



Jako



Marketing Jako Farm

Kendra Horst

Our family:



Short stats:

- › 350 acres
- › 1,100 active customers
- › Gross \$340,000 annually in food sales

What we sell:

- › Pastured beef, lamb, pork, poultry
- › Raw, all-grass milk, butter, cheese, yogurt, and kefir
 - › Raw honey
 - › Skin care products

Our mission:

At Jako Farm, we strive to produce the healthiest food possible so our customers can enjoy a sustainable lifestyle. Our business will honor God, respect creation, and operate with integrity.

Our farm is:

- › Free from chemicals, pesticides, synthetic ingredients, and GMOs
 - › Seasonal
 - › Grass-based
 - › Low-stress



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Jako Farm Store

- › On the honor system
- › Open 24/7
- › No advertising







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Marketing tips:

- › Be consistent
- › Keep print material simple
 - › Repeat your vision
 - › Be creative

Be consistent





RAW DAIRY
 ALL GRASS
 • NATURAL ENZYME VITAMINS
 • CON-FORTIFIED
 • NOT DE-NATURED
 • WHOLE AND COMPLETE

ALL GRASS MEATS
 NO ADDED HORMONES, CHEMICALS, OR ANTIBIOTICS

EXPRESS NATURE ENJOY
 EXPERIENCE EXPLORE

ALLOWS US TO SHARE THE GROWING EXPERIENCE WITH YOU!
OPEN FARM



If it came from a plant,
eat it.
 If it was made in a
 plant,
don't.
 -Michael Pollan

SHOP LOCAL
 What's your
 CARBON FOOTPRINT?

Keep written material simple

- › Brochures
(www.stickersandmore.com)
- › Web
- › Emails

Repeat your vision

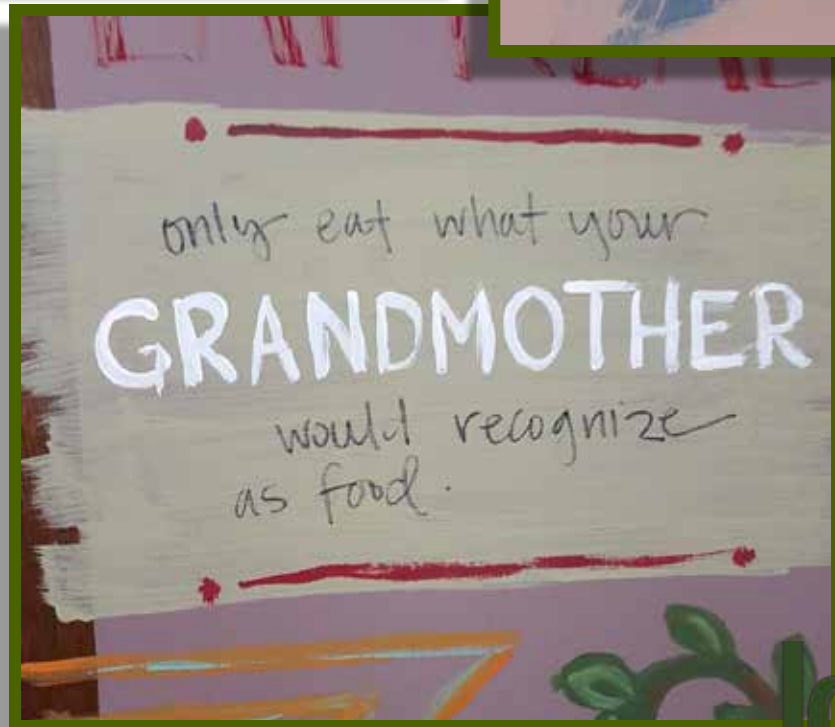
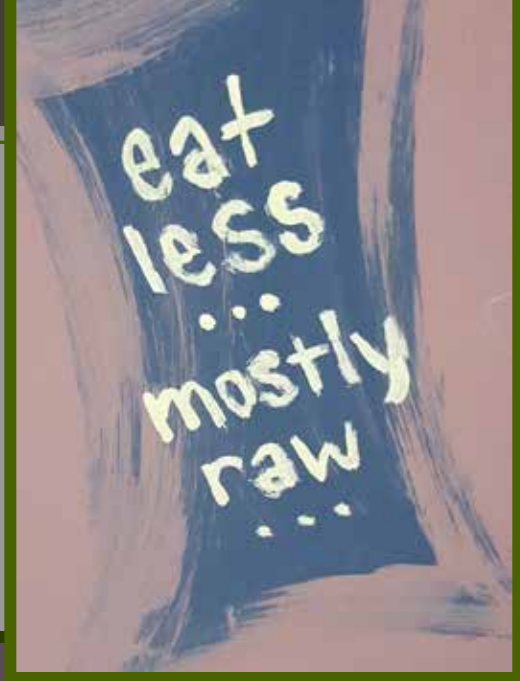
- › Vision leaks!
- › Repeat, repeat, repeat
 - › Make it personal
 - › Make it relatable
 - › Make it interesting

Be creative





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Final thoughts:

- › Find what works for you
- › Don't cookie-cutter someone else
 - › Think outside the box
 - › Create your own brand
- › Make a paragraph into a sentence



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