

MDA Marketing Update – 2012 promotions



GICA
October 24, 2011

Mark S. Powell
Chief, Marketing



Trends



- Locavore
- Know the farmer
- Food safety concerns



Bay Trust

Four out of five Marylanders (79%) are picnicking or walking in a public park or neighborhood at least occasionally, while 29% are hiking or camping in undeveloped areas. More than half of Marylanders (57%) are gardening, 37% are bird watching, and 9% are hunting.

Individual Environmental Stewardship

We measured individual stewardship behaviors by the public on an assortment of actions from recycling to purchasing green products to participating in community clean-ups. For each action, we asked people to place themselves on a scale ranging from never thinking about the action, all the way to actually doing it and encouraging others to do it as well.

It is no surprise that recycling emerges as the leading environmental stewardship activity practiced by 89% of Marylanders, with nearly two-thirds of the public (63%) not only recycling themselves but encouraging others to do so.

Reducing energy usage ranks very high on the list at 89%, with 42% feeling so strongly they encourage others to save energy, too. Similar numbers say they pick up litter (87%), and 39% are bothered enough that talk to others about littering.

Two emerging issues, eating locally grown food and purchasing green products, rank next on the list with four out of five Marylanders saying they do them, and a quarter or more saying they encourage others in those activities, as illustrated in the table below.

Individual Environmental Stewardship by Marylanders

	Do It and Encourage Others too	Do It Myself	Total	Think but Don't Do It	Don't Think about It
Recycling	63%	26%	89%	4%	6%
Reducing the amount of energy you use	42%	47%	89%	4%	6%
Picking up litter	39%	48%	87%	5%	8%
Eating locally grown	29%	51%	80%	6%	12%
Purchasing green products ¹	23%	55%	78%	7%	14%
Reducing fertilizers and pesticides ²	20%	27%	47%	11%	34%
Participating in community clean-up ³	13%	33%	46%	22%	29%
Joining with others in your community ⁴	10%	27%	37%	25%	34%

