

# THE UPGRADE

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THE IDEAL  
TRADE

# Executive Summary: Main goals for JM Farms

- Increase awareness and visitation.  
We want these to be increased because the farm operates off of participants picking their blueberries.



# Executive Summary: Reaching these goals:

- We will:
  - Post on social media
  - Use flyers at elementary schools
  - Create a stand at the farmers market
  - Put ads in the Moscow-Pullman newspaper and The Arg
  - Partner with campus Fraternities/Sororities
  - Co Op in the Local Business Partner Program.



# Executive Summary: How this helps

- Current followers be more engaged in what is happening
- Flyers inform and encourage families to visit the farm for a fun activity
- Farmers market will show locals who JM Farms is and that they have a quality product.
- Advertisements in the Moscow-Pullman newspaper will reach older locals who want to know what is happening around town.



# Executive Summary: How this helps

- The Argonaut will reach students at the U of I who are reading their student paper.
- Radio advertising at KUOI 89.3 to reach the broader Moscow Community
- Fraternities and Sororities could host events/activities at the farm, and create attraction from the college demographic.
- Co-Op gives JM Farms an easy way to make profit off of their leftover berries during the off season.



# Press Release

Media Contact: Brandy Blackburn

Phone: (208) 891-9349

Email: bigjakemann@gmail.com

## FOR IMMEDIATE RELEASE

### JM Farms: New Owners Become Newlyweds

**MOSCOW, Idaho (September 25, 2019)** - JM Farm's new owners are going into their second year of running the blueberry farm, located only 45 minutes outside of Moscow in Harvard, Idaho.

The owners, Jake Mann and Brandy Blackburn, will begin the 2020 blueberry season in July as newlyweds.

In 2018 Mann and Blackburn purchased the farm on a whim. They looked at the farm on a Tuesday and bought it that Friday.

When they took over, people in the community were under the impression JM Farms would not be in business. However, Jake and Brandy will open the farm every summer for the community to come pick blueberries, making it a destination where families can spend quality time. They also have future plans involving cleaning up the farm, adding a wedding venue, and creating a place for photographers to shoot moments, including senior or wedding photos.

The farm grows 11 types of blueberries, including Chandlers, Dukes, Elliots, and Jerseys. With so many different varieties, they have more than enough to go around for your family and friends. In the past, they have had enough that a local non profit organization, Backyard Harvest, has come to pick up the extra berries and donate them to food banks.

Visit JM Farms on Facebook (<https://www.facebook.com/JM-Farms-321440545162194/>) to get updates about the season or to connect with other people who have enjoyed their experience.

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## What this will accomplish:

- Introduce the community to the new owners, Jake and Brandy
- Remind the community about the farm and its season
- Give interesting facts about the farm
- Provide a future vision of what the farm can bring to the community

# Press Release

After double checking the contact information to make sure it is current and changing the date, submit the press release Tuesday May 12th before 9 a.m. to the following email: [editor@dnews.com](mailto:editor@dnews.com).

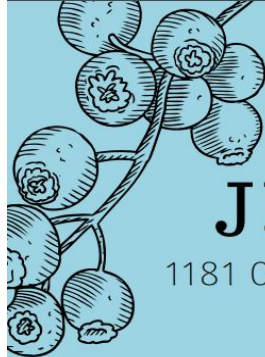
Follow up by email in a week if they haven't run the press release.

Persistence is key, but don't overdo it



# Flyer

- Pricing- At Staples 1,000 flyers will be approximately \$230.
- Co-Op: Seen by local food buyers.
- Local elementary schools: A.B. McDonald, J. Russell and Moscow Charter
  - Deliver these to the front desk at the elementaries
  - In late May, right before the students get out of school for the summer and before the season starts.
- Also post in local businesses: Bagel Shop, Palouse Juice, Cafe Artista, The Kenworthy, and One World Cafe in late June right before the season starts.



# JM FARMS

1181 Old River Road Harvard, ID

**Pick your own  
blueberries!**



**Shop 11 types of locally grown  
blueberries- only \$3 per pound**

Open Fri.-Sun. 9am-5pm  
Starting in July as long as  
produce lasts!



# Target Audience

- Middle age (30-50) adults with children
- Old people (50-75)
  - Known from Facebook users
- This is the long-time residents of the Palouse community, and are the people who will find the social media posts relevant



# Social Media Posts

- \$20 a post - Paid Facebook promotions
  - Post these throughout the winter to keep the customers interested and engaged
- Post this the weekend after picking season ends in on Facebook



As the blueberry harvesting season came to a close this last week, we the Mann-Blackburns wanted to give a special thank you to all who came out to support us this picking season!

To wrap up, we're offering a list of recipe ideas for those potential leftover berries y'all have and we're calling it, "Sweet Treats of the Season."

Blueberry Pancakes! 🥞

<https://pinchofyum.com/fluffiest-blueberry-pancakes>



PINCHOFYUM.COM

**Fluffiest Blueberry Pancakes - Pinch of Yum**

Super basic, thick and fluffy blueberry pancakes - the best I've ever...

## Post this on Facebook in early November:



Here we are again giving some yummy recipes! This week features Blueberry Muffins, a midnight snack or a quick breakfast on-the-go! 😊

<https://www.foodandwine.com/recipes/blueberry-muffins-crumb-topping>



FOODANDWINE.COM

### Blueberry Muffins with Crumb Topping

These blueberry muffins balance a moist, fluffy base with a buttery...

## Post this on Facebook in mid December:



Merry Christmas from JM Farms! Were back with our Sweet Treat of the Week! We've decided to feature one of our favorite treats- Blueberry Cobbler. Try it with fresh or frozen blueberries to warm you up on a cold winter's night! 🍷

<https://www.foodnetwork.com/recipes/ree-drummond/blueberry-cobbler-3800614>



FOODNETWORK.COM

### Blueberry Cobbler

Get Blueberry Cobbler Recipe from Food Network

# Post Opening Day



# The Best Young Team in Northern Idaho

