



# **CPP Farm Store Brand Development Plan**

By George Barahona

# Company Background

- The Cal Poly Pomona University Farm Store at Kellogg Ranch is an integral component of the university's agricultural program.
- It was established in 2001 to provide a direct market for locally grown produce from the campus farm, orchards, nursery, and greenhouses.
- Emphasis on sustainable farming practices and education has been a cornerstone of the farm store's operations.

# Mission Statement

**Enhance the university & community experience through optimized solutions & resource generation that empower student success**

**Supplement our students education with professional experience through serving our communities by providing high quality service**

# Core Competencies

## High-Quality, Fresh Products

- CPP Farm Store provides fresh, locally grown produce with organic grown options
- Farm-to-table experience

## Local Community

- Building a strong relationship with the community
- Seasonal Events; Pumpkin patch



# Brand Development Strategy

# Scope of Project

The Cal Poly Pomona Farm Store is an independent grocery store with a limited human operations team. The team consists of four full time employees, one part time assistant manager, and a student team. Due to the summer season, the social media is inconsistent because the social media marketer returns home and they lack the human resource help needed due to high turnover.

The farm store also has physical layout constraints in which the cash register and wall shelving cannot be moved. They only have one line that feeds both registers. Customers often get upset when it is crowded since there is no clear signage or organization that funnels the customers into a single file line. The shelving on the wall would be more difficult to move, however the sections in the middle of the store can be shifted. The farm store also has limited capabilities regarding food production compared to traditional grocery stores.

The events are currently hosted by AGRiscapes like the Petting Farm, which is held on select Saturdays. Due to the scope of operations, hosting events are not within the farm's store capabilities.

## Project Goals [notes from CEO's presentation]

The goal of the project is to implement new ideas that will integrate the farm's store physical and operational limitations.

This displays the limitations and resources of the Farm

## Enterprises Mission

Enhance the university and community experience through optimized solutions and resource generation that empower student success.

## Farm Store Mission

Supplement our students' education with professional experience through serving our communities by providing high quality service.

# Establishing Brand

## Origin Story

- Established in 2001 to provide a direct market for locally grown produce

## Brand Value

- Locally Organic grown Produce

## Identity

- Known by student and locals

# Brand Identity and Positioning

- Create Brand Guide
  - Organize logo, colors, and design elements
- Emphasize quality and local, student-grown produce
- Slogan: "Fresh, Local, Student-Grown"
- Redesign Logo
  - New Identity