¹Purchasing green or environmentally friendly products

²Reducing use of lawn fertilizers and pesticides

³Participating in community clean-up projects

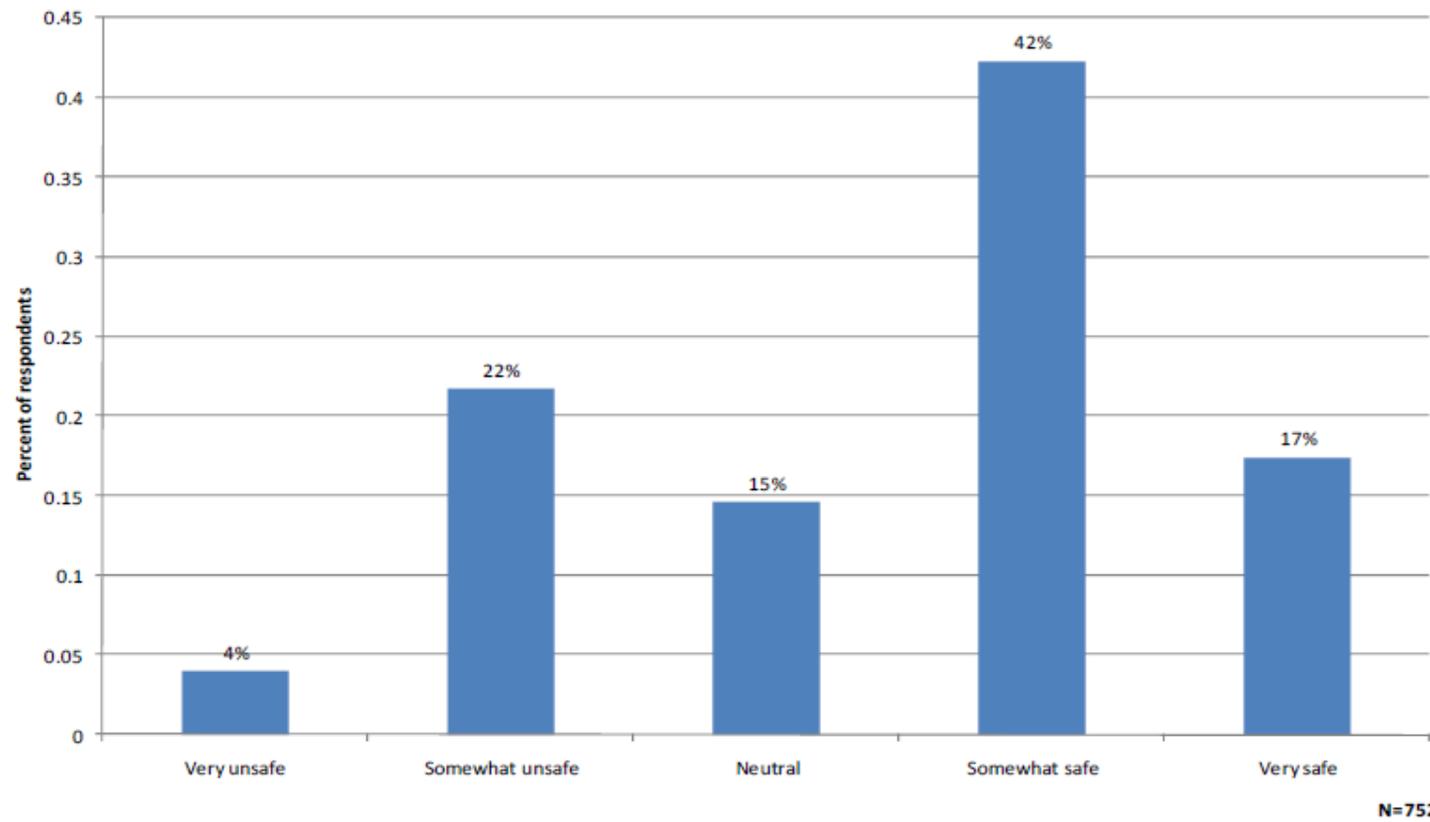
⁴Joining with others in your community to oppose environmentally damaging projects or actions

"I am going to ask about your experience with several other activities. There are no right or wrong answers, so just tell me what is true for you. The first one is... (randomize from list.) Please tell me about that using this scale: I don't think much about it, I think about it but don't do it, I do it when I can, I do it and encourage others to do it too."

