

# Building a Strong Brand for Your Farm



# Agenda

- What is Branding?
- What's Your Story?
- What's Your Niche?
- What's Your Image?

# A Cup of Coffee?



Photo by [srslyguys](#)  
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# Or Dunkin Donuts Coffee?



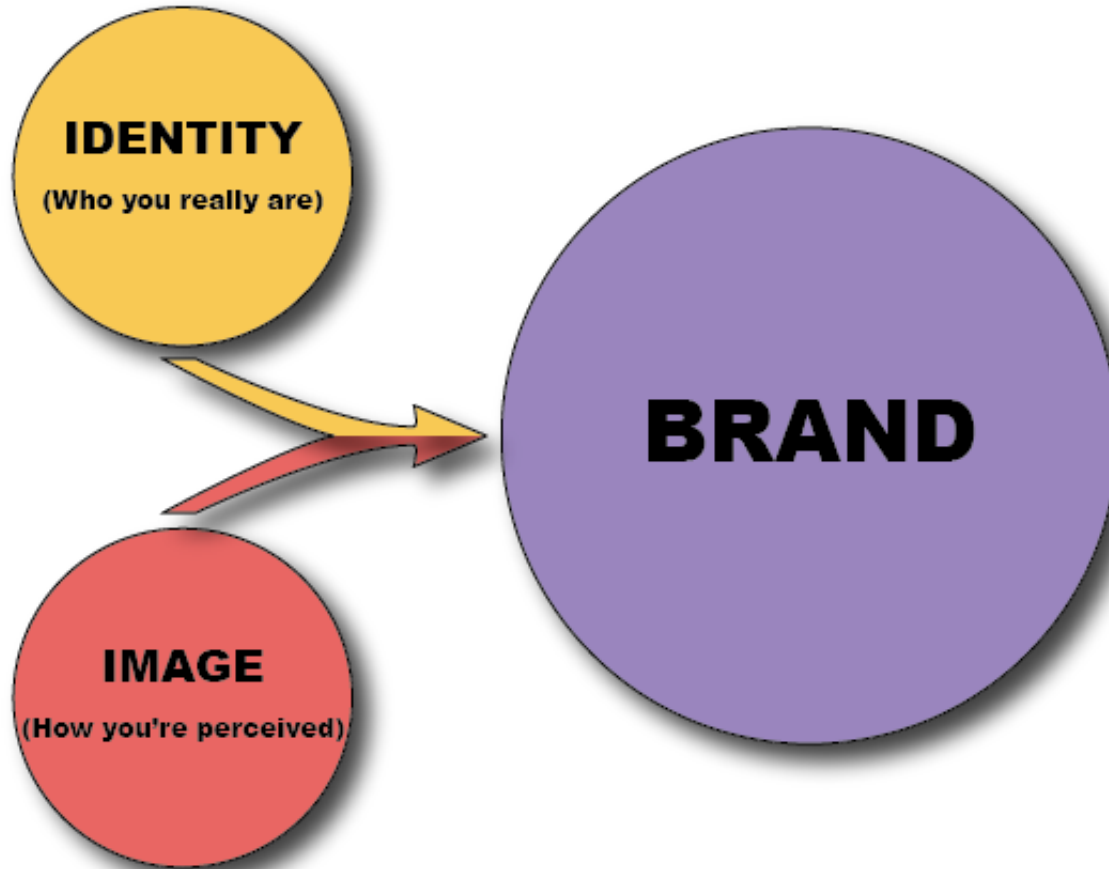
Photo by [chrissy polcino](#),  
Creative Commons

