

# Pastured Poultry Packet #2

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## Marketing Grass-Fed Chicken & Eggs

John Suscovich & Scott Messina

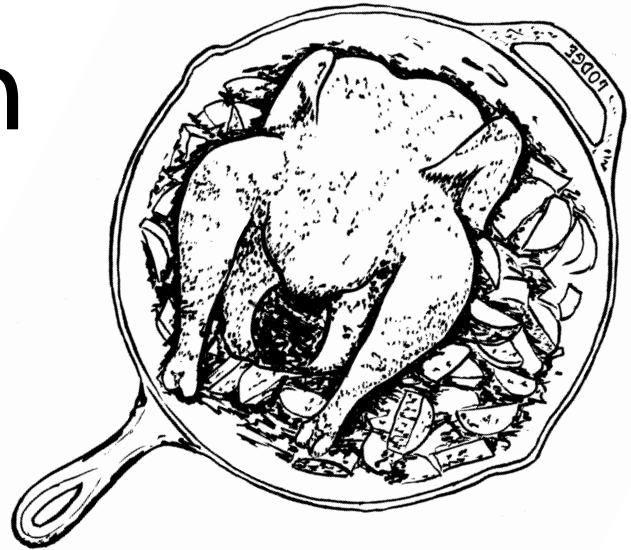
# Free Recipe Giveaway



# Too Simple To Fail Roast Chicken

**Seriously**, we've already done all the work with the chicken. You can't screw this up.

**Also**, it's not going to be very difficult.



1. Thaw your chicken, 6-8 hours in a bowl of cold water (until soft)
2. Take out of the package and remove the giblets from the cavity
3. Either use or discard the giblets depending on your skill and motivation
4. Place the chicken in a roasting pan that fits the bird
5. Sprinkle some salt and pepper over your bird
6. Put it in the oven uncovered at 375° for about 1 hour and 20 minutes
7. You're done when the skin is all crispy golden, the juices run clear when you cut between the leg and the body, and when you repeatedly stab the thing with a meat thermometer it always reaches over 165°F.
8. Let it relax for 10 minutes or so before cutting it up and serving. Don't worry too much about overcooking it. Our birds retain more moisture than store-bought chickens.
9. Enjoy!

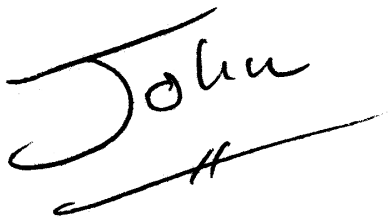
# Next Couple Pages

I wanted to include the next couple pages to give you an idea of the voice I wrote this book in. It's all me, it's very personal, and it is experienced based.

I worked on this book for over 2 years. I have worked on the concepts and strategies that I present for much longer.

Thanks for taking the time to check out my materials and for downloading that roast chicken recipe. That recipe has sold me more chickens and helped educate more of my customers than any other piece of marketing I have created and I am happy to share it with you.

Cheers,

A handwritten signature in black ink that reads "John". The signature is written in a cursive style with a long horizontal line underneath the name.

# Contents

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## Getting It Started

Introduction .....	i
Philosophy .....	1

## Getting It Done

Relationship Marketing .....	18
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### Strategy

Branding .....	36
Seasonal Marketing .....	46
Customer Supported Marketing .....	52
Product .....	60

### Tools

3 x 3 Marketing Plan.....	72
Farm Website .....	77
Keep In Touch	
Email .....	93
Social Media .....	98
YouTube .....	104

### Add Value

On Farm .....	107
Farmers' Markets .....	122
Wholesale .....	133

# Contents

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## Getting It Done (Continued)

### Make Headlines

Print .....	142
Television .....	150
Trade Publication .....	154
Sales Funnels .....	157
Photo & Video Tutorials .....	
Photos .....	171
Video .....	176

## Getting It Out

### Broiler Marketing

Political .....	183
Production .....	199
In The Kitchen .....	210
Egg Marketing .....	225
Conclusion .....	234

# Who is this book for?

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## **The Upstart Farmer: 100 - 1,000 Chickens**

Maybe this is a new venture. Or you've made a decision to operate on a smaller, homestead scale. Either way, hang on to your enthusiasm and excitement, you're gonna need it. In these pages, you'll find the building blocks to get started, the tools to define and reach your target customer, and the language you'll need to thrive in the industry. I believe in you. You've come this far. Now get it!