Local, know the farmer



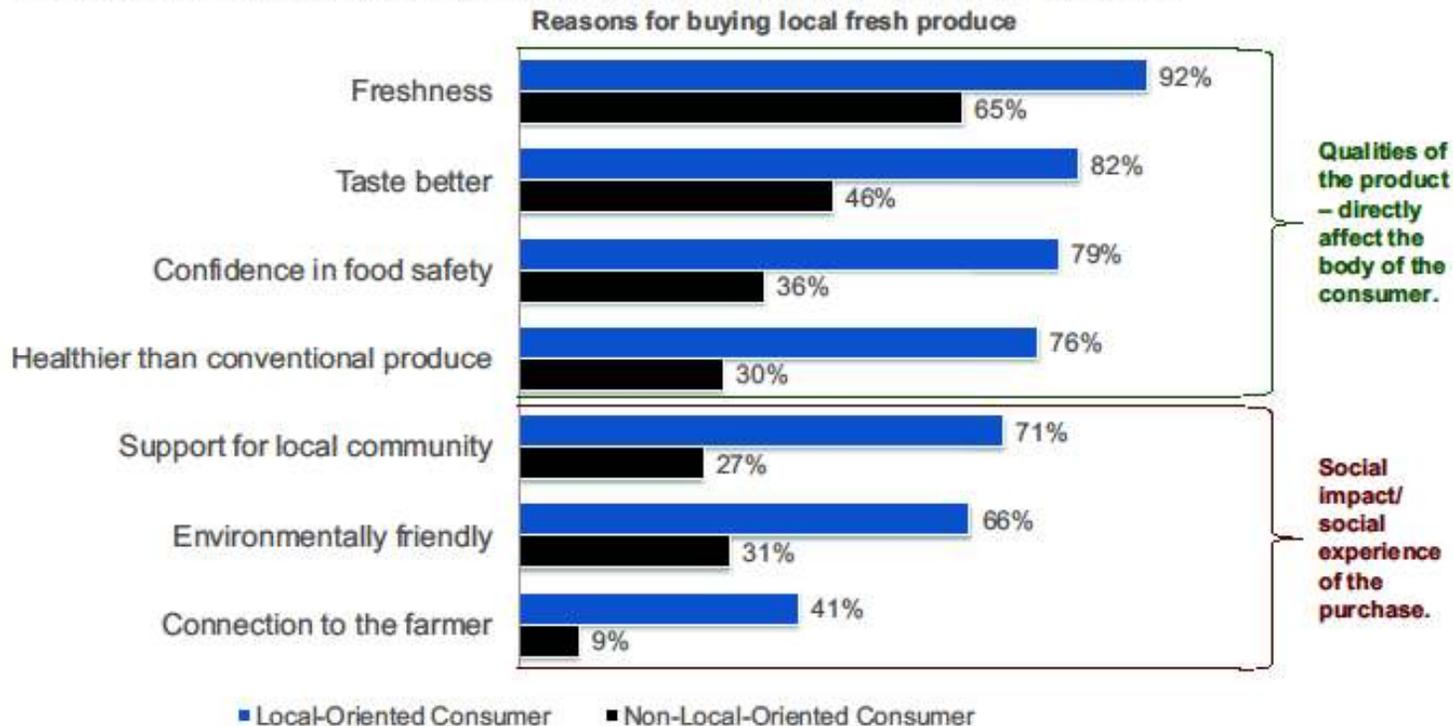
Figure 8. Perceived safety of U.S. food system



Locavores seek quality PLUS social connection



Local-oriented purchasers care more about more things when buying fresh: Compared to non-local-oriented consumers, those who say purchasing local is "very important" are more likely to account for both personal and social benefits when buying their fresh produce.



[Q18] Please indicate the main reasons why your household buys fresh fruits and vegetables. Select up to 3 choices. Respondents categorized based on responses to [Q33] Where do you buy most of your fresh fruits and vegetables? Please check up to THREE (3) choices. Base Sample N=1200, Local-Oriented N=452, Non-Local-Oriented N=748.

Consumers are more confident in safety from smaller-scale suppliers and often connect personal with environmental health

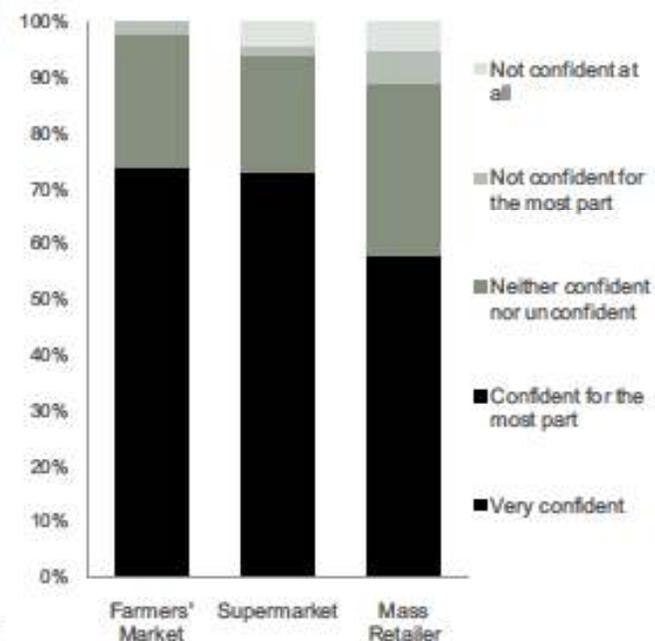


For Farmers' Market Shoppers it is more important that the providers of their fresh fruits and vegetables support food safety practices than social, community, or environmental practices. (This is even more so with all shoppers.) And consumers have less confidence in the safety of fresh produce from channels that buy directly from large-scale agricultural manufacturers than from local providers.

