



Marketing to niche hay buyers

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Niche marketing

Targeting a product or service to a small market segment

Not served by large marketer(s).

A market niche can be identified as:

- a geographical area

- a specific industry

- ethnic group

Niche hay marketing

Growing a hay crop for a special market

Small market

Secret

Quality products delivered under specific terms

Niche marketing

Successful growers listen to their customers

Specific needs are much deeper than price

Buyers desire trust of marketers

Expectation of delivering a good product

Hay for export

1% of U.S. hay exported

Different traits than dairy hay

Color

Fiber

Bale Density

Pesticide restrictions

Weed-free hay

Inspected and certified free of certain weeds

Federal and state parks to prevent spread of noxious weeds

Horse hay market – individual owners

build a relationship with their customers

talk to the horse owners to find out what they want

type of hay,

legume content,

size of bale,

when they wanted it delivered,

how many bales wanted in a single delivery

whether they want to pay to have it stored or just dropped off.

Horse Hay market - retailers

Small packages

Ease of use (cubed, wrapped in plastic)

Consistent quality

Consistent supply

Race horses

High quality

Low dust

Blister beetle free

Small square bales

Hay for goats, sheep, deer, alpaca, ostriches

Goats growing market

Ethnic (Hispanics, Muslims, Jamaicans)

Generally want pure alfalfa

Medium high quality (doe with triplets may need dairy quality hay)

Timing of supply

Hay for goats, sheep, deer, alpaca, ostriches

Sheep market larger on east and west coast

Ethnic market – different markets from 20 lb lambs to mature adults

Require medium high quality hay

Hay for goats, sheep, deer, alpaca, ostriches

For cabin owners who want to see deer on their property.

Develop a business relationship with someone in area, who will act as a reseller for your hay.

Hay of medium to low quality

concern about whether deer can digest high quality hay in the winter. Their digestive system goes through a change to digest trees

Hay for goats, sheep, deer, alpaca, ostriches

Deer and ostrich market down from mid 70's but still some active growers
Alpaca market small but growing

Hay for Zoos

Many zoo animals are naturally grazers

Want medium quality

Want consistent quality

Want frequent delivery (little storage)

Bale type

Baled with cutter – short hay length

Baleage – wrapped in plastic

Baled hay treated with some product

Grass (hay) fed beef

Market desires grass fed beef because:

- Lower ratio saturated fatty acids

- Claimed higher beta carotene and vitamins

- No hormones used

- Pasture based

Can fed be any hay (including alfalfa)

- Medium quality for overwintering

- High quality for finishing

- Silage (baleage) for finishing

Organic hay market

Market demand for organic food expanding at 15 to 30% per year

Hay needed for dairy, beef, sheep and other livestock

Need to be certified

Straw market

Weed free

Must control weeds in your wheat.

Applying a fungicide to growing wheat results in straw that has much less dust.

Important for barns with poor ventilation

Color of straw sometimes important

Niche markets

Export

Weed free

Hay for horses

Hay for goats, sheep, deer, alpaca, ostriches

Hay for zoos

Grass fed beef

Organic market

Straw market

Other?

Developing a niche market

Identify the specific niche market you want to serve, and all its characteristics.

demographic (types and characteristics of the people in the market), geographic area, pricing structure, costs of servicing the niche, expected obstacles, and required fees or licenses.

Write down goals

Decide resources needed

capital, land, labor, knowledge, special skills or talents you have for undertaking niche marketing.

Develop a business/marketing plan.

ALFALFA MEAL 2-0-2 for Organic Gardening, Roses, 3lb!

Alfalfa Meal is an excellent fertilizer for Roses, as well as an all-purpose organic fertilizer!

Alfalfa Meal contains TRICONTANOL, a known plant growth stimulant, while also containing nitrogen, phosphorous, potassium, calcium, magnesium plus many other trace elements, sugars, protein and co-enzymes.

When soaked in water, makes an excellent "tea" for all plants, especially roses.

Don't forget nutrient content of alfalfa!



Animal Use for Pets

This couch is a 100% edible accessory for small animals. Made with **fresh alfalfa** and golden honey, these unique 3-in-1 couches are a fun hideaway, great tasting treat and promote small animals' natural chewing instinct.

Available in two sizes



Alfalfa and Human health (?)

Alfalfa alkalizes and detoxifies the body and is a good source of Vitamin K.

Alfalfa's saponins block cholesterol absorption and thereby prevent arterial plaque.

Alfalfa's isoflavones have an estrogen-like effect, thus confirming Alfalfa's traditional use for menopausal symptoms.

Alfalfa is a combination food plant and medicine plant.

Because alfalfa contains calcium, protein, iron, B-complexes copper, zinc, fiber and enzymes it helps with many ailments.

It is often used to aid digestion, help heal bone disorders and is often recommended as an anti-inflammatory.

FH-71-9 **Alfalfa** 650mg 200 Tablets \$12.95

