



# Great Lakes Fruit, Vegetable & Farm Market EXPO Michigan Greenhouse Growers EXPO

December 5-7, 2017

DeVos Place Convention Center, Grand Rapids, MI



## Farm Marketing II: Marketing Session

**Where:** Ballroom A

**Moderator:** Bob Tritten, District Fruit Educator, MSU Extension, Flint, MI

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|---------|---|
| 2:00 pm | Traveling the Beautiful Hood River Valley via the "Fruit Loop": Day One to Present <ul style="list-style-type: none"><li>• Tammi Packer, Packer Orchards and Farm Place, Hood River, OR</li></ul> |
| 2:30 pm | Turning the Tide on Customer Complaints - Making Them Your Champions <ul style="list-style-type: none"><li>• Angela Grant Saunders, Saunders Farm, Munster, Ontario, Canada</li></ul>             |
| 3:10 pm | Say Cheese! Establishing Your On Farm Photography Policy <ul style="list-style-type: none"><li>• Barb Pachulski, Signature Photography Studios, Belding, MI</li></ul>                             |
| 3:40 pm | One Approach to Dealing with Theft and Vandalism <ul style="list-style-type: none"><li>• Scott and Cindy Lewis, Lewis Farms, New Era, MI</li></ul>  |
| 4:00 pm | Session Ends  |

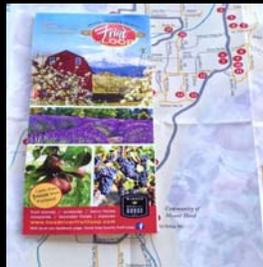


HOOD RIVER COUNTY FRUIT LOOP

35 MILE SCENIC DRIVING LOOP



2014 COVER



FRUIT LOOP TIME LINE

Established in 1992 with first map in 1993  
Started with 16 members and now 28 active  
4 summer events corresponding to harvest  
With close to one million logged overnight guest stays,  
tourism in Hood River continues to grow.  
Fruit, Wine, Cider, breweries, and much more

FARM STANDS



OH MY PIE!



DRAPERS GIRLS FARM AND  
CIDERY



HARD CIDER



PACKER ORCHARDS BAKERY



BLOSSOMS



EASTER AT PACKERS



APPLE CIDER DONUT QUEEN



PACKER ORCHARD FARM PLACE  
PUMPKIN PATCH AND CORN MAZE  
2015



FALL



FALL 2016



WINERIES  
10 WINERIES JUST ON THE FRUIT  
LOOP



LATE SUMMER



MARCHESI VINEYARDS AND  
WINERY



HARVEST TIME



WINE PASSPORT



THE FRUIT LOOP HAS TWO WINERIES THAT HAVE BEEN NAMED WINERY OF THE YEAR

Mt Hood Winery – Winery of the year 2016



MT HOOD WINERY OF THE YEAR CENTURY FARM



THE GORGE WHITE HOUSE WINE, CIDER, FOOD CART AND FRUIT



TWO BEAUTIFUL LAVENDER FARMS



VIEWS ARE 360



MT VIEW FARMS- CIDER AND WEDDINGS



WHY HOOD RIVER?



SMILEY'S FARM STAND  
FOX TAIL CIDER AND DISTILLERY



HOOD RIVER



WINDSURFING CAPITAL OF THE WORLD



FROM THE RIVER  
TO THE MOUNTAIN



TIMBERLINE LODGE  
SKI 365



IF I OWNED THIS BARN  
I WOULD CHARGE ADMISSION!



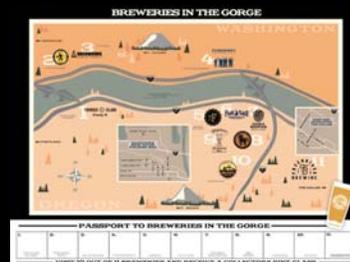
WINTER IN THE GORGE



MULTNOMAH FALLS  
THE TALLEST FREE FALLING  
WATERFALLS IN OREGON



BREWERIES IN THE GORGE



SWEET AND JUICY PEACHES



CHERRIES



WINTER 2016  
WE WILL NEVER FORGET



IT CAN BE BEAUTIFUL



HOOD RIVER PEARS



EAGLE CREEK FIRE 2017  
COLUMBIA RIVER GORGE



SUNDAYS EVERY WEEK  
BBQ AND BEER



# **Say Cheese! - Establishing Your On Farm Photography Policy**

Barb Pachulski, Owner, Signature Photography Studios  
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www.SignaturePhotographyStudios.com - Find our latest photos on Facebook

Photographers love outdoor spaces. No one can paint a landscape like Mother Nature. Children feel free, grown-ups relax, a gentle breeze lifts the hair, sun kisses the cheeks...everything looks better in natural light.

So - chances are YOU have at your disposal a whole lot of this 'great outdoors' that photographers find irresistible. Here are my thoughts on how you might choose to define your farm policy when it comes to people taking pictures. And I'm not talking about moms who bring their kids to buy flowers and take a photo next to your display. I'm talking about a photographer who has been hired by someone else to take photos of their family and they want to do it in your space. They show up on a Saturday afternoon, dressed nice, ready to sit on your pumpkins, or walk in your field, or pick apples in your apple orchard.

Consult your insurance rep to see what's covered and what's not on your current policy. Tell them what you have in mind and let them advise you legally.

