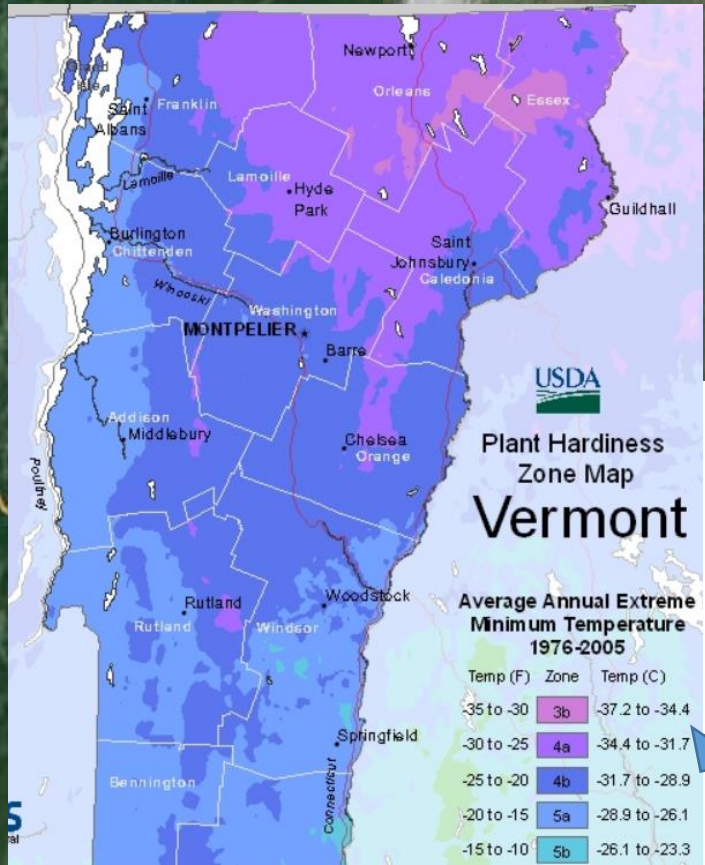
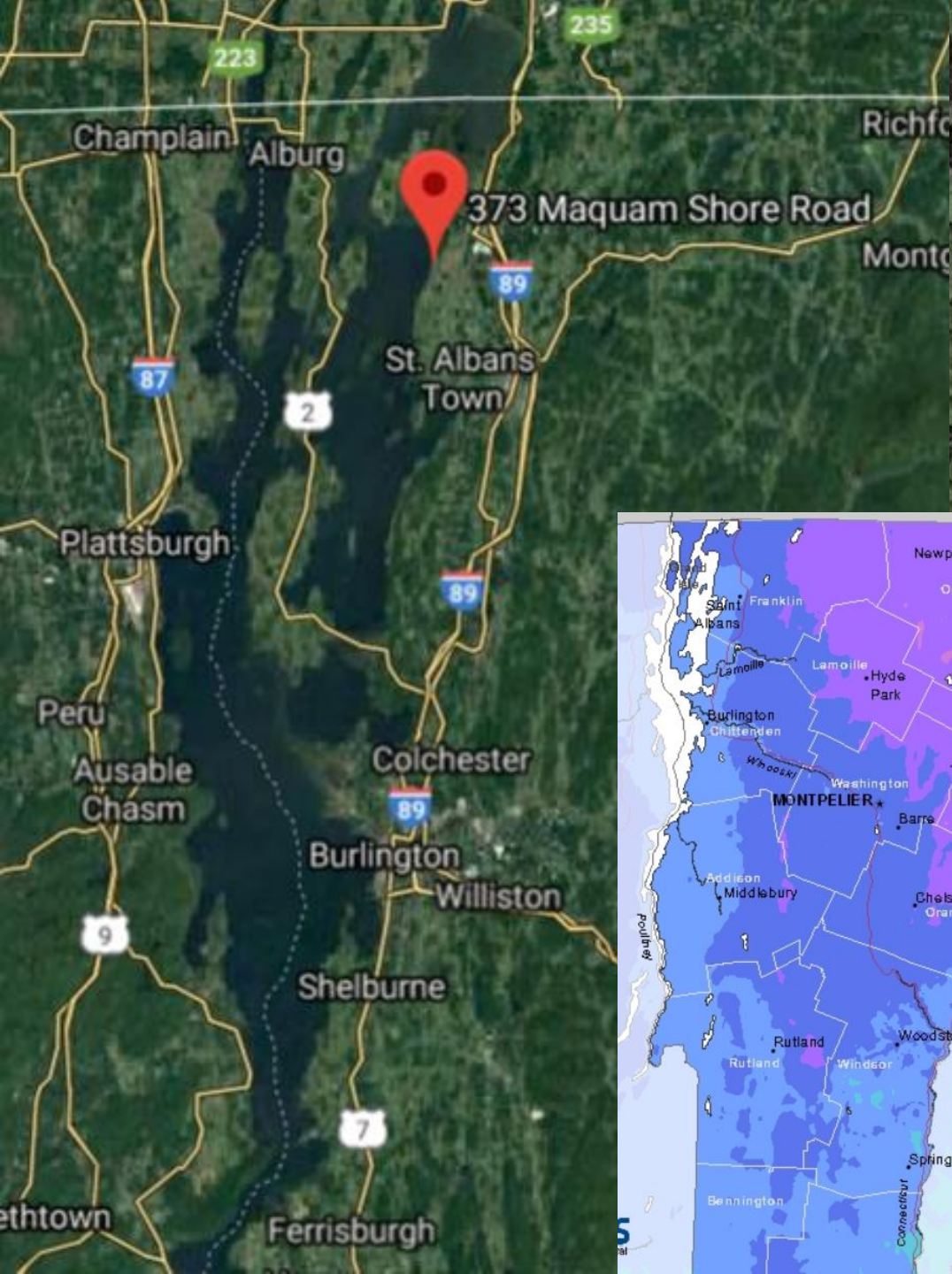