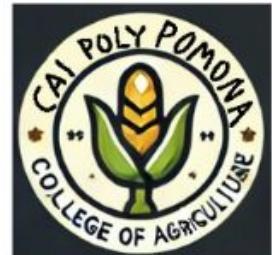
## Brand Guide

MAIN LOGO



MAIN LOGO

SUB MARK



COLOURS



FONTS

Gotham Black  
Gotham Bold

# Target Audience

## Primary

Students

Local Community

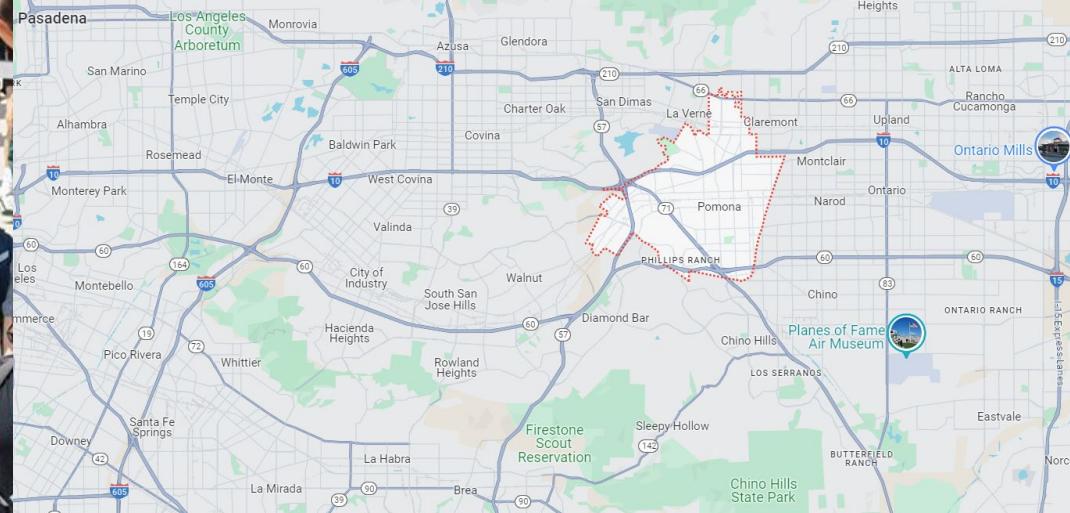
Pomona Residents

## Secondary

Local Programs

Health Conscious Consumers

Surrounding Cities



# Digital Presence

## Instagram

**Followers:** 3,352 Followers

**Likes:** 96 Likes

**Comments:** 2 per post

**Post Frequency:** Inconsistent

## Facebook

**Followers:** 10k

**Likes:** 47 Likes

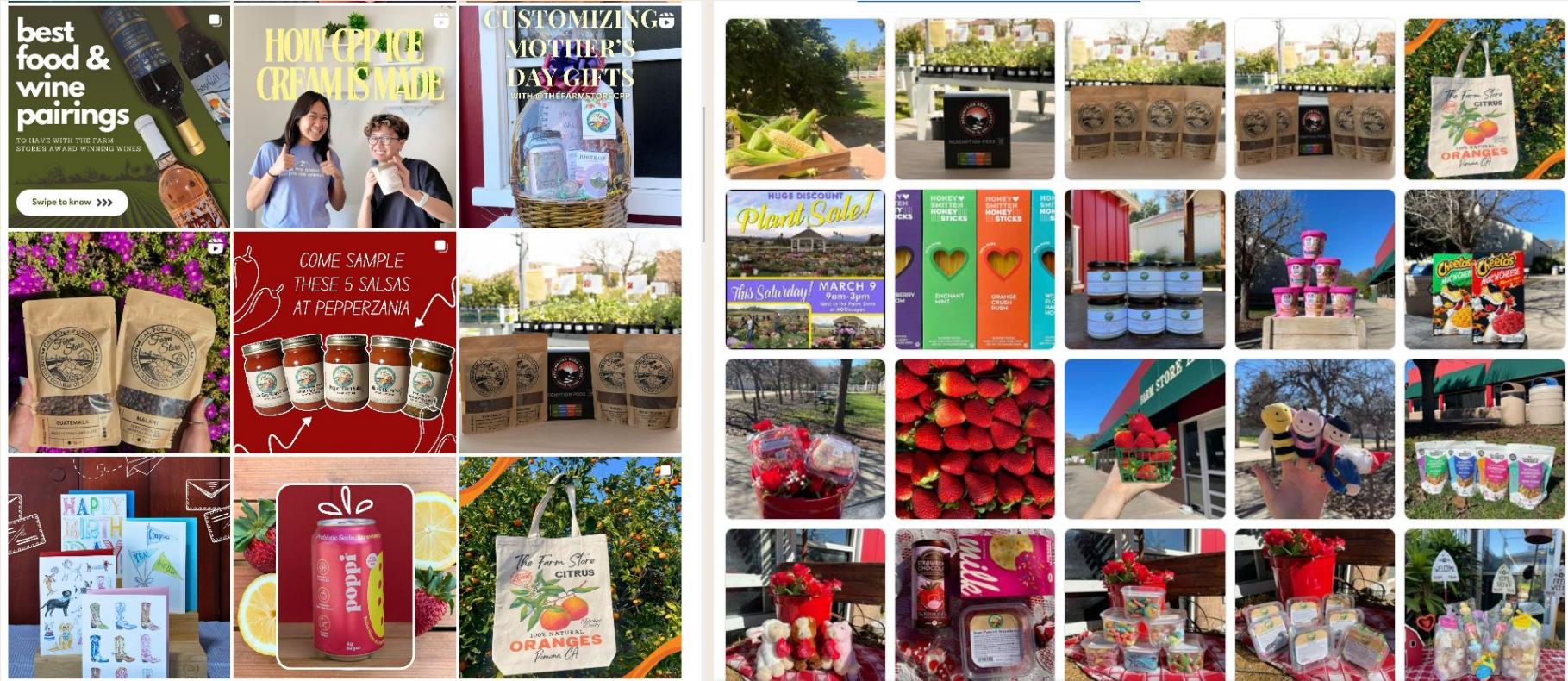
**Comments:** 1

**Post Frequency:** Inconsistent

# Content Analysis

Facebook

Instagram



# Digital Presence Revamp

- **Revamp Online Shop, Blogs, and Events Calendar**
  - New Online Shop
    - Build E-commerce Site
  - Blogs/Vlogs educating product and lifestyles to consumers
  - Seasonal Calendar Events
    - Spring, Summer, Fall, Winter Events
- **Social Media Strategy: Instagram & Facebook**
  - Instagram Focuses on young and median age consumers
  - Facebook focused on older consumers
- **Content Marketing**
  - Blogs/Vlogs
  - Local Influencer Partnerships
  - Give CPP Micro Influencer a partnership