# Or Starbucks?

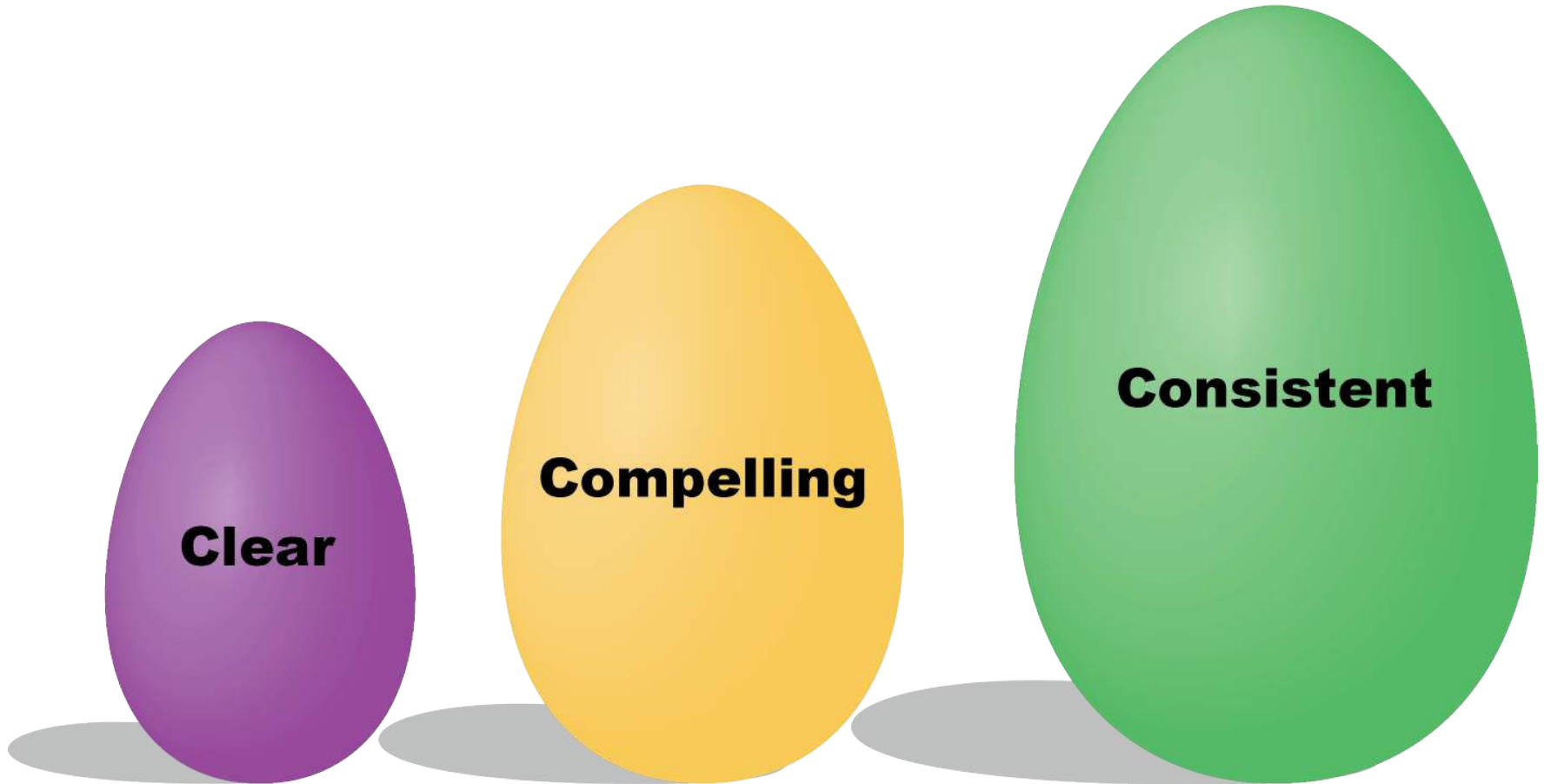


Photo by [picsishouldshare](#),  
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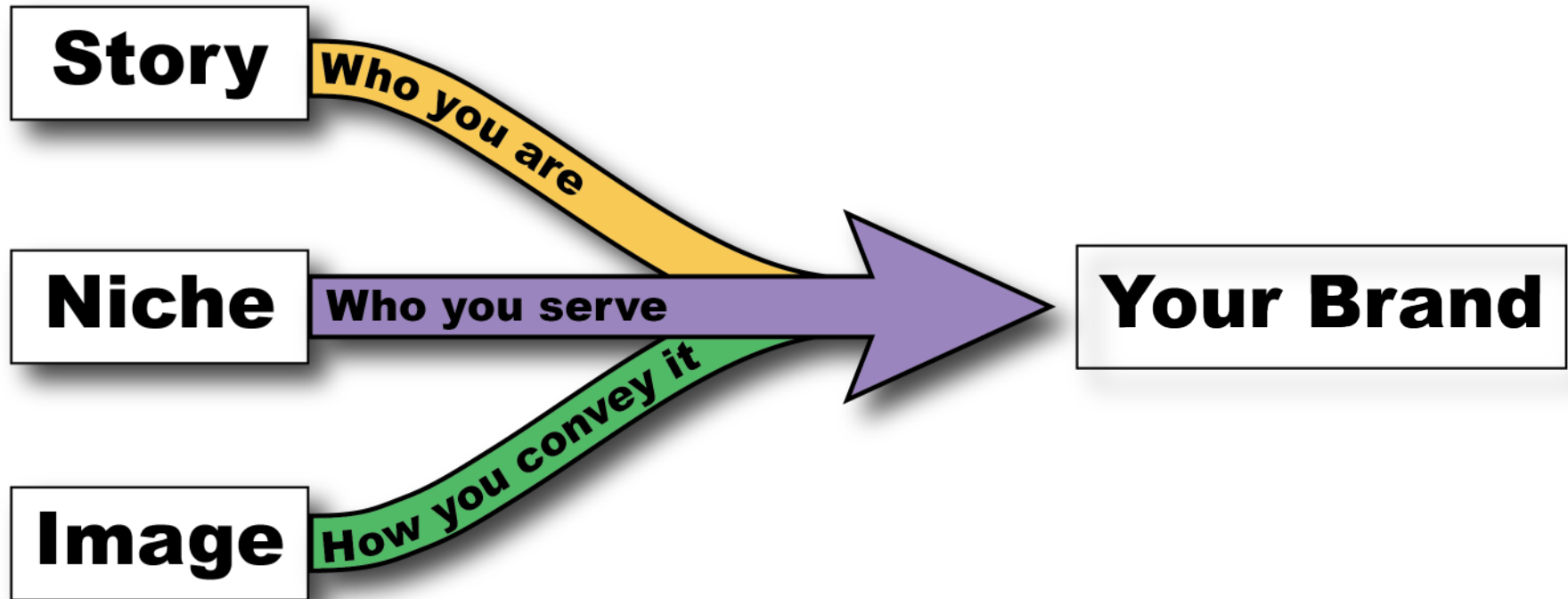
# What is a brand?



