

FARMING FOR DIRECT SALE TO THE CUSTOMER



Mark and Ellen Parlee
Parlee Farms, Tyngsboro MA
www.parleefarms.com



- 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



QUALITY



***GREAT
QUALITY***

is the most
important
aspect that
keeps customers
coming back



QUALITY

NEW VARIETIES

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





QUALITY

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





PICK YOUR OWN

SELLING THE EXPERIENCE

Farmer Mark's Tractor Training Course





PICK YOUR OWN

SELLING THE EXPERIENCE

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





PICK YOUR OWN

***SELLING THE
EXPERIENCE***

**HAY
PLAY
AREA**





FARMSTAND

OUR OWN FRESH PICKED FRUITS & VEGETABLES





FARMSTAND

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!**



FARMSTAND

SAMPLING

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





FARMSTAND

INDOOR RESTROOM FACILITY

A well-received addition in 2011

From 14 of these...



...to this!





FARMSTAND

CLEANLINESS

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





MARKETING



Our Marketing Strategy has evolved over the years

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



MARKETING

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



MARKETING



Your ads appear beside
related search results...

People click
your ads...

...And connect
to your business



- ***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





MARKETING

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 Globe





MARKETING

SCHOOL TOURS

8,000 school
children visit
Parlee Farms in the fall





IN SUMMARY

- ***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!**

