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NASAP

Cultivating Community

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The Marketing Industry in America



Americans see an average of 3000 ads every day

General Motors spent \$4.2 billion on advertising last year, while [Ford](#) spent \$3.9 billion.



How Much is one billion?

If you earn \$20,000 every year, it would take you 50,000 years to earn \$1 billion.

AT&T spent \$2.9 billion,
while [Verizon](#) spent \$2.5 billion



**Hewlett-Packard spent
\$1 billion on advertising**



The GDP
of
Somalia
in 2012
was \$1
billion



Bank of America spent \$1.9 billion on advertising



Bank of America.
CEO
KENNETH D. LEWIS
www.BANKOFAMERICA.FRAUD.COM

Walmart spent \$2.5 billion on advertising



Over \$10 billion per year are spent advertising food and drinks to children in America



The GDP of
South
Sudan in
2010 was
\$13 billion



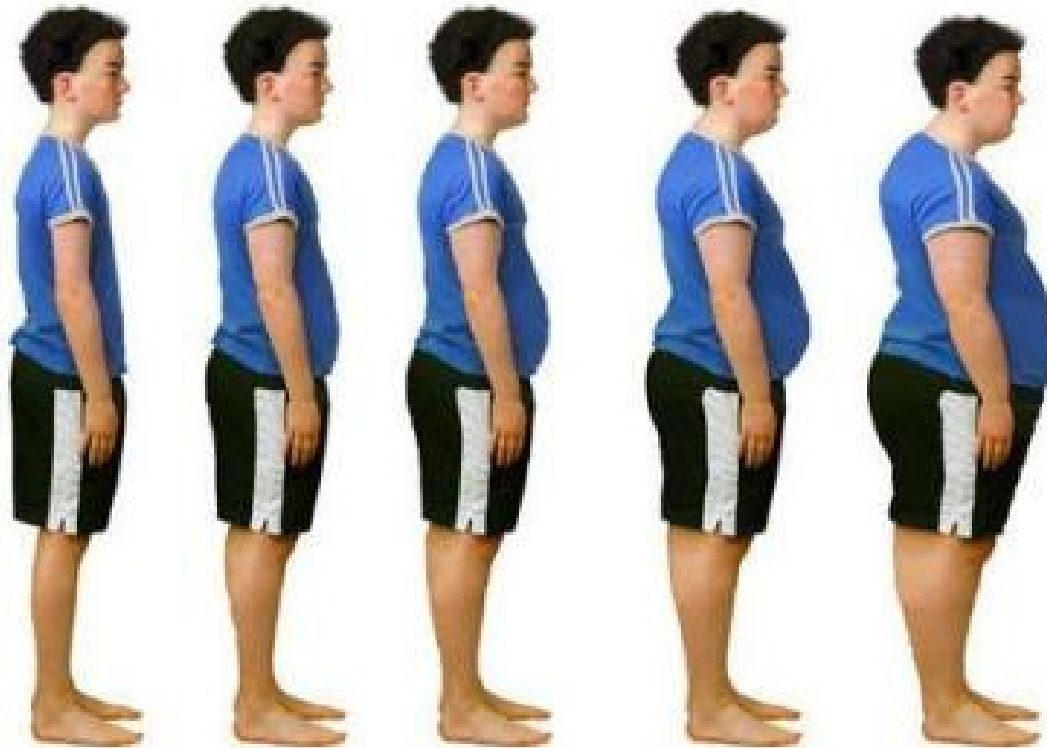
Nearly \$100 billion per year is spent to advertise food and drinks to all people in America



The GDP of Guatemala was \$47 billion in 2011



\$40-\$100 billion per year is spent
to advertise diet and weight-loss
products to Americans



Fewer than 2% of Americans have ever shopped at a farmer's market



- The ones who do shop at farmer's markets want to feel SPECIAL

How to make customers feel special

- Smile
- Make Eye Contact
- Make small talk
- Notice if they missed a week
- Remember what they bought last week and ask them how they liked it or how they cooked it.
- Genuinely thank them

Things to talk about

- Recipe ideas
- How cute their kids are (even if they aren't)
- Their beautiful necklace or the pattern on their tie
- The weather
- Heads up that tomatoes will be ready next week.

What to do with your body

- Always be standing up – never sitting or slouching
- Always be busy – making things look nice, cleaning something up, etc.
- **NO CELL PHONES!!!**
- If it is slow at the market, wander around and look at other farmer's displays – get ideas from them.





Carrots
\$2.50

Culantro
\$1.50 per bunch

Kale
\$2.50

the best chocolate
tasted in your life
COCO
Flourless Ca
colate
verly Sweet
late Cooks
redients





Everything is always in the same place



Vegetables always look perfect
and VERY well organized



Floors are so clean, they shine



Happy cashiers make your shopping experience feel better



When we advertise CSA and Wholesale, we have to make ourselves seem special.



It is easier to go to the grocery store and pick your own veggies, so CSA has to be perfect every week!



It is easier for wholesale to order from BIG farms and BIG distributors, so...



We have to show them that we are just as good.



Farm level details and enrollment information on specific crop ins. programs are available from crop insurance agents

(www.rma.usda.gov/tools/agent.htm).