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If you know that your fruits and/or vegetables are top-notch, a produce marketing relationship with a reputable firm can increase your profits and let the world know what you already believe: That your crop is stellar. Do you need more brand awareness? Are you in search of new retailers to carry your produce? For help with both of these aspects of produce marketing and more, trust a professional to help you make your brand synonymous with the produce you sell. Produce marketing truly can put you ahead of the competition. Hereâ€™s how.

A produce marketing professional will help you sharpen your:

- Strategy â€“ Are you a small grower or a large farm with multiple produce lines? Either way, a produce marketer seasoned in the industry will be able to help you draw up a short and long-range plan for success. If your goal is to expand slowly but to eventually have greater and greater yields, the marketer will take that into account. If youâ€™ve suddenly acquired more land and are growing different crops, a marketer will help you through the process of finding buyers for your produce. Look short term and see the building blocks of success that you will have; look long-term to plan and build upon the company you already have today.

- Branding â€“ As a grower or an insider in the produce market, you know that two tomatoes are not created equal. There are conventional and organic tomatoes, locally grown tomatoes, hybrid tomatoes, ugly tomatoes, grape tomatoes and tomatoes that are currently being perfected in other varieties. Thanks to the efforts of produce marketers to brand the different types of tomatoes available, the public knows that grape tomatoes are a great accoutrement for a salad and that beefsteak tomatoes paired with fresh sliced mozzarella are a must-have on an appetizer list. This branding sets different sub-types of produce apart from one another. It also can help your company become synonymous with the â€œbestâ€• produce â€“ whatever you deem that to be. The marketer will lo at your farmâ€™s strengths and build upon them. Perhaps you are a part of a family farm that goes back for generations; perhaps you grow all of your produce organically and are part of a far-reaching movement to live sustainably. No matter what your niche is, the best produce marketers will make sure the public knows what makes you special. That in turn will brand your company as providing a certain level of produce.

- Marketing - The term â€œmarketingâ€• means so much in the produce world. Produce marketers can hel you get your crops sold in different outlets. They spread the word about how wonderful your grapes, tomatoes, blueberries, celery, kale, etc. consistently are, and by informing the public about the health benefits of said fruits and vegetables, they continue to inspire demand. Marketing is an absolute must for any grower, and there are many inspired and dedicated produce marketers available for consult today who continue to serve those who grow for a living.

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