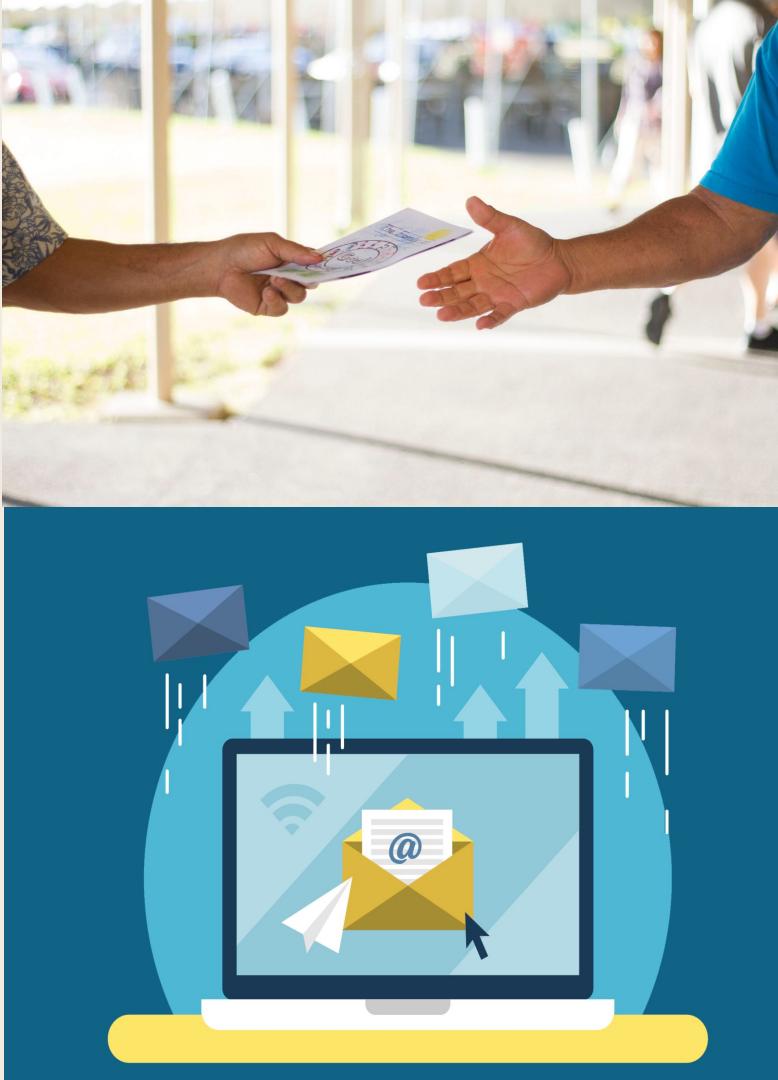
# Community Engagement

- Participate in Farmers Markets
- Host Pop-Up Events
  - Take on the “Go to Consumer” Approach
- Community Involvement



# Marketing Campaigns

- **Highlight Seasonal Offerings**
- **Advertising**
  - Meta Ads
  - Billboards
  - Campus Flyers
  - Sponsoring Campus Events
- **Media Outreach**
  - Email Marketing
  - Influencer Partnerships
  - Tik Tok
  - Radio



# Merchandising

- **Expand Product Range**
  - New Product Lines
    - Seasonal products
  - Remove Low Performing Products
  
- **Branded Merchandise**
  - Hats / Stickers / Pins



# Customer Experience

- **Hire Students**
    - Young Enthusiastic
    - Learning & Development Opportunities
  - **Store Presentation/Cleanliness**
  - **Feedback System on Receipts**



Cadwch i gyfeirio ati, os gwelwch yn dda  
Please retain for future reference

Diolch Yn Fawr  
Thank You

# KPI's

- Develop 3 months of Content Ahead of Time
- Partnered with 10 Micro Influencers
- 1 Sold Out event
- Increase Social Media Following
  - Instagram to 10,000 Followers
  - Facebook to 20,000 Followers
- 3% Website Conversion Rate

# Implementation Plan

## Foundation

- ❖ Create an Ecommerce Site
- ❖ Plan Seasonal Events
- ❖ Establish Content Calendar & Partnerships
- ❖ Recruit Influencers

## Engagement

- ❖ Host Events
- ❖ Launch New Product Lines
- ❖ Launch Promotions



Phase 1

Phase 2

Phase 3

## Outreach

- ❖ Launch Marketing Campaigns
- ❖ Initiate Influencer Marketing
- ❖ Begin Community Outreach

## Results

- ❖ Achieved More Online Engagement
- ❖ Decreased Turnover
- ❖ Summer Farm Team

