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DIRECT MARKETING TOOLS OF AGRICULTURAL PRODUCTS AND SERVICES

Ключевые слова: прямой маркетинг, инструмент маркетинга, сельскохозяйственное предприятие, потребитель, экономический эффект.

Key words: direct marketing, marketing tool, agricultural enterprise, consumer, monetary benefits.

Аннотация: В статье рассматриваются основные составляющие прямого маркетинга сельскохозяйственной продукции и услуг, а также его стратегия. Представлен краткий обзор некоторых опций прямого маркетинга в сельском хозяйстве. Особое внимание уделяется возможным преимуществам и недостаткам средств прямого сельскохозяйственного маркетинга.

Summary: The article is concerned with some of the basic components and strategies of farm direct marketing agricultural products and services. A brief overview of some of these components is presented here. Particular attention is given to various opportunities and challenges that are offered by the farm direct marketing options.

Farmers are finding new ways to shorten the marketing route, delivering products directly to their customers.

Many growers, especially new ones, are inclined to start production without giving a second thought to the business of marketing. Good marketing is an absolute must for a successful agricultural enterprise. Some would even argue that it ranks higher in importance than production itself especially for farmers planning to diversify. After all, what good is a product if one cannot sell it consistently for a profit?

Farming is more competitive today than ever. One popular marketing option which allows farmers to receive a higher return for their crops is direct marketing. Instead of paying packers, shippers, and brokers to market their crops, direct marketing allows farmers to sell directly to consumers. Some of the benefits include cash sales, immediate payment, and more control over prices. Barriers that farmers may encounter include insurance liabilities and zoning restrictions.

Today, most food moves from the farm gate to the consumer through a highly efficient system that takes advantage of economies of scale and specialization to keep processing and distribution costs low. Most producers devote their time to what they know best, planting, growing and harvesting food, leaving the processing and marketing to agri-business. However, selling directly to consumers is growing in popularity with some producers.

Several reasons account for the increased interest in farm direct marketing. One is dissatisfaction with farm commodity prices. The farm price is often only a fraction of the retail food price. Prices for produce sold directly to consumers can be substantially higher than typical wholesale prices. Another reason is that producers value the relationships they form with the consumers, as well as the opportunity to receive immediate feedback on their products. Consumers value the fresh, quality products along with the opportunity to support local producers.

Farm direct marketing provides a link between urban consumers and rural food producers. It also contributes to the rural economy by providing alternative marketing channels. Less and less of the population lives on or even visits a farm. By adding a recreational component to food consumption, many farm direct marketing enterprises draw urban people to farm communities where they experience a farm atmosphere and spend extra money on food, specialty items and other services. This supports sustainable communities.

The basis of farm direct marketing is the trust relationship that develops between producers and consumers. Farm direct marketing allows the producer to assume the accountability and rewards of delivering quality agri-food products directly to the consumer through a variety of marketing channels such as farmers' markets and farm gate sales. Successful farm direct marketing involves consistently supplying quality products in a clean and customer-friendly environment.

Consumers want to know where their food comes from, how it is grown and the people who produce it. A growing number of health-conscious consumers are willing to search out and pay extra for foods they believe to be fresh, nutritious and wholesome. Others are interested in eating regional cuisine — local food that is picked and prepared at its freshest. This trend is reflected in food-service as an increased demand for old-fashioned, comfort foods with a gourmet twist. These consumer demands are driving farm direct marketing.

Many farm direct marketing options are available to producers. Seasonal roadside stands or farm stores, u-pick operations, community supported agriculture ventures are all direct to consumer marketing options. Agro tourism ventures, e-commerce and direct sales to restaurants (where we assume the chef is the end user) also fit into this category.

The roadside stand is usually located on the farm and sells farm fresh products directly to consumers. It is seasonal in nature, operating only when produce is available. A farm store is a larger, permanent version of the roadside stand that may operate year-round. The farm store may be located on the farm or on a nearby site, offering better access and greater traffic volume. Disadvantages of roadside stands may include location challenges and relatively high marketing costs and selling face-to-face.

In u-pick operations, the customer comes to the farm, does the harvesting, pays cash for the produce harvested and transports it home. This type of operation is a natural addition to a roadside stand. It lowers the grower's costs of harvesting, sorting, packaging and marketing. The customer buys produce at peak freshness while enjoying a pleasant farm experience. Operations located close to urban centres are particularly popular.

Disadvantages of U-pick operations may include the need for an excellent location or superior advertising, liability risk of having customers on the farm, the need for customer supervision and the potential for crop damage or reduced yield from improper harvesting.

