

Herramientas para Lograr el Exito en la Mercadotécnia Directa

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Esquema de Temas

- *Nicho vs. Producto Básico*
- *Certificación por Tercera Persona y Productos Orgánicos*
- *Mercadotécnia Directa*
- *Ejemplos de los Productores*
- *Recursos*

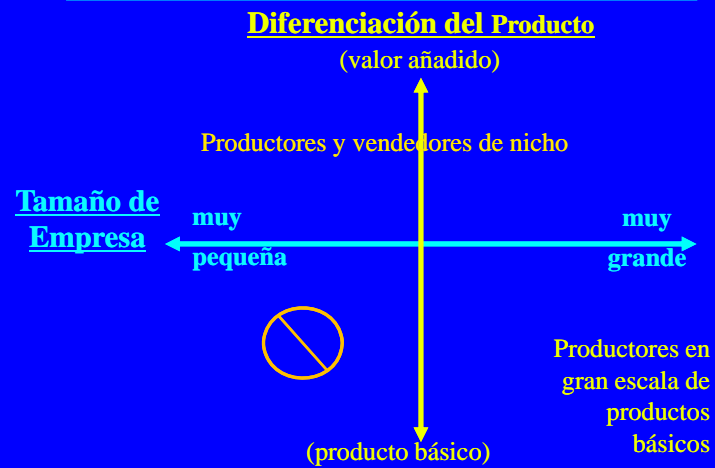
Mercadotecnia de Nichos

- *Producto-servicio enfocados en un grupo pequeño de los proveedores principales.*
 - + *manzanas orgánicas*
 - + *manzanas orgánicas cosechadas*
- *Identificar clientes específicos.*
 - + *área geográfica*
 - + *grupo demográfico dentro del área*
- *Enfocar el producto-servicio al perfil de los clientes.*

Retos de la Mercadotecnia de Nichos

- *Encontrar un segmento suficientemente pequeño para ser descuidado por otros pero suficientemente grande para ser rentable para su negocio.*
- *Dos claves para el éxito: clientes que vuelven y una base creciente de clientes.*
- *¿Por qué otros no han aprovechado del nicho que Ud. ha identificado?*

Tamaño y Diferenciación del Producto



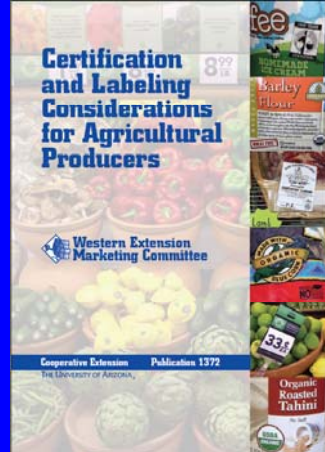
Etiquetas Certificadas por 3 Persona



Atributos de Creencia

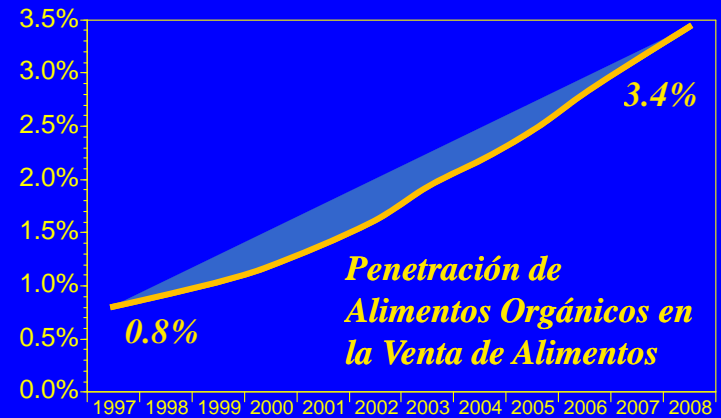


Jerarquía de Preferencias Alimenticias del Consumidor



www.valueaddedag.org

Participación en el Mercado, 1997-08



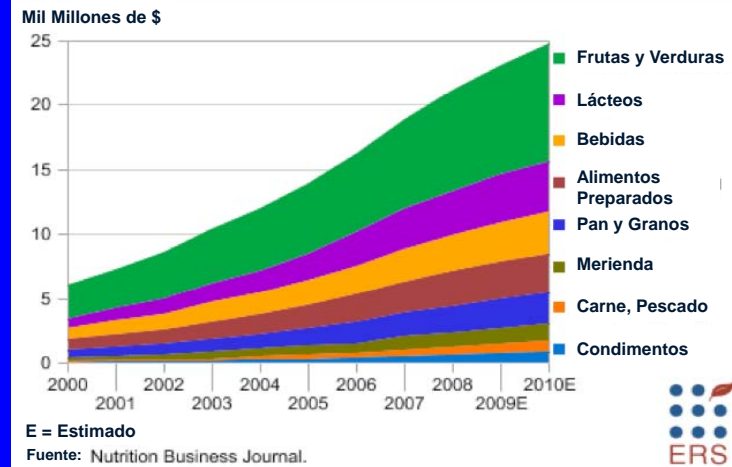
Source: Nutrition Business Journal and USDA/ERS