## **There are three ways to think about professional photography taking place on your property:**

You can Eliminate it, Endure it, or Embrace it.

### **Eliminate it.**

Award exclusive (imaginary) 'rights' to a friend or family member to conduct their photography on your property and tell everyone else who inquires that it is 'leased' to someone else, even though no money actually is exchanged and photography may or may not actually take place. This system says, "Sorry - someone asked before you did...we wish we could say yes."

### **Endure it.**

Let all interested photographers put their name in an annual lottery and draw one name (or more) on December 1 - that person gets to shoot for the upcoming calendar year. Easy to maintain, easy to eliminate extras, and you appear nice because everyone is invited to the party... there is just one (or a few) lucky winners each year.

To do this, set up an email: photos@nameofyourcompany.com and let the inquiries filter in there. Set up an auto reply so they know you will be contacting them December 1. This system says, "Yes - you can apply, and if you are lucky, then next year you can be one of our exclusive photographers!" Charge an annual fee if you wish.

### **Embrace it.**

Make the decision, the more photographers the merrier! Choose to embrace and promote professional photography on your farm. This system says, "We are so glad you are here! Please bring all your friends

and come as often as you can!" This supports an abundance mentality and projects a spirit of sharing, and this is the kind of company I want to do business with.

To get started, invite a photographer to tour your space and have them help you identify what to 'market.' Let them shoot some sample images in your space so you have photos to market with. These sample images will get better year after year - be patient - photography is different every season - you have to photograph things in June 2018 so you can use those photos to market your space in June 2019.

Things photographers LOVE:

- A whole pile of one thing - pumpkins, box of apples, rows of flowers
- Wide open spaces, top of a hill, a row of autumn trees, wheat just before harvest...
- The way it used to be - old apple trees, not new
- Junk - rusty old trucks, beat up buildings, vintage equipment in fields, piles of tires
- Weeds - leave it natural
- Exclusivity - being invited when there are no crowds to work around or providing access to a special space not open to the public
- An adventure - walk across a bridge, pick apples/flowers, have a picnic, sit in a tractor, pet or feed an animal
- A restroom!
- Refreshments for sale - enhances the whole experience

Sell a "Professional Press Pass." (P3) - provide a tag the photographers wear like a backstage pass

- Spring/summer/winter /fall
- Blossom /harvest
- Monthly / daily / annual
- Poinsettia season, apple picking, etc - you know what takes your breath away - what you never get tired of seeing each year in your business - market your highlights.
- Know that I can find an open field for free on any country road - if I am going to pay for a press pass, I'm going to expect that you have created something special for me and my clients to enjoy
- Check Pinterest for ideas - copy what you love

What to charge? - This will be different for every farm and it may change from year to year...

Charge enough that it's worth your trouble to establish a system, market it, and work with photographers

Don't forget that any photography that takes place in your space is **FREE MARKETING** for you! These photos are going to show up all over social media...and you can ask photographers to specifically mention your business name when posting photos, or even require a model release and ask them to share a digital copy of the ten best photos from each session for use in marketing your business. You could end up **SAVING** money by sharing your space with photographers.

My opinion - on average, 5-10% of what the Photographer is charging the client for the session could be spent on a rental space. Every photographer is different, and every community is different, so you'll have to try something for a year, get feedback, and make adjustments for the next year. **YOU** set the price for

you - the photographer will decide if they can afford it. (Do not offer different rates for different photographers.)

One example: A Photographer charges \$300 for a family session. She can likely afford to pay \$15-\$30 for using your space. She can also upcharge the client \$330, and pass the cost onto him/her.

Consider that 'good' session times are limited each day - photographers can't line up eight sessions in a row, every hour on the hour - the best light only happens for a couple hours a day, and a good photographer knows beautiful light is key to a beautiful portrait. And - what if it rains? You need to establish a workable reschedule policy that gives grace to the photographer.

Possible sample rates that allow photographers flexibility to book as much or as little as they like:

- Day Pass - \$50
- Blossom Time - \$200
- Annual Pass - \$500

And while we are mostly talking about professional photographers, I'll bet you can sell that Day Pass to a lot of Moms. If someone is posing their kids in your produce, your staff should be trained to say, "Cute kids! Have you considered taking advantage of our Photo Day Pass so you can have access to our professional photo spaces around the farm?" Give them a vision for bundling up their kids in colorful winter scarves and piling them on the tailgate of your old red farm truck that's parked in a pine grove with a fresh cut tree stashed in the bed of the truck. They can take their own holiday card photo and make a great memory - that's worth fifty bucks. And don't let them leave without telling them what day Chick Day is in the spring and reminding them to wear their Easter best.

Please DON'T make too many rules or charge too high of a fee. Remember photographers are creative folks - they won't mind paying a small fee for exclusive access to your space but then they need to feel free to create in that space. Safety first, but then let them be. Work to make each one feel like family and it will be a win-win situation. If you do it right, you're going to have a handful of pros in your pocket - talented people who can create photo and video imagery for your website and print material as if they are your business partner. The sky is the limit here.

Establish a pet / food policy. You may have spaces where dogs or a picnic are not legally allowed - share those guidelines up front.

No matter what you choose for your farm policy, I hope you'll come away from this seminar inspired to chose to make a personal decision to invite a photographer to photograph YOU, your family, your staff and help tell the story of what is you are creating in your beautiful space.