



Business of Farming Conference



Developing your Farm Brand

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Every farm story needs a storyteller

Every farm story needs a storyteller to share their message with their audience. That voice is your farm's brand - the public personality that communicates the values and goals of your farm.

Built from your farm's mission statement your brand includes:

- Farm's name
- Tagline
- Logo

*A brand's values and
'personality traits' are
what make consumers
fall in love.*



– Food Navigator

*Authenticity, Emotional Connection,
Sell Brands Better Than “Free-From”
Claims, Foodmix Survey Finds*



Today's workshop

- Brand components
- What makes a good brand
- Work through an example with Colfax Creek (Rutherford County, NC)
- Start thinking about branding for your own farm



Why do I need a brand?

Just as you need a name to get around in life, your farm needs a brand. Branding is the core of all marketing. Branding...

- Connects you with the kinds of customers you want to have
- Roots you in people's memories
- Is key to building word-of-mouth and all other kinds of business



What do you want to communicate?

Story, Mission, Vision, & Core Values

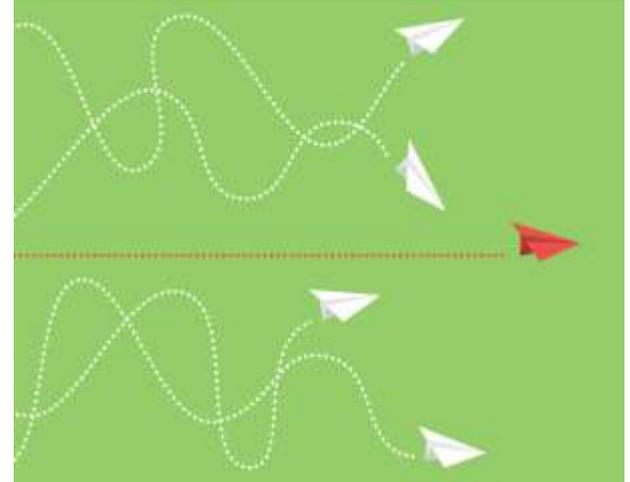
Your **mission** should include:

- what you do
- how you do it
- who you serve

Your **vision** focuses on the future, your goals and values.

- The “why”—the meaning and purpose of your business.

Your **Mission & Vision** form your core identity and will help differentiate your farm.



A Brand is More than a Name

How often do you forget someone's name?

Yet you will remember their face and key characteristics. This is also true of branding. **Parts of a brand people typically remember, in order:**

1. Primary Color
2. Primary image (but not the details)
3. Name (if memorable)
4. General tone of tagline / message

Keep all the above simple in order to ensure your brand is memorable.



150 people were asked to draw how they remember the Starbucks logo.

Many of the results have *no* mermaid, but nearly all remembered the color green.

About 1/3 of people added coffee to the “logo” on their own.



Consistency in Branding

Maintain **consistency in your visuals** and **what the customer experiences**.

- If your print and signage materials randomly use different color schemes, fonts, or logos, it throws people off.
- If your signs are positive and inspiring, but your attitude with customers is negative, it creates tension between who you say you are how you act.

As such, it's best to **keep things simple** and **have your brand reflect your particular reality** (rather than project an ideal you can't meet).

Key Facts About Our Client, the Bradleys:

- Practice ethical animal husbandry
- Use regenerative land management principles.
- Want to expand and help change food systems for the good.
- Offer meats and eggs with a healthy (grass fed, pastured, etc) focus.
- Multigenerational farm family. Previous generations were more traditional in their approach.
- 75 acre farm. West Fork Sandy Run Creek goes through farm. Nice topography but nothing big enough to name.
- ~100 pigs, 100 laying hens, and 20 cattle. They raise 200 broilers at a time. Goal is to expand to 1,000 pigs, 2,000-2,500 laying hens, 100 cows, 2,000 broilers. Possibly more on other farmland.

