

# Marketing Choices

## Marketing to suppliers and distributors

**Wholesale** - Selling to a wholesaler means that the farmer can sell large amounts of produce at one time. The wholesaler sells the produce to shops. The price received will probably be fairly low as the wholesaler must add to the price to make a profit when selling to the shops.

**Supermarket** - Some supermarkets have greater market power than anyone else and can dictate the price that they wish. Farmers are also often encouraged to sign exclusive contracts, agreeing to sell all their produce to one supermarket.

**Co-operative** - Co-operatives are like wholesalers but they are jointly owned by a group of farmers. Farmers share the burden of marketing and cut out the cost of a wholesaler.

**Direct to shops** - The farmer sells directly to shops, cutting out wholesaler, supermarket and co-operative.

## Direct marketing to customers

**Home delivery and box schemes** - Farmers (or co-operatives) can deliver food directly to the consumer. Box schemes are when customers receive a mixed selection of seasonal vegetables from the grower. Using this scheme farmers have more control over what is sold.

**Farmers market** - Farmers markets have been operating in Britain for five years and are a reinvention of the old-fashioned market. The food sold on each stall has been grown by the stall owner who can give the consumer a history of where their food has come from.

**Farm shops** - Many farmers have farm shops for selling their produce. The customer comes directly to the farm and can see how the food is grown and how the animals are kept. In this way a relationship between consumer and farmer is forged.

Another way for farmers to receive a better price for their produce is to process it on the farm, for example by turning milk into butter or making fruit into jam.