

# direct marketing tools for seafood businesses on the web

Learning about high-impact and low-cost direct marketing resources on the World Wide Web



## Free Email Account

**Free personal email account:** One (1) Giga-bite of memory storage. Be able to check your email anywhere. Reliable email is a valuable tool for small businesses who want to expand their customer base with minimal investment. Consider having an email that is separate for your business. You will also need an email, if you want to take advantage of free, self-listing databases on the web.

<http://billing.mail.yahoo.com/bm/MailReg?.v=8>

## National & Local Farm Listings on the Web (Free & Low-Cost)

**\*FREE\* webpage at Local Harvest:** Consumers nationwide are using this website database to help them find over 7,000 member local farmers' markets, family farms, and other sources of sustainably grown food close to home. There are several ways to search: hyperlinked map, zip code, members, and products. There is also an on-line store option if you are interested in selling on the web: <http://www.localharvest.org/store/> If you run a business related to local foods, you can add your information for a personal webpage at: <http://www.localharvest.org/register.jsp>

**\*FREE\* Locate your Farmers Market:** Check here to see if your local farmers markets here. If you don't see your farmers market, then contact the individual noted on the page to update this list. This is important because this is a national listing and is visited often by consumers looking for a farmers market near them. <http://www.ams.usda.gov/farmersmarkets/map.htm>

**\*FREE\* NC Dept of Agriculture & Consumer Services: Seafood Directory:**  
<http://www.agr.state.nc.us/markets/seafood/seafooddirect/directory.asp>

**Cultivate your Free NCDA&CS General Store webpage:**  
<http://www.ncagr.com/ncproducts/CultivateStart.asp> and  
<http://www.ncagr.com/NCproducts/index.htm> and <http://www.ncfarmfresh.com/>

**\*FREE\* Food Industry MarketMaker – Linking Agricultural Markets.** Although not yet available, the South Carolina version is currently being developed and will include a section on seafood. MarketMaker is a national partnership of land grant institutions and State Departments of Agriculture dedicated to the development of a comprehensive interactive data base of food industry marketing and business data. It is currently one of the most extensive collections of searchable food industry related data in the country. All the information can be mapped and queried by the user.

<http://national.marketmaker.uiuc.edu/>

**\*NOT FREE\* Carolina Farm Stewardship Association (NC Chapter)** Online listing of member growers with contact information, sorted by state and county. Includes VA, SC, GA, etc. CFSA publishes the Carolina Guide to Local and Organic Food annually, which includes information about farm businesses selling local, organic, and/or sustainably produced food in North and South Carolina. [http://www.carolinafarmstewards.org/xml/Member\\_growers.xml](http://www.carolinafarmstewards.org/xml/Member_growers.xml)

### **North Carolina State Government and Marketing Webpages**

**NC Dept of Agriculture & Consumer Services:** NC producers, you are not alone, there may be a commodity association that understands your marketing challenges. Make sure to check out the updated list of commodity associations. If your product is not listed, maybe you need to ask NCDA&CS Marketing Division to help you start one! <http://www.ncagr.com/markets/> and <http://www.ncagr.com/markets/assoc/index.htm>

**NC Cooperative Extension:** Find and visit your local county cooperative extension office for agricultural educational and community based networking assistance: <http://www.ces.ncsu.edu/index.php?page=countycenters>.

### **Easy to Understand & Timely Information**

**ATTRA – National Sustainable Agriculture Information Service:** Information and other technical assistance to farmers, ranchers, Extension agents, educators, and others involved in sustainable agriculture in the United States <http://www.attra.org/>

**FirstGov.gov:** “Whatever you want or need from the U.S. government, it’s here on FirstGov.gov. Here, you’ll find a rich treasure of online information, services and resources.” [http://www.firstgov.gov/Business/Business\\_Gateway.shtml](http://www.firstgov.gov/Business/Business_Gateway.shtml)