Policies important for my produce provider to support



Confidence in safety of produce from...



[Q42] Please rate the importance for you that providers of your purchased fresh fruits and vegetables practice and/or support each of the following policies:

[Q37] How confident are you that the fresh fruits and vegetables you buy are safe? Respondents categorized based on responses to [Q33] Where do you buy most of your fresh fruits and vegetables? Please check up to THREE (3) choices. Base Sample N=1200, Farmers' Market Shoppers N=460, Supermarket N=855, Mass Retailer N=395

Maryland's Best



- ❑ www.marylandsbest.net ... is growing, improving
- ❑ December 2008 – 2,845 visitors
- ❑ In 2011 – 134,000 visitors, visited 641,000 times
- ❑ Advertising has reached more than 800,000 Marylanders

**Maryland's Best Web site is
connecting consumers with
buyers, telling farmers stories**



Maryland's Best

- More than 52 percent of the 5.7 million Marylanders are now aware of Maryland's Best (University of Delaware study, 2009)
 - Preference for Maryland-grown produce has increased by 37 percent since 2006 (Schaefer Center report)
-

Farmer profiles



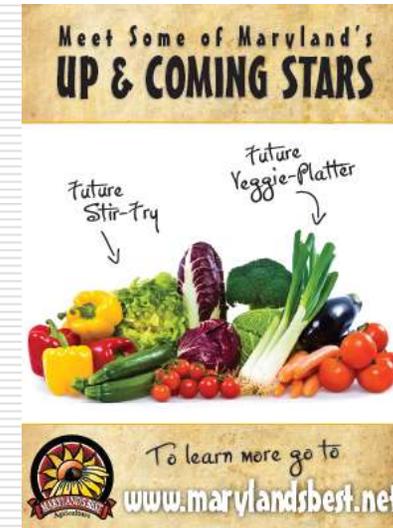
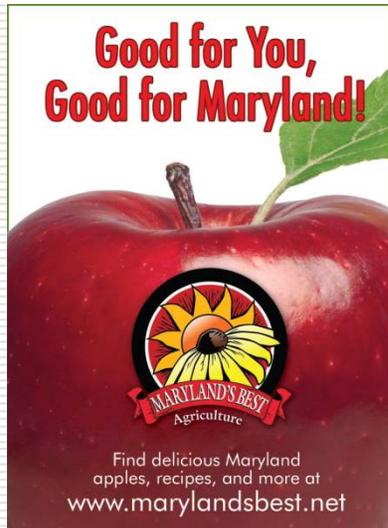
2012

Advertising & Promotions



- Monthly promotions on WYPR, WAMU, WSCL and WVPM (Western Md.)
 - Maryland Public Television
 - Facebook, Google, [YouTube channel](#)
 - Trade press – The Packer, Produce News
-

2009-11 Advertising & Promotions



2012

Promotions by Month



- January/February – CSAs
 - February – winter farmers markets
 - March – Maryland meat, nutrition month
 - April – Meat, poultry
 - May/June – Farmers' markets, milk, vacation routes
 - June - Maryland wine, peaches
 - July/August – Buy local challenge, watermelons, farmers markets
 - September -- Apples, farm to school
 - October/November – Ag tourism, turkeys
 - December – Christmas trees
-



Press Releases & Media

- Regular press releases from MDA key part of promotions
 - Events including Buy Local Challenge
 - In July, will host chefs, food buyers at a picnic
-

Ideas!



□ Always welcome.

Amy Crone, Farmers' Markets Marketing Specialist, 410-841-5776

Stone Slade, Maryland's Best Marketing Specialist, 410-841-5779

Karen Fedor, Specialty Marketing Specialist, 410-841-5773

Theresa Brophy, International Marketing Director, 410-841-5781

Mae Johnson, ACRES Director, 410-841-5778

Mark Powell, Chief of Marketing, 410-841-5775
