribute products through retail and foodservice distributors



# EXPANSION



- Farmers' market & self-distribution
- Regional Distribution (1988)
- National retail distributors (2010)
- Investors (2011)



# PIONEERING A BRAND “PUSH BASED SYSTEM”



- Promotions, free first fills, demos
- Distributor and retailer advertising
- Manufacturer charge backs
- Trade show support
- Consumer loyalty based on price
- Large marketing budgets, sell in 3-6 years
- Not sustainable for building regional capacity

# PIONEERING A BRAND “PULL BASED SYSTEM”



- Relationship based
- Supply chain partnerships
- Consumer loyalty based on value
- Consumer involvement in the selection and promotion process
- Word of mouth advertising
- Long term viability

# NEW INFRASTRUCTURE

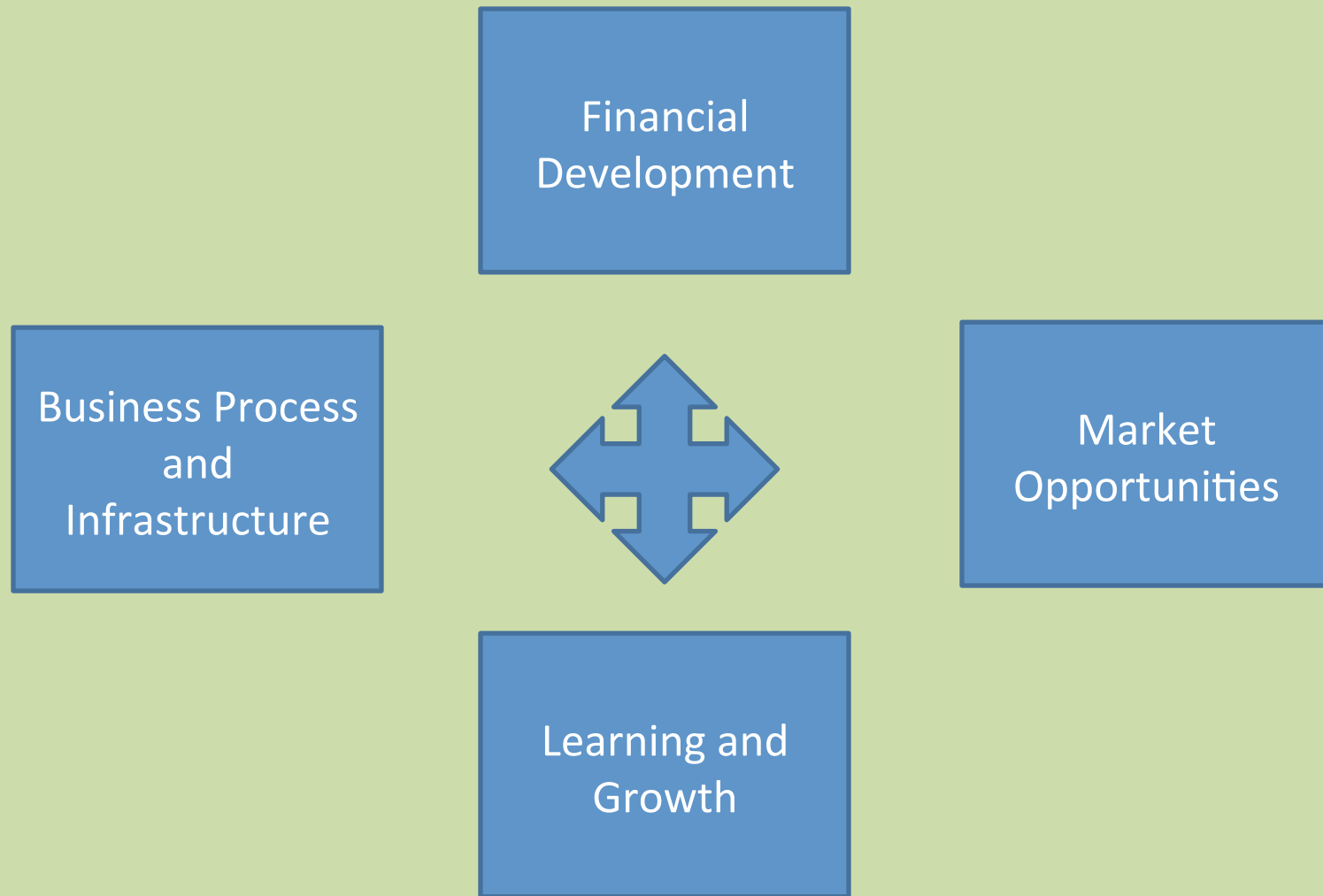


- Central Management Hub
- Funded by grants and business initially
- Self-sustaining hubs/not dependent on grants
- Great Lakes Food Hub Network

# GREAT LAKES FOOD HUB NETWORK (GLFHN)

- Dynamic group of farmers, growers, non-profits, food and technology entrepreneurs from six Great Lakes states
- A learning community of people with stake in the food system, improving by cooperating
- Central commons
- Regional food efforts linked to wider network

# GLFHN PROJECT FRAMEWORK





# CONCLUSIONS



- Update new products introductions to consumers
- Build value-based models that enhance regional food production and food security
- Create regional Management Hubs that support the development of capacity
- Management Hub make up: for-profit activities, non-profit assistance, foundation program-related investment, investor coordination
- Investments opportunities: IT platforms, marketing and sales, new and re-worked scaled equipment for farming and processing

# QUESTIONS?