Community supported agriculture consists of a partnership between consumers and producers in which consumers contract or buy shares in farm products in advance and producers commit to supply a range of products over the entire season. Often, consumers have the option to participate in planting, cultivation and harvest. The arrangement can be initiated by the producer or by a group of consumers.

The previous farm direct marketing methods have some common opportunities and challenges.

The opportunities include: immediate cash payment, a test market that allows farmers to start small and learn marketing skills as they go, one-on-one customer contact provides immediate feedback on product quality, quantity and selection, personal customer interaction provides the opportunity for customer education and promotion of the total farm experience.

The challenges are: washroom and parking requirements, increased costs for sales and supervisory labour, a need for clearly defined rules, regulations and obligations for producer and consumers, increased liability costs as the farmer needs to ensure coverage for his product and people by not just assuming coverage under another policy such as the basic farm policy or the farmers' market policy, a need to develop a recall plan and an inventory control system that allows the producer to track both production and sales to provide protection through all steps of the process (production to marketing).

Busy urbanites are seeking places to go for rural recreation and learning vacations. Producers are capitalizing on this by providing opportunities for

people to experience farm life. Examples include visiting a milking operation, watching sheep shearing and touring an herb garden. They are also offering hay rides, corn mazes, cross country skiing on farm trails, petting zoos for the kids, school tours, special event days and seasonal festivals.

Turning your farm into a rural attraction isn't something that happens overnight. Start by adding a shaded picnic area to your roadside stand. Expand your farm store or u-pick operation by adding new products or services to attract customers. Bakeries or restaurants, contests, hay rides, farm vacations and crafts will all attract new customers. Several farms can work together to create a destination stop for tourists.

Be prepared to put lots of time and energy into entertaining your customers. Part of the attraction for your customers is meeting the producer. So, if you don't like people or aren't a natural showman, think twice before getting involved in agro tourism.

E-commerce is a marketing tool that uses the internet to market goods and services around the world. It can create a new market for products and services. It provides another medium to do market research and find out about the competition. It can create customer awareness and allow growth for a relatively low investment.

Website promotion is critical. The domain name or website address should be displayed on all business correspondence, including business cards, brochures, newsletters and letterhead. It should also be on all advertising. It is important to choose a domain name that has a marketing message and is easy to remember.

Conclusion. Direct marketing involves selling products directly to the consumer in order to allow the producer the possibility of receiving a higher price. This usually involves three critical steps:

- making a direct connection to consumers;
- determining the consumer wants or needs;
- offering products that meet those needs.

Producers often consider direct marketing because it can provide several advantages. There can be monetary benefits of direct marketing, including: higher prices because you are selling at retail not wholesale prices, more net income, because you retain the portion normally absorbed by intermediaries, such as wholesalers, more stable and dependable sales if your direct farm marketing outlet has a steady flow of customers, more marketing opportunities because you can still sell your products in the traditional wholesale markets, marketing higher value products such as meat and processed foods.

There are also many personal or non-monetary benefits to direct farm marketing such as: building relationships with customers; personal satisfaction and

fulfillment. Every farmer knows how satisfying it is to produce a good crop, but direct farm marketers experience a special feeling as they directly supply fresh, wholesome food. They get to share the food with the people who appreciate its value and who let them know how much they appreciate their efforts; working at home with your family; creating “community” around the farm. Many direct farm marketing operations involve more than just one person working in the field. The family may be involved as well as outside workers; running a personal business enterprise; maintaining autonomy or independence.

The decision to become involved in direct farm marketing should include identifying the risks (or costs) which might be associated.

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АНАЛИЗ ЗАТРАТ И ВЫГОД В ХОДЕ ПОВЫШЕНИЯ КАЧЕСТВА СЕЛЬСКОХОЗЯЙСТВЕННОЙ ПРОДУКЦИИ

Ключевые слова: система менеджмента качества, стандарт СТБ ИСО 9001-2009, внешняя и внутренняя выгода от управления качеством.

Key words: the system of the management of quality, the standard STB ISO 9001-2009, external and internal benefit from management of quality.

Аннотация: В данной статье раскрывается, что улучшение качества влечет за собой не только дополнительные затраты, но и выгоды, которые проявляются в увеличении выручки и снижении издержек.

Summary: this article deals with the importance and the need for a marketing concept enterprise as the main condition for the effective operation of the quality management system.

Считается ошибкой, что улучшение качества влечет за собой лишь дополнительные затраты. Такая точка зрения является результатом кон-