Why the Bradleys wanted to rebrand themselves



- While family name was easy to read/understand it did not stand out
- Subdivisions and other farms have the same name
- They want to have a distinctive, evocative brand that instantly imparts their focus to consumers and the community
- The logo needed to be changed (too complex, ineffective) so it was an efficient time to completely rebrand

How to hone in on a Brand: Start with Story and Keywords

Writing Down Your Story:

- Helps you identify key, unique things you want to communicate

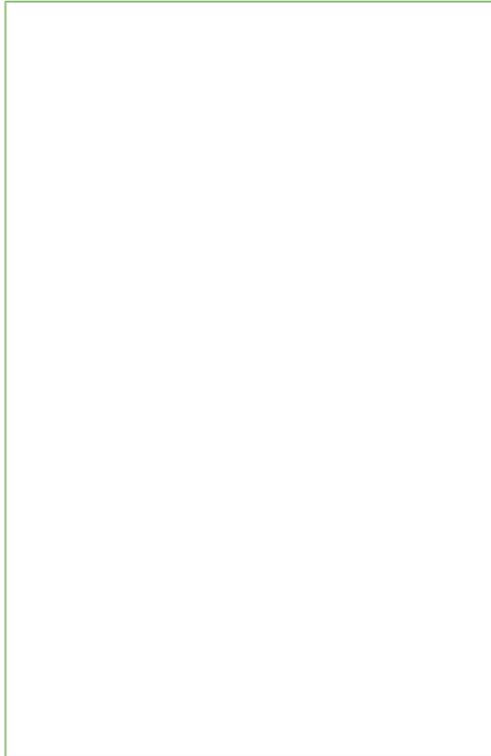
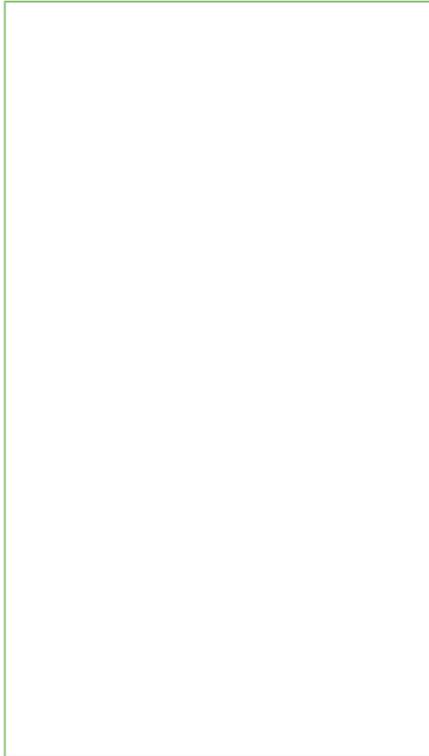
Doing Keyword / Keyphrase Exercises:

- Easy, quick way to start generating ideas for your brand name and tagline
- You can quickly separate promising ideas from ineffective ones before putting further work into a specific idea

Bradley farm story in ~100 words

- The farm was founded by Aaron and Nicole Bradley, building on a foundation of four generations of family farming.
- They strive to create a better food system, regenerate the lands and soils that they farm, and revive the rural communities in which they farm in.
- Through continued research into best practices and dedication to the local region, they will spread their knowledge to more farmers and families and thus improve our food systems—for people, land and animals.
- Their overall goal is to support the environment while providing meats, poultry, and eggs with outstanding flavor and nutrition to our local communities.

Give us your keyword & keyphrase ideas...



For other farms...



Sorting Keywords & Keyphrases

Promising / Particular

Colfax Creek - chosen name

Friendship
Responsible
Regenerative
Kindness
Love
Nurture
Nurturing
Partner
Partnering
Responsive
Sensitive
Compassionate
Loyal

General Concepts (Only Use as Needed)

Earth
Roots
Soil
Farm
Meats

Do Not Use List

Bradley (common)
Bostic (they may expand)

