

Strategic Marketing Plan for BIPOC Farmer Outreach





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Input Sources for Developing the Plan

Research Findings

- 23 Producer Participants
- 4 Focus Groups
- Study Findings Presented
- In collaboration with Market Street Research

Additional 1-1 Talks

- Over the phone
- In person during film and photo shoots

Other Sources

- BIPOC Working Group recommendations
- CT Department of Agriculture staff
- Agency experience

Goals and Objectives

PRIMARY GOAL: Help BIPOC Producers Start and Grow Farm Businesses in Connecticut

What Are We Setting Out To Do?

- Directly addressing the unique needs of BIPOC producers to establish and grow farm practices in Connecticut
- Build trust and acceptance in the CT Department of Agriculture among BIPOC producers
- With the continuous shift in demographics, address the state's long-term needs for growing the agricultural industry
- Ensuring BIPOC producers have access, information, education and opportunities to start and scale farm businesses
- Make it easier for a BIPOC producers to achieve goals

How Will We Do It?

- By providing continuous, transparent and proactive information that is of value to BIPOC producers
- Culturally-relevant communication and outreach
- By being visible and engaged in matters of importance and of value to BIPOC producers
- Showing a human face vs. the perception of an "organization"
- Educate BIPOC producers on relevant and timely topics that will help them start, grow and thrive

Objectives and Strategies

Objectives

- Increase the number of BIPOC farmers in the state of Connecticut
- Position the CT Department of Agriculture as a trusted solution to grow and expand BIPOC farm businesses
- Demonstrate ongoing and tangible support for the unique needs of BIPOC producers
- Develop communication approaches and vehicles specific to BIPOC producer that are culturally relevant
- Provide ongoing education to address the needs of BIPOC producers
- Address and reduce barriers (including language) for BIPOC producers

Strategies

1. By providing continuous, transparent and proactive information that is of value to BIPOC producers
2. Educate BIPOC producers on relevant and timely topics that will help them start, grow and thrive
3. Culturally-relevant communication and outreach
4. By being visible and engaged in matters of importance and of value to BIPOC producers
5. Showing a human face vs. the perception of an “organization”

1 Strategy

Consistently demonstrate institutional support of BIPOC farmers by providing continuous, transparent, proactive and relevant information

KPIs

- Number of BIPOC newsletters
- Number of events conducted
- Number of BIPOC events promoted/amplified



Tactics

BIPOC Newsletter: Version of existing newsletter but with additional information of relevance to BIPOC producers, amplify events, feature BIPOC farmer, message from the Commissioner.

Spanish-Language Communication: Make effort to produce this newsletter and other ongoing communication in Spanish.

DoAG Quarterly Event: Virtual event to provide updates, grant opportunities, BIPOC Working Group information etc. Similar to Town Hall done with New CT Farmer Alliance.

Events Calendar: Add calendar to BIPOC website to promote events, amplify BIPOC events, trainings, and allow users to upload content.

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Strategy

Educate BIPOC producers on relevant and timely topics that will help them start, grow and thrive

KPIs

- Number of videos
- Number of trainings
- Number of assets developed
- Number of educational/training events



Tactics

How-to Videos: Develop series of how-to videos on DoAG topics like “how to get certified” or “how to start a farm in CT,” etc. In English and Spanish and make available online.

Monthly Trainings: Develop and promote training series on various topics (business planning, tax strategies, grant writing, marketing) and host online. Where possible, feature BIPOC presenters.

DoAG Quarterly Event: Virtual event to provide updates, grant opportunities, etc. Similar to Town Hall done with New CT Farmer Alliance.

1-Pagers: Quick and easy guides as well as checklists of beginning topics like how to start a farm, how to register your business, etc.

Spanish-Language Training Videos: Provide a grant to produce existing partner training videos in Spanish.

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Strategy

Enhance culturally-relevant communication and outreach and include more BIPOC stories in CT Grown

KPIs

- Number of videos/assets
- Number of social posts featuring BIPOC producers
- Number of blogs featuring BIPOC topics
- Number of earned media impressions



Tactics

Profile Videos: Develop additional BIPOC profile videos with particular focus on Hispanic/Spanish speaking producers.

Promote Culturally-Relevant Products: Feature more crops relevant to diverse diets on DoAG channels, including social media.

Blogs/Stories: Include at least 1 quarterly blog on CT Grown about BIPOC farmers or topics. Topics can be on the diversity of crops grown in CT, ethnic / racial awareness months, holidays, etc.

Public Relations Outreach: Actively pitch and include multicultural media outlets in news distribution, translate press releases, develop stories specific for multicultural media, host media tours.

Profile BIPOC Farmers: Tell their stories on DoAG channels like social, website, newsletters, etc.

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Strategy

Be visible and actively engaged in matters of importance and of value to BIPOC producers

KPIs

- Number of events supported and amplified
- Impressions and clicks of farmers market campaign
- Number of DoAG activities including BIPOC producers



Tactics

Sponsor BIPOC Events: Provide support to and amplify existing BIPOC events and sponsor at least 1 in-person event for BIPOC Farmer Network.

Promote Urban Farmers Markets: Develop a marketing campaign to increase attendance at farmers markets in urban locations, promote culturally relevant foods, SNAP and FMNP benefits targeting diverse populations in urban/city locations.

Sponsor BIPOC Farmers at Events: Provide entrance to BIPOC farmers to attend industry events that may have entrance fee (e.g. CT Agricultural EXPO) with “ask” of sharing information across BIPOC channels and networks.

Include BIPOC Farmers in DoAG activities: Invite BIPOC farmers to participate and be part of activities and events such as The Big E, give testimony, press conferences, etc.

Marketing Plan

Measurement

	KPI 1	KPI 2	KPI 3	KPI 4
Consistently demonstrate institutional support of BIPOC farmers by providing continuous, transparent, proactive and relevant information	Number of BIPOC newsletters	Number of events conducted	Number of BIPOC events promoted/ amplified	
Educate BIPOC producers on relevant and timely topics that will help them start, grow and thrive	Number of videos	Number of trainings	Number of assets developed	Number of educational/ training events
Enhance culturally-relevant communication and outreach and include more BIPOC stories in CT Grown	Number of videos/assets	Number of social posts featuring BIPOC producers	Number of blogs featuring BIPOC topics	Number of earned media impressions
Be visible and actively engaged in matters of importance and of value to BIPOC producers	Number of events supported and amplified	Impressions and clicks of farmers market campaign	Number of DoAG activities including BIPOC producers	

Thank You!