**Federal Government Grants on the Web:** “Grants.gov allows organizations to electronically find and apply for more than \$400 billion in Federal grants. Grants.gov is THE single access point for over 1000 grant programs offered by all Federal grant-making agencies.” <http://www.grants.gov/>

**United States Small Business Administration:** Beginning Business Start Up Guide: [http://www.sba.gov/starting\\_business/startup/guide.html](http://www.sba.gov/starting_business/startup/guide.html)

**USDA Farmers market resource guide,** this is a good resource for producers who sell at farmers markets and current farmers’ market managers: <http://www.ams.usda.gov/farmersmarkets/Consortium/ResourceGuide.htm>

### **Pricing & other Marketing Related Resources**

**Retail Grocer Prices:** Too busy to run to the grocery store to check prices? Then go to this on-line, real-time shopping cart in NC! Currently NC has an express lane online cart at: Harris Teeter: <http://www.harristeeter.com/default.aspx?pageId=173>

**The Seafood Market News:** Look here for up to the minute, price data on <http://www.vdacs.virginia.gov/marketnews/seafood.shtml>

**Microsoft Office Templates:** Very useful, and free Business (Plans, Reports, Accounting & Record-Keeping Sheets) and Marketing (Plans, Brochures, Banners, Reports, Catalogs) Microsoft

Office is one of the most commonly-used software programs and you can adapt and tailor these templates to help you be a successful farm business.

<http://office.microsoft.com/en-us/templates/>

### **Local Food Movement and Educating Yourself on Consumers Trends**

**Food Routes:** Learn about the national food movement that is reintroducing Americans to localized food routes from family farms to consumer's tables. Find free, downloadable marketing pieces to help you promote your local farm at: <http://www.foodroutes.org/whycare.jsp>

**Sustainable Table:** This webpage will help you as a farmer to learn how your customers think about eating healthy and how you can talk with your customers about eating locally produced foods. <http://www.sustainabletable.com/>

**Eat Well Guide:** This webpage has customer marketing tools you can download or request that you can place with your products to encourage your customers to buy local farm foods.

<http://www.eatwellguide.org/> View the educational promotional tools at:

<http://www.sustainabletable.com/getinvolved/tools/>

**Slow Food USA:** Slow Food U.S.A. is an educational organization that promotes land stewardship and ecologically-sound food production. The goals of this organization are: "reviving the kitchen and the table as the centers of pleasure, culture, and community; invigorating and proliferating regional, seasonal culinary traditions; creating a collaborative, ecologically-oriented, and virtuous globalization; and living a slower and more harmonious rhythm of life." Learn about the ever-growing slow food culture in America. <http://www.slowfoodusa.org/change/index.html>

**WebMD:** Get helpful consumer targeted nutrition articles & references for your newsletters such as: "Healthy Eating" or Plant-based-nutrients, "A Tasty Alternative to Vitamins" Antioxidants, CLA, Omega 3 in natural foods, etc. <http://www.webmd.org/>

**Delicious Living:** Delicious Living is a leading health magazine for the natural products industry. Over 1,300 natural products stores carry this magazine and it is read by over a million readers each month. <http://www.deliciouslivingmag.com/>

### **Free Recipes & Nutrition Facts**

**WebMD Healthy Recipe Finder:** Search the recipe files to help your customers create healthy meals! [http://www.webmd.com/health\\_and\\_wellness/food\\_nutrition/recipe\\_finder](http://www.webmd.com/health_and_wellness/food_nutrition/recipe_finder)

**Food Network:** Get healthy, quick recipes from popular chefs that will match the farm products you sell to your customers. [http://www.foodnetwork.com/food/lf\\_health](http://www.foodnetwork.com/food/lf_health)

### **Business Cards & Clip Art**

**Vista Print:** Free Quality business cards (you pay shipping): <http://www.vistaprint.com>

**Microsoft Office Clip Art:** Look here for agriculture and food related, high quality photos and graphics for including on your marketing promotional pieces. <http://office.microsoft.com/clipart/>