Forming Keywords Into Tagline Ideas

Rough brainstorming

Farming for renewal
Good down to our roots
Nurturing Land and Animals
Healing Land & Feeding Families
Compassionate & Sustainable Farming
Happy animals, happy land
Farming for the Good of All
Happy hooves, glad hearts
Healing land and growing food
Allied with animals and the land
For the earth, for the animals, for you
Loyal to the Land
United with the Land
Farming in Partnership with the Land
Hand in Hand with the Land
In Friendship with the Land
Farming in Friendship with the Land

Food you can feel good about
The flavor of responsible farming
Because how things are done matters
Good farming matters
Farmers renewing the land
Happy animals, happy land
Bringing the earth's bounty to you
Feeding you and the land
The taste of sustainability
Big flavor, big goals
Grown With Kindness
Rooted in Responsibility
Rooted in Regeneration
Rooted in Renewal
Rooted in Respect
Taste Responsible Farming
Farming with a Conscience

Farming with a conscience
Grown with care and respect at every step
Raised with Respect
Family Farmed with Love
A Kinder Way to Farm
We Farm With Love
Your Kind of Farm
Lovingly Raised
Know Your Food's Story
Love at Every Level
Farming with a Heart
Happy Animals, Healthy Land
Growing for the Good
Growing for the Greater Good
Growing in a Better Direction
We're Growing in a Better Direction

Identifying Better Tagline Ideas

Promising / Particular

Farming in Partnership with the Land
Hand in Hand with the Land
Farming In Friendship with the Land
Taste Responsible Farming
Happy Animals, Healthy Land
Raised with Respect
Growing for the Greater Good
Loyal to the Land

OK in meaning but too complicated

Farming in Friendship with Land & Animals
Grown with care and respect at every step
Respectfully Raised Goods
Growing in a Better Direction

OK in meaning but too generic / overused

Farming in Friendship with Land & Animals
Loyal to the Land
United with the Land
Good down to our roots
Food you can feel good about
A taste of the good earth
Farmed with love
Kindness Growing
Raised with Respect
Family Farmed with Love
A Kinder Way to Farm
We Farm With Love
Your Kind of Farm
Know Your Food's Story
Grown With Kindness
Farming with a Heart

Particular vs Generic

Particular Keyword

Generic Keyword

Difference:

Generations

Family

This word wasn't used in Colfax Creek's final brand but is a great example: "Generations" is a better word to use than "Family" because it implies family but *also* gets across the special fact that they have multiple generations farming.

Particular Name

Generic Name

Difference:

Colfax Creek Farm

Our Family Farm

"Colfax" is a memorable name. "Creek" conjures an image in people's minds. Alliteration is nice. In contrast, "Our Family Farm" could be any family's farm, anywhere.

Particular Tagline

Generic Tagline

Difference:

Taste Responsible Farming

Ethically Raised Meats

While "Ethically Raised Meats" communicates something factual, it is used by many and isn't evocative. The new tagline implies that you'll get the best flavor from responsibly raised meats.

the result of our branding exercise:

Colfax Creek Meats

Taste Responsible Farming

Spend a bit of time coming up with specific, meaningful keywords for your own farm business.

The next step: visualizing your brand

Using your keywords, decide on:

- **COLORS** that could represent you. These could be based on feeling, or something literal, as in strawberries are a primary crop = red.
- Do any **IMAGES** come to mind? (If not, don't panic: a designer can use great typography to anchor your brand.)

Visualizing Your Farm Step 1

Look at other brands for inspiration and make notes...



*Like clear, simple fonts.
Logo image is very clear
and implies a farm. Colors
are bold.*



*Love the bold typeface
and simplicity of this
logo. It is nice how they
incorporate the G into
the grain symbol.*



*Like the circle, boldness
of the Bs, and lightning
accent. But the type for
the company name
should be bigger / better
understood.*



*The coffee bean shape
with the crown on a dark
geometric shape is
strong. The font is a bit
too formal for us.*

Visualizing Your Farm Step 2

Visual possibilities

Pigs

Cattle

Acorns (their hogs forage for acorns)

Sorghum (environmentally sound way they feed cattle)

Love / caring

Color possibilities

Dark, Rich Green (implies farming/growing)

Grass Green (implies freshness, grass fed)

Bright Sky Blue (blue skies, no pollution)

Black (classy, clean, sharp)

Pumpkin Orange (eye-catching, can provide contrast)

Now move into actual logo ideas

Initial logo ideas



Progress your best idea to completion

Revised and chosen logo ideas (with variant)



How to Get from Words to Visuals...

