



SELLING YOUR PRODUCT

REGULATIONS, TIPS, & TECHNIQUES

2018 NFLAG Small Ruminant Workshop



**NORTH FLORIDA
LIVESTOCK AGENTS GROUP**

UF | **IFAS Extension**
UNIVERSITY of FLORIDA



TOPICS

01. Regulations & Permits

02. Marketing Online

03. Marketing In Person

04. Q & A



Regulations & Permits

Dairy products do not fall under the cottage food laws

RAW MILK

- Selling for human consumption is illegal.
- Feed Distributor License allows you to sell for ANIMAL consumption only. Must be clearly labeled at selling point & advertisements. Required to report amount sold every year.

CHEESE, YOGURT, KEIFER, ETC.

- If interested in selling for human consumption, call the FDACS Bureau of Dairy Industry. 850-245-5410
- Milk must come from a permitted, grade-A farm. Products must be processed in a permitted plant.
- Raw milk cheese can be sold, but falls under USDA regulation and has to follow specific aging guidelines.
- Feed Distributor License allows you to sell for ANIMAL consumption only. Must be clearly labeled at selling point & advertisements. Required to report amount sold every year.



Regulations & Permits

SOAP

- Regulated by the FDA with soap & cosmetics. Get in touch with an inspector to discuss what you need to get set up.
- Follow Good Manufacturing Practices. Roadmap to perfect production every time.
- DO NOT make any claims about your products that regulators will make you back up with evidence. Proper labeling and descriptions are key!



WOOL

- Wool clothing is regulated but wool itself is not.
- Small time producers make more profit off of private raw wool sales to crafters/spinners, or a value added product (like spun yarn or dyed wool).
- Wool pools are an option in some places.



WORDS OF WISDOM

"If you don't have time to do it right, you must have time to do it over."

John Wooden

SELLING YOUR PRODUCT

ADVERTISING & MARKETING ARE NOT THE SAME

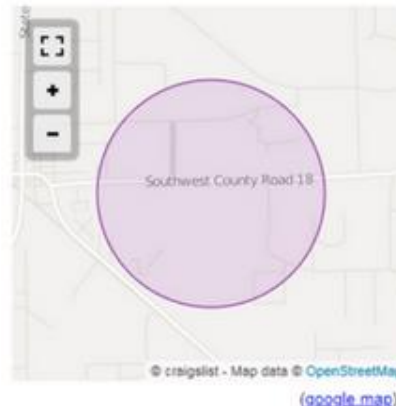
Anyone can advertise, not everyone can market.

☆ Tennessee walker mare - \$500 (Valdosta ga) Not So Good Ad

20 yr old registered bay mare. In great shape. broke to ride. Loves attention. She is 16 hh plus. Would be great for husbands horse, has been ridden by my 12 year old too. Please call [show contact info](#)

☆ ADGA Nubian Herd 1:3 - \$950 (Ft White)

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Priced to move. They were sold and I held on to them for the buyer for three months while they ate down my field and went through my hay. I need them gone hence they are priced to move. I've switched to Lamanchas and Saanens. Your choice of buck. Either a Polled Purebred Nubian 11 month-old buck or a disbudded purebred 8 month-old Nubian buck Two purebred Does both should be bred to the buck. One American doe should be bred to buck. Does probably due in November or December Tame and friendly. Healthy. Dewormed. \$950 cash or make a reasonable offer. No holds or payments. Offers I can get at a salebarn will not be answered. Transportation available.

- do NOT contact me with unsolicited services or offers

The Benefits of DEVELOPING A PRESENCE



PERSONAL CONNECTION

Potential customers love to see personal stories and learn about the products they are purchasing. Develop a connection through a service they use every day.



CONSISTENT ENGAGEMENT

The more they see you, the more they are willing to buy from you. Online presence attracts repeat buyers as they can easily keep track of you.



WORD OF MOUTH MULTIPLIED

Sharing is caring. It is so easy to share your presence with others and devoted customers will advertise for you, for free!

POTENTIAL PLATFORMS



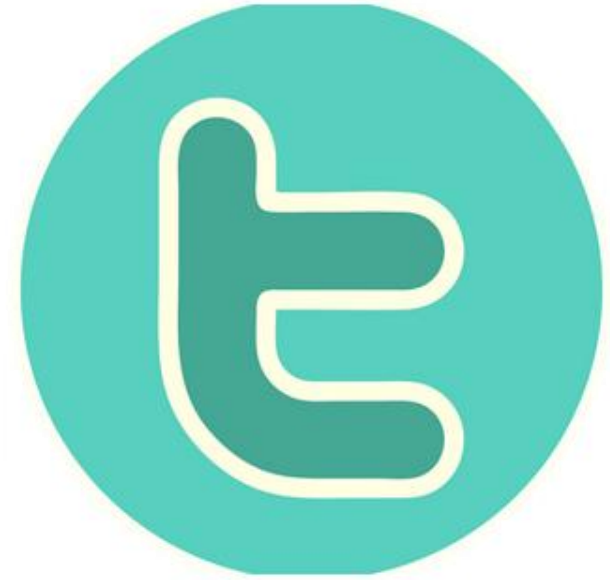
FACEBOOK

Easy to create a business page.
Can share content from other pages
Contact info accessible.
Images, videos, and text expected.



