

# Branding, Marketing & Food Hubs...



**MidMI Consulting.com**  
Strategic Planning | Marketing | Brand Building | Design

Lynne Brown

## Background

- 30 years entrepreneurial experience in Strategic Planning, Brand Building and Marketing for Start-up Businesses, the Private Business Sector, Non-Profits and Universities



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## Recent Projects

- Assistant Director of Allen Market Place, Mid-Michigan's first non-profit food hub –facilities design & equipment acquisition, developing the brand, marketing, web site, online market and the food hub exchange.
- Consultant for MSU Center for Regional Food Systems for a State-of the State Report on Michigan Meats
- Conducted Feasibility Study for the Village of Edmore, Michigan to build 30,000 sq. ft. Four Seasons Market Place.
- Lead Author for recently awarded \$75k MDARD Grant to market and grow Mid-Michigan's Farmer's Egg Cooperative
- Marketing Consultant for Upper Peninsula Maple Syrup Producer



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## Brand Building

### What is a brand?

A **Brand** is the “name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers.”

Making a brand meaningful....



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## The brand should represent the organization's essence & being...

- What does your brand mean to your customer?
  - Consider: your company name, artwork, images, color and font selection
  - Each of these elements have meaning. What is their value to your customer and the outside world? Does it stand out or is it unique?
- Do you have a unique selling proposition?  
Identify what makes you, your organization, or your idea, unique.
- What is your core message and/or tag line?



## Core Message

- A compact statement that declares why the brand matters and what it stands for. A core brand message communicates the values and key differentiators that define the brand. And above all else, it makes people in a firm's target audience sit up and care.



## Core Messages

- **Grazing Fields (Farmers Egg Co-op)**  
“Hand harvested, natural brown eggs, delivered fresh each week by cage free chickens and farmers who care.”
- **Allen Market Place (Non-profit food hub):**  
“Creating a big fuss about [local] food! Are you in?”
- **Mid-Michigan Consulting:**  
“Building farm to fork markets through strategic planning, marketing, brand building and design.”



## Tag lines

*I can't believe I ate the whole thing* — **Alka-Seltzer**

*Don't leave home without it* — **American Express**

*It keeps going, and going, and going* — **Energizer Batteries**

*Are you in good hands?* — **Allstate**



## Also consider...

- What is your brand promise?
  - Fresh each day
  - Hand harvested
  - Pastured
  - Made in Michigan
  - Same day delivery
  - We care about our customers



## Marketing

- The process of communicating the value of a product or service to customers, for the purpose of selling that product or service.
  - Know your market & your customer(s) and what is important to them:
    - Uniqueness
    - Quality/Fresh/Flavorful
    - Locally produced
    - Natural or Organic
    - Consistent/Reliable
    - Developing Relationships & Trust...



## What Is Your Story and Message



Allen Neighborhood Center presents:

# Allen Market Place

## “Creating A BIG FUSS About Food!”

Mid-Michigan's Farm to Fork Connection

COMMUNITY CONNECTION  
SUSTAINABLE COMMUNITY  
LOCAL PRODUCTION  
LOCAL DISTRIBUTION

AllenMarketPlace.org



## The Brand At Work



## The Brand At Work



## Tangibles

- Branded items you can give customers to create relationships
- Business cards
- Company profiles/stories
- Product samples
- Packaging
- Recipes
- etc., etc., etc...



## Digital and Social Media

- Less can be more but what goes into it needs to be high quality. Branding, images, written word and connectedness.
- Facebook & other social media
  - Fast start up, takes time, no fees, need to post regularly
- Web Sites
  - Some sites can be fairly easy to set up.
  - Take time to script what you want your site to do.
  - Must have coordinated and complimentary branding and ease of use to work well for the organization



## Food Hubs

**LOCAL mid-michigan**  
**FARM FRESH**  
**Every Week!**  
 shop 24/7 • convenient  
**“Creating a BIG FUSS About Food!”**  
 • restaurants • chefs • grocery • schools • food service providers •  
**AllenMarketPlace.org**  
**ARE YOU IN?**





# Food Hub Network

Ann Arbor - November 20<sup>th</sup>

**CRFS**  
MSU CENTER for REGIONAL FOOD SYSTEMS

HOME ABOUT NEWS PEOPLE ACTIVITIES RESOURCES EVENTS CONTACT US

Engaging the people of Michigan, the United States and the world in developing regionally integrated, sustainable food systems.

<p><b>Events</b></p> <p><b>2014 Michigan Good Food Summit</b> OCT 28 2014</p> <p>Anyone interested in developing a good food system in Michigan and working with others to further the Michigan Good Food Charter goals is welcome to attend the 2014 Michigan Good Food Summit.</p>	<p><b>Activities</b></p> <p><b>MSU Student Organic Farm</b> APR 09 2014</p> <p>A 10-acre, certified organic year-round teaching and production farm providing learning opportunities through courses in organic farming, interdisciplinary experiential educational activities, and research opportunities.</p>	<p><b>Resources</b></p> <p><b>Michigan Meat Processing Capacity Assessment Final Report</b> SEP 26 2014</p> <p>This publication details results from a 2014 study of meat processors in Michigan. MSU Extension and CRFS Livestock Work Group members surveyed processors to better understand the state of the Michigan</p>
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# Thank You!

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