There are pros and cons to various brand design options. Here's an overview:

- **Freelance Local Designer:** Knows the local area and audience, can visit your farm and work with you in person. Likely to still be around later when you need more items.
- **Crowdsourced Designers:** Crowdsourcing online can sometimes offer cost savings, however, you will need to communicate more clearly in writing and provide plenty of info on the particulars of your location and customers.
- **Do It Yourself:** Risky; often takes a lot of time and isn't very successful. (Just like farmers need numerous skills to grow great produce, designers have skills and knowledge to create good branding and it is a worthwhile investment.)

Online Resources to Start Visualizing Ideas

Using online resources to inspire visuals can be helpful. You can use Google image search to find inspiration and show a designer styles that appeal to you.

Purchasing stock images is another way to get started.



Never steal images from Google image search; most are copyrighted! (In contrast, the above illustrations are inexpensive purchased vectors from istockphoto.com and could be modified and used as part of a new logo.)

Brand Visualization Choices to Make



Show flagship product or not?

Good for promoting a key product (and getting people to come back for when it is in season), bad if you have to stop offering that product.



Salvador's Riverside Farm

GENERATIONS OF
FARM FRESH GOODNESS

Traditional or modern design style?

Modern design can be eye-catching and clean. Often associated with health. In contrast, traditional style has an appeal for urban visitors to rural areas and implies a long-established entity.



Show a feature of your location or not?

Showing a distinctive farm feature or landmark helps communicate your location to customers; useful for a farm stand. Can also imply straight-from-the-farm produce.

Consider Your Brand in Other Contexts

A small sticker on produce? An ad will be printed in black and white?



Salvador's Riverside Farm

GENERATIONS OF
FARM FRESH GOODNESS



Salvador's Riverside Farm

GENERATIONS OF
FARM FRESH GOODNESS



Salvador's
Riverside Farm



(Must be simplified for small uses)

(Effective large or small)

(In B&W, the river is not as clear but is probably OK for infrequent use)

Consider Visibility & Word-of-Mouth

If you have a farm stand, how will people describe your signage to help new customers find it? Or, if you have a product on the shelf, will it stand out?



“They’re over on Tusquittee Road. Look for the sign with the red strawberries.”

(Pretty clear and easy to describe.)



Salvador's Riverside Farm

GENERATIONS OF
FARM FRESH GOODNESS

“Salvador’s farm stand is on Tusquittee Road. They have a red and green sign.”

(A more abstract logo has lots of advantages but people may resort to colors to describe.)

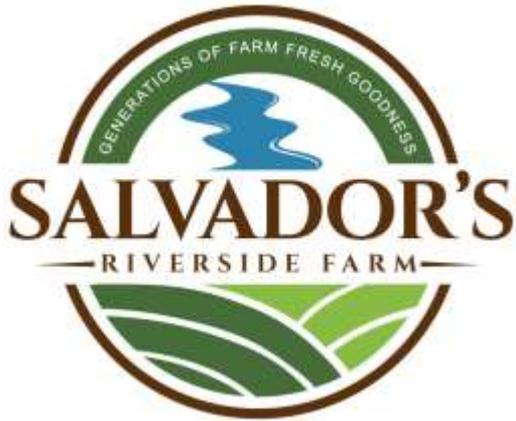


“Salvador’s farm is on Tusquittee Road, over the river—the sign has a river on it too.”

(Tying the brand to the location helps people remember both.)

Effects of Typography + Less is More

Notice the important differences between these logos.



1. Your designer can try different fonts to give different effects.
2. Less is more. Don't pack too much stuff into your logo.

How Do You React to Different Visuals?

And do you see any problems a farm might encounter using any of these?



Question & Answer Time!

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