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# Marketing Overview

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# Brand Personality



- A small farm with big dreams
- Forward thinking and environmentally conscious.
- Family & community focused.
- Providing real, fresh, farm-grown food to the Rossland and surrounding community.
- A place to learn about real food, enjoy private & community events and feel like you are part of the real food movement.



WHO IS VALLEYFOLD?

# Primary Revenues: Food



## Food:

- Sales from food will be generated from multiple avenues, some revenues will be based on the season (i.e in the growing season fresh food revenues will increase from farm visits whereas prepared foods will aim to remain relatively consistent throughout the year).
- Eventually looking to vendors and local shops to partner with for wholesales of prepared foods.
- Potentially setting up a subscription package for a monthly or bi-weekly food box delivery.



# Primary Revenues: Events

## Events

- Bi-weekly events throughout the year varying from Pig Roasts to Farm Fitness to Chef dinners.
- Potential revenue for space rental of the back barn (wedding photos, open mic nights for charity etc.) and rental of the commercial kitchen for weddings, cooking classes or other various celebrations.



## Events



BBQs & Dinners



Wellness  
Workshops



Cooking Classes



# Events

(Continued)



## 'Pick your own' farm visit



Price can be based on size of basket (BYOB or some provided)

*Potential dates: Saturday mornings*

## Farm Fitness



Farm themed workouts.  
1 hour sessions, up to 16 people.

*Potential dates: once a month on a Saturday morning*

## Pig Roasts



BBQ or Pig Roast once a month in good weather, featuring a local musician \$20 a ticket

*Potential dates: starting mid-August*

## Fresh Food Cooking

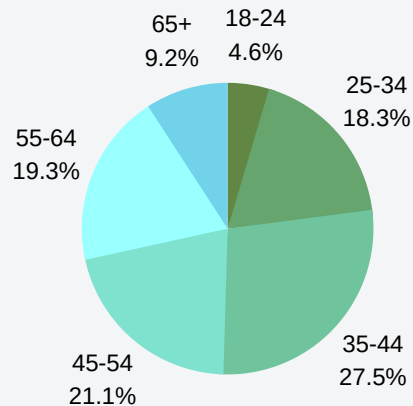


"Jar Jams", food prep workshop or chef cooking classes

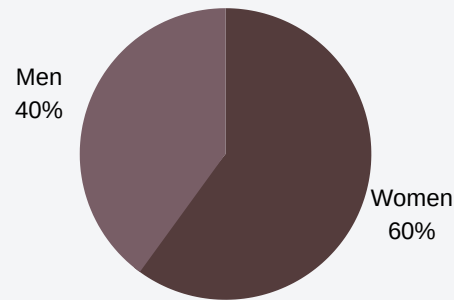
*Potential dates: when facility is available*

# Demographics & Markets

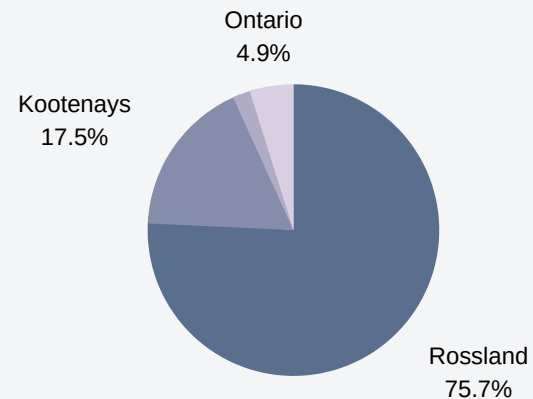
- Primary Audience = 35-54 year old women living in Rossland
- This data is based on social media reports from the Valleyfold Instagram and Facebook page



By Age



By Gender



By Location

- Current competitor = Happy Hill Farms
- Valleyfold will be providing different services such as events, interactive 'pick your own' visits vs. a passive farm store, prepared healthy foods and opportunities to learn about real food via cooking classes.



# Content Calendar Sample

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SUN	MON	TUE	WED	THU	FRI	SAT
	31 Photo with goat herd update	1 1 min video of the farm (monthly video capture)	2 Garden progress photos	3 Recipes from the garden (Beet Salad)	4 Photos of eggs / for sale at Valleyfold	5
6	7	8 Candid photo doing farm choirs	9 Testimonial of the goat cheese	10	11 Community Market reminder (Show products)	12 Candid photos of the market
13	14 Video update of the animals	15 Drone photo of the farm	16 Garden progress photos	17 Recipes from the garden (Onion Soup)	18 Photos of eggs / for sale at Valleyfold	17

- Posting 4-5 times a week, some pre-scheduled posts and some spontaneous stories for Instagram.
- Posts about daily farm activities, the Rosslund farmers market, farm-fresh recipes, products for sale and the animals etc
- Every post should be simple and have an emphasis on visuals.

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