# A Strong Brand is:



# Build a “Brand Blueprint”



# What's Your Story?



# Brand Story

Authentic

Unique

Concise



# What's Your Niche?



# Who Are Your Customers?



# How You Meet Their Needs



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# What does your customer value?

**Convenience**

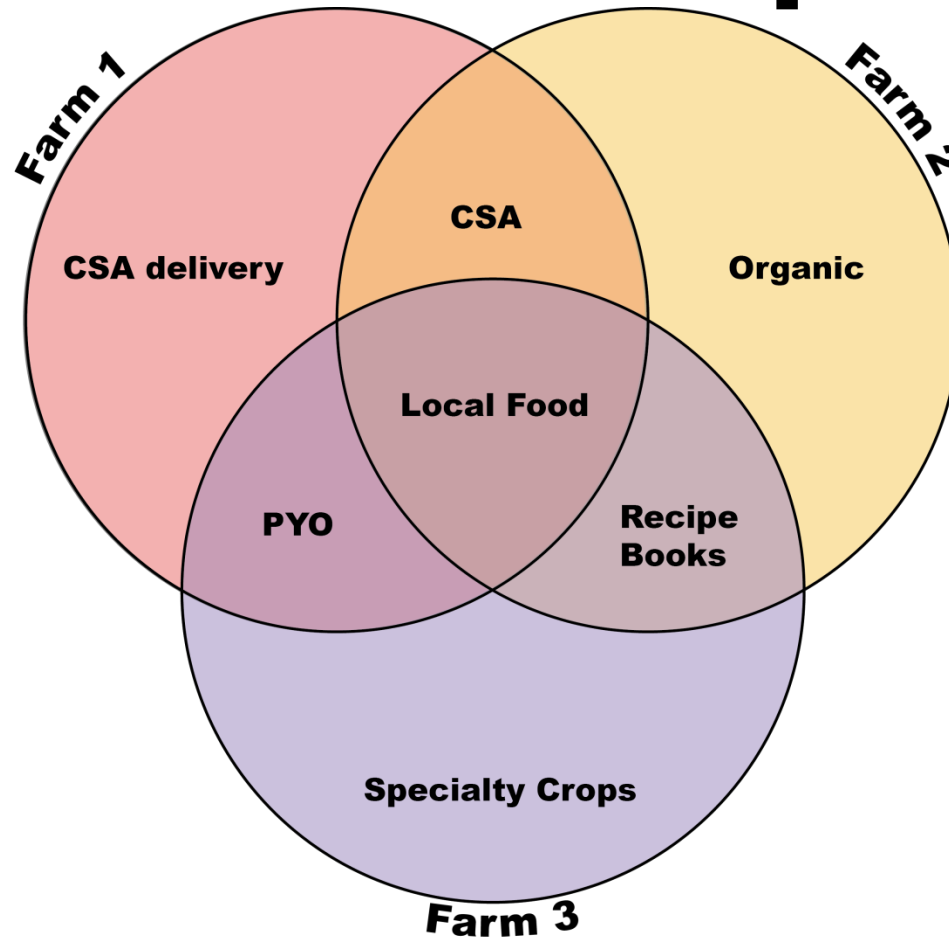
**Quality**

**Health**

**Value**

**Community**

# Who Are Your Competitors?



# Define Your Niche

- [Your business]
- Is the [best, only, a leading, etc.] place for
- [Type of customer] with
- [specific need] because...

# What's Your Image?



# Consistent Image



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# What's Your Personality?

Rugged

Sincere

Sophisticated

Wholesome



Innovative

Traditional

Fun

Spirited

# Taglines & Descriptors

Tagline



Descriptor

# Key Messages

- Family-owned, hand-made, small batch?
- Organic, grass-fed, IPM?
- Heirloom, ancient, nutrient-dense
- Creating community?

# Logo #1?



# Logo #2?



# Logo #3?



# Putting It All Together

Farmer Dave's



[www.farmerdaves.net](http://www.farmerdaves.net)



Farmer Dave's

Community Supported Agriculture

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Tuesdays

3:00 p.m. - 7:00 p.m.

Brox Farm Stand  
1276 Broadway Road  
Dracut, MA

[Produce ID Guide](#)

Can't name that vegetable? Visit our [Produce ID Guide](#)

#### Farm Notes:

