WHERE TO SELL?

• Getting the first order.
  - Distributors
  - Wholesalers
  - Restaurants
  - Wineries
  - Festivals
  - Retail Catalog
  - Farmer’s Markets
  - Web
WAYS TO SELL YOUR PRODUCT.

• Call potential clients that may have an interest in your product.
• Visit the places you are considering as markets for your products.
• Sample your product to those interested and not interested.
PRICING TO SELL YOUR PRODUCT.

- You need a profit at the end of the day.
- Selling Cut-rate may cut some of your potential.
- Make prices differential in markets.
- Sheep cheese is upscale and the best!
BUSINESS LITERATURE

• Brochures
• Business Cards
• Post Cards
• Advertisements
• Important to consider the cost.
• Will it be read?
• Do you receive any response from those who have acquired your information?
Everona Dairy
Artisanal Farmstead
Sheep’s Milk
Cheese

Pat Elliott M.D. Owner
23246 Clarks Mountain Rd
Rapidan, VA 22733
(540) 854-4159
Email: everona@vabb.com
Website: everonadairy.com
Packaging and Shipping

• Product should be labeled.
• Must arrive to the customer at the proper temperature.
• Packaging and shipping standards need to meet inspectors approval.
• Dedicated area to pack and ship products.
• Avoid Plastic!
EVERONA DAIRY

An artisanal & farmstead cheese, handcrafted on our farm, using milk from our own Ariesian sheep.

22343 Clarks Mit. Road, Rapidan, VA 22731 Ph: 540-856-1131 www.everonadairy.com

TOMATO TORTA  #172

Ingredients: unpasteurized sheep’s milk, cultures, cream, salt, sun-dried tomatoes

Weight: 1.78 lbs.  Price: $_____

Ready to Send
PUBLICITY

• Belong to ACS (American Cheese Society)
• Sample your products at Markets, Stores, Wineries, Festivals, Distributors and Chef.
• Press Releases, Newspaper and Magazine Articles.
• Paid Advertisements
• Cheese donations for events or a good cause.
• Involvement in area attractions or events.
• Establishing good business relations create positive “word of mouth.”
PRESENTING THE CHEESE

• Tell your story
• Explain the wonderful characteristics of sheep’s milk cheese.
• Promote sheep milk cheese for all of us!
CUSTOMERS

• Keep in contact with them.
• It is easier to win old ones back than it is to gain new one.
• Send Newsletters keeping them up to date.
• Make Calls
• Send Emails
• Most appreciate your dedication to them.
ATTITUDE IS EVERYTHING

• Smile
• Be friendly and helpful
• Being cheerful about the product sells cheese.
• Have the attitude that the customer is always right.
• Be Professional!
• If there is a problem fix it with kindness.
EMPLOYEES

• Finding good help is essential but sometimes challenging.

• Good qualifications
  - Hygiene
  - Professional Appearance
  - Physical Ability
  - Attitude towards customers and co-workers
  - Ideas
  - Moral support etc.

Learn to say “no”
Learn to say “thanks”
Study, Learn and Change

• Univ. of Wisconsin, Univ. of Vermont
• Books
• Individuals
• Keep your eyes open
• Remember the deerbird
“Have you ever seen the rare and elusive Deer Bird? This is a male chowing down at a corn filled bird feeder. What, you don’t believe me? Well, you’re right! Danville resident, Joseph Carter Richardson III, created this hilarious, digitally manipulated photograph in Adobe Photoshop in honor of our feathered friends.”
ANALYZE RESULTS

• Keep Records
• Have business meetings.
• Analyze what your business is doing or has the potential to do.