

Capitalization sheet

Marketing and promotion of agro-ecological products



- Marketing strategy and tools
- Design of supports and framing of external services
- Appropriation and valorization of tools

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Marketing and promotion of agro-ecological products

The objective of the marketing approach is to attract new customers in order to sustain and increase the volume of the Green Farmers' activity and thus enable a sustainable increase in the income of small producers.

Description of method/tools

Marketing strategy and tools

The marketing strategy is organized around numerous events and promotional tools.

A number of events are organized to promote the Green Farmers' activities to both direct B2C (Business to Consumer) customers and private B2B (Business to Business) companies.

For B2B, hotel/restaurant schools and hotels are respectively the places to raise awareness among apprentices and current restaurant and hotel chefs, although visits to farm sites are also part of the program of these days. The banners of Agrisud and Green Farmers (GF) are used as promotional supports.

In addition, the holding of fruit and vegetable fairs in collaboration with other partners allows to extend the promotional field to individual customers. For the latter, the information is relayed upstream through flyers, radio and TV messages, then Agrisud and GF banners on the event site.

A set of complementary tools is used within the framework of the marketing strategy in order to inscribe it in the duration, in parallel of these punctual activities.

We can mention in particular the use of banners placed permanently at the points of sale in B2C, or the use of a visual identity relayed by the labels affixed to the products. Finally, business cards and a Facebook page (maintained by the communication manager) support the relay of general information.

Design of supports and framing of external services

The marketing manager of Agrisud, supported by the project coordinator and agricultural coordinator of Agrisud, ensures the deployment of the marketing strategy. The strategy is defined by these same people and requires the support of service providers for its implementation, particularly for the design of promotional materials and the organization of certain events.

The market study and the research of prospects is carried out by the marketing manager and the sales manager of GF who also defines, in consultation with the rest of the team, the media and messages deployed. As for the design of the GF banners, Agrisud issues a first prototype which is then refined by the GF team, then after validation the supports are edited by House Sun Printing and Advertising (tel: 089 278 708) or Colors House Prints (tel: 012 421 918). It is necessary to foresee 1 month in advance for the delivery of the supports.

On the other hand, for the design of the flyers and the definition of the messages broadcast on radio and TV during the fruit and vegetable fair, the Ministry of Trade is responsible for issuing the prototypes. The other partners (including GRET and Agrisud) can then comment and propose improvements/adjustments which are discussed and validated during a common meeting with all the partners, at the end of which the final support is elaborated.

On this event, the Ministry of Commerce is the referent responsible and it also organizes the printing of flyers (PDF printing (tel: 092 910 725)) and dissemination of messages to providers. The TV (Angkor Cable TV (tel: 063 963 003)) and radio providers must be contacted 2 weeks before the beginning of the programs. As for the distribution of flyers, it requires the participation of all the partners and is carried out at the level of the frequent places of passage 1 week before the fair.



King's road market: discussion



King's road market: signalisation

Appropriation and valorisation of tools

In B2C, when producers/processors or Green Farmers staff are in direct contact with consumers (traditional markets and King's Road market), the message must also, if not above all, go through oral exchange to attract the customer. Thus, Agrisud provides the Green Farmers' members as well as leaders of production groups and Master-Farmers with trainings on sales techniques and consumer appeal, in order to help them value and sell their products.

The following table summarizes the associated events/tools and key information about the tools and/or events and the people targeted.

Events	Marketing Tools	Key elements	Targeted clientele
Regular B2C sales (supermarkets, King's Road market and local stores)	<ul style="list-style-type: none"> ⇒ GF logo on products (in supermarkets and stores only) ⇒ 1 specific banner for each type of location with a different message 	All banners contain: <ul style="list-style-type: none"> ⇒ Key message: who is GF + what does GF sell + safe product information ⇒ Contact of GF ⇒ Logo of GF and Agrisud ⇒ Logo of main customers (for trust) ⇒ Images that illustrate the activities of GF 	Direct consumers

<p>“From field to wok”</p>	<p>⇒ “From field to wok” banner</p> <p>⇒ Agrisud/GF* banners</p>	<p>See method sheet N°12</p>	<p>Actual and potential customers</p>
<p>“Fruit and Vegetable” Fair</p>	<p>⇒ Radio and TV broadcasts (to be planned 2 weeks before)</p> <p>⇒ Flyers (to be planned 1 month before for printing)</p> <p>Prototypes are developed by the MoC and adjusted by the partners</p> <p>⇒ Agrisud/GF* banners</p> <p>⇒ Agrisud/GF staff business cards</p>	<p>⇒ Event takes place once a year over 4 days between November-December</p> <p>⇒ MdC is responsible for the organization</p> <p>⇒ The aim is to promote local production</p> <p>⇒ GF/Agrisud staff and managers of the different production groups are present</p>	<p>Target clientele = public and private</p> <p>Partners = GRET, Cambodian Chefs Association, Provincial Department of Commerce, Ministry of Commerce (MoC)</p>
<p>“My Food My Health”</p>	<p>⇒ Agrisud/GF* banners</p> <p>* more information is given below</p>	<p>⇒ Event organized upon request by Haven, Paul Dubrule and Sala Bai Hotel and Restaurant Schools</p> <p>⇒ Frequency depends on the arrival of new students and needs</p> <p>⇒ 1 school = 1 event</p> <p>⇒ The event lasts 2 days and includes a presentation, training and field trip with a common meal</p>	<p>Apprentices as future chefs and managers in hotels and restaurants</p>



From field to wok: invitation



Fair Fruits & Vegetables: stands



My Food My Health: visit



From field to wok: banner



Fair Fruits & Vegetables: vegetable stall



My Food My Health: presentation

Agrisud and GF banners generally used on the different events (as mentioned above) are about:

⇒ **General information** about the project and Agrisud's mission (in Khmer and English)

⇒ **Agroecological practices** (in Khmer and English)

On these banners are also the logos of the partners (Srer Kmer, AFD, Hauts-de-Seine 92)

⇒ **The slogans and logo of GF**

The slogans are: "Fresh & Healthy, Ecological, Fair trade" & "Healthy choice, Safety food"

The message is: "You can't buy health, but you can buy our local products! That's a kind of delicious help."

⇒ **GF activities** (beverage/spice/essential oil processing groups, etc.)

This banner also includes the logo of Agrisud, Srer Khmer and GF.

In general, all the banners also contain phone numbers, email addresses, and Facebook contacts.



To remember...

- A strategy implemented and supported by a number of external service providers alongside Agrisud.
- A promotion of products that targets both direct consumers and companies.
- Importance of the quality of the printed products in order not to lose impact.
- Importance of accompanying the structures in the promotion of their approach to their clients.

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