FARMING FOR DIRECT SALE TO THE CUSTOMER







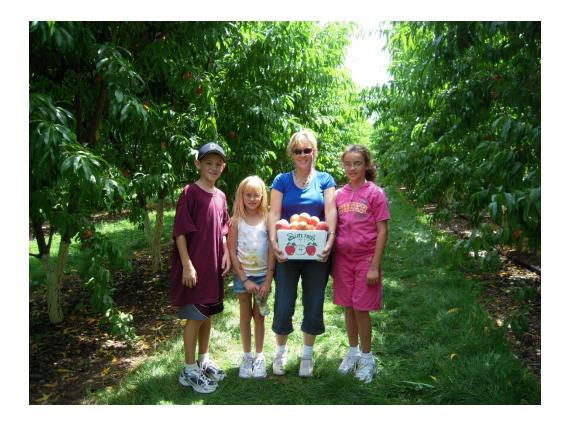


- Pick-your-own fruit, vegetable and flower farm started in 1988
- 93 acres along the Merrimack River
- Farmstand
- Ice Cream Stand
- Animal Barns
- Bakery
- Open June October





The Ways We Keep Changing to Keep the Customer Coming Back



- Quality
- Pick-Your-Own
- Farmstand
- Marketing







GREAT QUALITY is the most important aspect that keeps customers coming back





NEW VARIETIES We constantly add new plantings to improve taste, quality, and production







VINE RIPENED

- Tremendous advantage over non-growers
- Use of Refractometer and Penetrometer to test for ripeness





PICK YOUR OWN

SELLING THE EXPERIENCE is as important as selling the product





PICK YOUR OWN

SELLING THE EXPERIENCE PETTING AREA









SELLING THE EXPERIENCE

Farmer Mark's Tractor Training Course





SELLING THE EXPERIENCE

Hay Rides to the Apple Orchard and Pictures in the Pumpkin Patch

PICK YOUR OWN





PICK YOUR OWN



SELLING THE EXPERIENCE

HAY PLAY AREA





OUR OWN FRESH PICKED FRUITS & VEGETABLES







VALUE ADDED PREPARED FOODS

Donuts made right in the Farmstand



Old Fashioned Strawberry Shortcake





Warm Apple Crisp

...and Fresh Fruit Sundaes, Tea Breads, Muffins ~ all made with our fruit!





SAMPLING Started Sampling our bakery items in 2010 and now an integral part of our bakery program







INDOOR RESTROOM FACILITY A well-received addition in 2011









CLEANLINESS We are constantly cleaning and picking up – both inside and outside









Our Marketing Strategy has evolved over the years

- Moving away from Print Ads
- Much more emphasis on Online and Visual Advertising





WEBSITE www.parleefarms.com

- Allows people to 'see' our farm
- Current Picking Conditions are updated daily
- Pictures and Videos on website
- Links to our Facebook Page & Email Newsletter

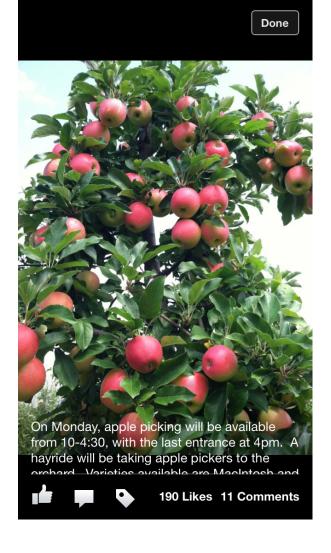




MARKETING

FACEBOOK www.facebook.com/parleefarms

- •Presently our most valuable advertising tool
- •Immediately connects with people who are interested in your business
- •Updated at least once a day during the season
- Pictures are essential
- •Although it is free, it does require time to keep updated and monitored





MARKETING



E-MAIL NEWSLETTER

- Send out 15-20 times a season using "Constant Contact"
- Sign Up either through our Website or at our Farmstand
- Allows us to 'get the word out' on current activities on the farm







GOOGLE ADWORDS

- Easy to set up and change
- You set how much you want to spend
- It can require a lot of research to get good placement and set correct budget







MARKETING

COMMERCIALS and VIDEOS

- Developed four 15 second commercials
- All are available on our Website and YouTube
- Produced in HD to run on Boston TV Stations





PRINT ADVERTISING

- Significantly Reduced Print Advertising over the last five years
- During the 2012 season, only one ad placed in the Boston Globe and the Lowell Sun

The Boston Blobe





MARKETING

SCHOOL TOURS

8,000 school children visit Parlee Farms in the fall









- Take Advantage of Buy Local
- Keep Changing
 - Products
 - Offerings
 - Advertising



• Keep Growing!



Tour on Tuesday



We are clearing the snow and look forward to you visiting Parlee Farms!