## **The Growing Farm: 1,000 - 10,000 Chickens**

You've done pretty well for yourself, but now you're staring up at a glass ceiling wondering if and how you should scale up. At this point, you've got production nailed, you know what you're doing when it comes to the field. Smart businesses let demand drive growth. Otherwise, you might be stuck with freezers full of chickens, trying to push product on the market instead of letting the market pull product from you. Learn how to refine your message, educate your customers, help you get found on online search engines, boost your social media, and help to drive the demand that will encourage you to grow.

## **The Big Fish: 10,000+ Chickens**

Thank you. Thank you for growing this many chickens on grass. We need more of you in the world. At this large scale, you've realized you can't do it all yourself. Maybe you even want to farm out the marketing, and that's OK. If nothing else, this packet can help you empower your employees. After reading through this packet, you should have a better handle on the language to articulate what you want to accomplish, and to better manage your team.

# Does this only apply to pastured poultry?

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## Yes... and no...

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This packet was written for, and edited by, the amazing growers of the American Pastured Poultry Producers Association. I find comfort in the fact that I share a bond with farmers in all 50 states over our love for gallus gallus domesticus. I've also seen my Stress-free Chicken Tractor Plans and Pastured Poultry Packet #1 sell copies on five continents. There are chicken people everywhere.

The slow food movement is a big part of who I am. Making good food available to more people is a call to arms. It is inspiring to see that passion in other farmers. I hope that through this book, I will have helped grow the movement and helped inspire at least a few new adherents.

Still, while this packet focuses on pastured poultry, the marketing concepts and techniques are applicable to any small business, and certainly to most farmers. As a community, if we want to make a real splash, inspire real change, and make our industry more sustainable, than we have to use the tools of our culture to feed our movement.

No one said this is going to be easy, but it is sure as heck worth doing. Change doesn't happen overnight. We all have a role to play. With enough of us carrying a consistent and wholesome message, I know we can reach the critical mass necessary to carry the movement forward and change the world.

# My Super Power

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Distilling complex concepts into bite-sized, tasty morsels.



Everyone has a superpower. I've been blessed with two. One, I can operate on very little sleep. That one comes in very handy when when raising kids and chickens. And two, I have an ability to take complex ideas and boil them down to approachable and actionable advice.

These two superpowers have helped me to identify, analyze, and pull together marketing theory as it pertains to small farms. Basically I study a lot, try it out on my farm, and then stay up late writing, so I can share it with you.

You may be a little anxious about your farm marketing. Don't be. Together, we can do this!

And yes, that drawing is ridiculous.



# One Shift at a Time

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You wouldn't move the chickens the entire length of the pasture in one shot right? You move chickens once or twice a day, adding value over time until you cash in on your investment.

Marketing is the same way. You're not going to get good at all of this and incorporate it in one shot. Instead, you're going to build your marketing plan incrementally, and after a lot of daily moves, you'll eventually cash in on your investment.



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## We Win In Increments

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Every overnight success is ten years in the making.

The best things take time. There's not only the time it's going to take you to learn the skill, but the time to implement it as well. After you've implemented your new skills, it'll take time to observe the changes you've made, iterate and make improvements.

I stress this throughout the book for a reason. I'm throwing a lot at you, and most of it might feel new and foreign. Don't get discouraged. We add value to our chickens one shift at a time, we add value to our marketing one post at a time.