INSTAGRAM

Great supplementary account,
not great for primary use of
social media.
Images and short clips, little
text, heavy on #hashtags.
Easy to share to other social
media accounts.



TWITTER

Not a great business platform.
Not many users engage with
small business on twitter.
Heavy text, users expect a lot
of content.



Starbucks
@Starbucks

Home

Posts

Videos

Photos



Like Follow Share

Send Message

Create Post



Starbucks
July 17

Fiamma never thought college was in her future. The Starbucks College Achievement Plan changed that. Full tuition coverage at Arizona State University is helping baristas like her turn ambitions into opportunities.



STARBUCKSCHANNEL.COM

Endless Possibilities | Behind The Green Apron

Meet two Starbucks partners who create opportunity in the face of uncertainty.

8.8K

411 Comments 681 Shares



Starbucks There are no bad decisions when it comes to Cold Brew.

Cold Brew: <https://starbucks.app.link/coldbrew>
... See More



STARBUCKS.APP.LINK

Nariño 70 Cold Brew

Like Reply · 6w

View previous replies



Starbucks Hi there Melissa,

I'm sorry to hear that your Salted Cream Cold Foam Cold Brew hasn't been made consistently, how disappointing! Can you please send me a private message with the location of the store that has made it incorrectly? I am happy to see how I can help. <http://m.me/Starbucks...> See More

Like Reply · 6w

View more replies



Mary Fleming Please bring back canned Refreshers!

Like Reply · 4w



Starbucks Hi, Mary! We still have Starbucks Refreshers in cans. You can find them in your local Starbucks store, or at grocery or convenience stores.

Like Reply · 3w

View more replies

View more comments

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FACEBOOK BUSINESS PAGE

1. It has to be "Pretty".
Users love a great design interface

3. Engage! Respond to comments,
ask your followers to post stories or
pictures, etc.

2. Make it personable! Connect users with
your animals & you by telling
personal stories, thoughts, etc.

4. Variety & Consistency
Post a variety of content, but
consistently post

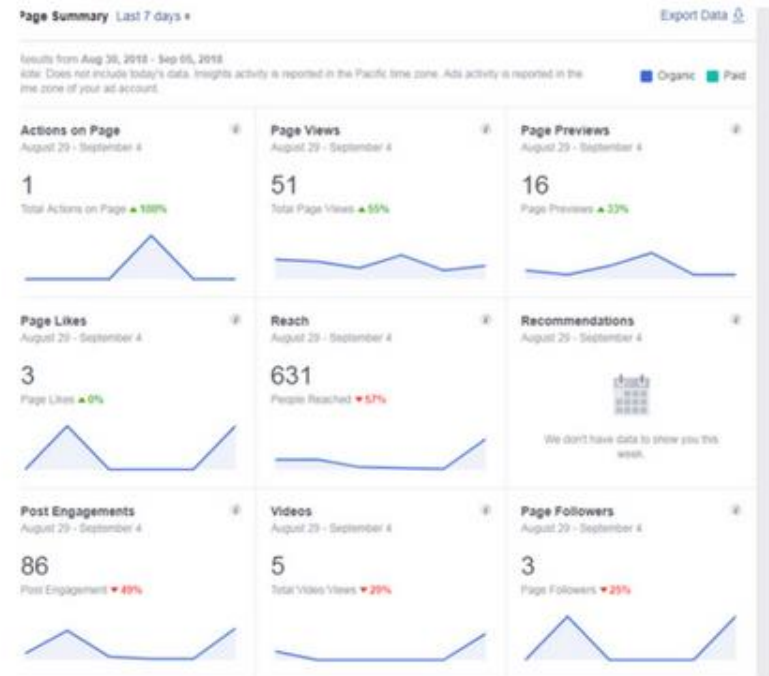
FACEBOOK BUSINESS PAGE

INSIGHTS

Get updated information weekly on engagement, views, shares, etc. Plus tips & suggestions on how to improve!

SCHEDULE POST OPTION

Mass produce posts when you have free time and schedule them to post at varying times throughout the week!





OTHER ONLINE MARKETING TOOLS

HOOTSUITE

Allows you to manage multiple social media accounts at one time.

CANVA

Create professional looking social media posts with free content & designs from Canva.

UNSPLASH

Royalty free, high quality photos for use in your posts or website.

WORDPRESS

Easy website design, free & paid options.





IN-PERSON MARKETING

THE FACE OF YOUR OPERATION

Good people skills,
dressed for the occasion,
knowledgeable,
and prepared.

DISPLAYING YOUR PRODUCTS

The prettier it looks, the more people will be
attracted to your display. Label everything!



DISPLAY YOUR PRODUCTS



COHESIVENESS

Keep the same theme, colors, 'feel' throughout the display



TRENDS

Stay on top of trends. Like homemade, handwritten, rustic, farmhouse, etc.



EYE-POPPING

Your display needs to stand out from competitors. Highlight what makes your product unique!



IT'S ALL ABOUT THE BRAND

YOUR BRAND IS NOT JUST YOUR LOGO, IT IS AN EXPERIENCE EVOKED BY YOU TO EACH INDIVIDUAL WHO COMES ACROSS YOUR BUSINESS, PAYING CUSTOMER OR NOT. MAKE SURE THEIR EXPERIENCE IS A GREAT ONE!



THANK YOU!

NEED HELP WITH BRAND OR MARKETING DEVELOPMENT OF YOUR OPERATION?

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