Red Thread  
FARMSTEAD

*Eat Good, Feel Good, Specialty Superfoods*











# STEADFAST FARM

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ABOUT

CSA

MARKETS

RESTAURANTS

CONSULTING

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An aerial photograph of a farm complex. In the foreground, there are several large, long, white polytunnels (greenhouses) arranged in a row. To their right is a smaller, white, arched polytunnel. Further back, there are more polytunnels and a large, dark wooden barn with a grey roof. The farm is surrounded by green fields and dense green trees in the background. The text 'NEVERSINK FARM' is overlaid in large white letters, with a horizontal line underlining the word 'NEVERSINK'. Below this, the text 'NO-TILL / NO-TRACTOR' is written in smaller white letters.

# NEVERSINK FARM

NO-TILL / NO-TRACTOR

Catchy  
Taglines/Slogans:

- "Just Do It"
- "Think Different"
- "Shave Time. Shave Money"
- "Because You're Worth It"
- "Got Milk?"
- "There are some things money can't buy. For everything else, there's MasterCard."
- "Designed for Driving Pleasure"
- "Every Little Helps"
- "Melts in Your Mouth, Not in Your Hands"
- "The Quicker Picker Upper"
- "A Diamond is Forever"
- "Betcha Can't Eat Just One"
- "Advancement Through Technology"
- "America Runs on Dunkin'"
- "Tastes So Good, Cats Ask for It By Name"
- "I'm Lovin' It"
- "All the News That's Fit to Print"
- "Imagination at Work"
- "Can You Hear Me Now?"
- "♪ Like a Good Neighbor, State Farm is There ♪"
- "Maybe she's born with it. Maybe it's Maybelline."
- "The Few. The Proud. The Marines"



# Inspirations



*"Replacing mass food production with food production by the masses" – JM Fortier*



# THE URBAN FARMER

*"There are over 40 million acres of lawn in North America" – Curtis Stone*

# Understanding Your Customers – Generational Backgrounds

Baby Boomers [born 1946-1965] ~71 million people over a 19-year span

- WWII
- MLK, JFK Assassinations
- Vietnam War

GenX [b. 1966-1976] ~41 million, 10yrs

- Daycare
- ↑%Divorce
- ↑%College graduates

Millennials [b. 1977-1994] ~71 million, 17yrs





- Ethnically diverse
- Dual income
- Internet

iGen [b. 1995-2012] ~60 million, 17yrs

- Media savy, emojis 🙄
- Broader social circles (virtual)
- 9/11, domestic terror



# New-Age Marketing → Social Equity

- Connect with your customers -    
  - Branding intimacy: create content, blogs, videos, captioned images, share recipes
  - Don't sell, *share*, this content doesn't have to be '*professional*', just relevant and relatable, showing your personality, humor is good, wisdom is too, illustrated quotes, etc.
- How are you solving customers' problems?
  - Share information that can solve that problem, then make them an offer
  - People remember you for how you make them feel, it's about them
    - Listen, engage, shine the light on them whenever you can
- If you want to learn how to do something, find someone that doing it well and learn from them. Don't copy, be inspired to create your own version of what works
  - In today's market, businesses are willing to share, because sharing is **marketing** : ) and knowledge is at our fingertips

# Marketing Knowledge Sharing

- Marketing Podcast:



- [Intro to Online Content Marketing with Ezra Firestone – Shopify](#)



- **Masterminds?** The concept of the *Mastermind Group* was formally introduced by Napoleon Hill in 1937 in his timeless classic: "**Think And Grow Rich**" he wrote about the *Mastermind* principle as: "*The coordination of knowledge and effort of two or more people, who work toward a definite purpose, in the spirit of harmony.*"



# A Cheesy Example of Highly Effective Marketing to Baby Boomers



1. States a problem that most people have had at some point in their life
2. Explains the value of his product addressing that problem
3. Makes an offer
4. Further adds value with discounts, deals, and extras
5. Closes with a targeted catchy jingle that strikes a cord with Baby Boomers:  
♪*For the best night's sleep in the whole wide world, visit mypillow.com*♪

When I invented MyPillow®, my dream was to help as many people get a good night's sleep as possible. I personally guarantee MyPillow® will be the most comfortable pillow you'll ever own.

-Mike Lindell, Inventor Of MyPillow®



*Made in America*



# Saffron Marketing Techniques

1. Share recipes with saffron as an ingredient



2. Share the health benefits of saffron

- Appetite suppressant



anti-depressant, anti-carcinogen?

Dr. Michael Greger  
head-to-head  
comparison between  
Prozac vs. Saffron



# Saffron Marketing Techniques

- Use saffron in new ways and share it with your audience



*Saffron and Matcha are at the top of the list of superfoods and we only source the best. My family and I personally drink Saffron Tea Matcha daily. It sharpens the mind and lifts the spirit. Cheers to the wise investment you've made in yourself, salute!*

*Warmest Regards,  
Steven Leach  
Brand Owner/Farmer*



## Package Saffron in new ways

- Functional packaging, If shipping, light weight packaging is a major consideration
- Offer discounts or extras to repeat customers (15% off your next order, etc.)







Red Thread  
FARMSTEAD



[redthreadfarmstead.com](http://redthreadfarmstead.com)