Crecimiento de Orgánicos, 1997-08



Source: Nutrition Business Journal and USDA/ERS

Ventas de Alimentos Orgánicos en E.U.A



Sobrepuestos Orgánicos

Fruit				Vegetables			
Quality	Qty.	Certified	Conv.	Quality	Qty.	Certified	Conv.
Apples: Fuji				Artichoke			
PQ	72 Ct	na	\$ 34.00	PQ	18 Ct	na	\$ 38.00
Apples: Gala				Asparagus			
PQ	88 Ct	\$ 36.00	\$ 26.00	PQ	11#	\$ 63.00	\$ 28.00
Apples: Golden Delicious				Avocado: Hass			
PQ	100 Ct	na	\$ 22.00	PQ	48 Ct	\$ 63.00	\$ 55.00
Apples: Granny Smith				Bok Choy price listed for baby size			
PQ	100 Ct	\$ 55.00	\$ 22.00	PQ	20#	\$ 29.50	na
Apples: Red Delicious				Broccoli			
PQ	100 Ct	na	\$ 24.00	PQ	14 Ct	\$ 20.50	\$ 11.00
Blueberries				Cabbage: Green organic price listed for 45#; conventional price listed for 45#			
PQ	12 4.4-oz cups	\$ 49.00	na	PQ	40#	\$ 13.50	\$ 14.00
Cantaloupe				Carrots			
PQ	12 Ct	\$ 16.00	\$ 8.00	PQ	24x2#	\$ 35.50	\$ 13.50
Grapes: Thompson conventional price listed for 19#				Cauliflower			
PQ	16#	na	\$ 24.00	PQ	12 Ct	\$ 21.50	\$ 12.00
Lemon				Celery			
PQ	140 Ct	\$ 57.00	\$ 33.00	PQ	24 Ct	\$ 23.50	\$ 11.00
Oranges: Valencia				Cucumber organic price listed for 22#			
PQ	72 Ct	\$ 28.50	\$ 19.50	PQ	20#	\$ 31.50	na

Nicho a través de la Mercadotecnia Directa

- **“Locavorio” (locavore)**
 - + *persona que busca alimentos producidos localmente*
 - + *más nutritivos y con mejor sabor*
 - + *se cree que tiene un impacto de carbono menor*
- **Vínculo entre el consumidor y el productor**
 - + *Conocimiento íntimo del consumidor*
 - + *apoyar la comunidad local y el medio ambiente*
 - + *cuestiones de seguridad alimentaria*

Definición: Mercadotecnia Directa

Censo de Ag : Venta Directa para el Consumo Humano

¿Durante 2007, cultivó o produjo Ud. algún producto agropecuario que **vendió directamente a consumidores para el consumo humano**? Incluya ventas en cualquier lugar dentro o fuera de su operación. Excluya productos artesanales o procesados como jaleas, chorizos o jamones.

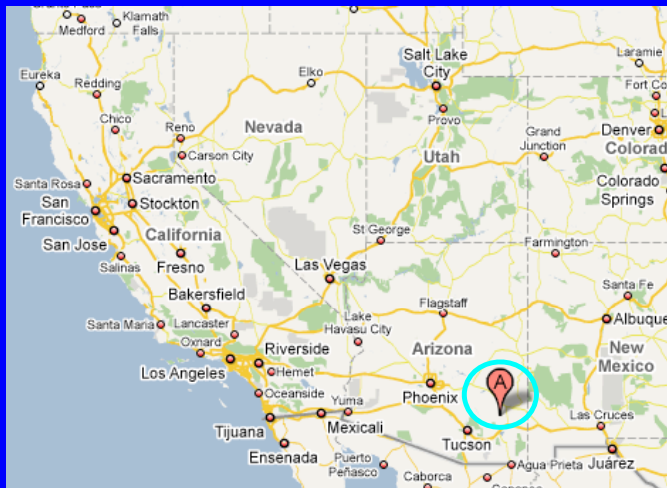
¿Cuál fue el valor bruto de estas ventas directas?

Mercadotecnia Directa: Tendencias

<i>Operaciones (#)</i>	<u>1997</u>	<u>2002</u>	<u>2007</u>	Cambio Anual %
Todas (#)	2,215,876	2,128,982	2,204,792	-0.1%
Mercadotecnia Directa (#)	110,639	116,733	136,817	2.1%
% del total	5.0%	5.5%	6.2%	
<i>Ventas</i>				
Todas (\$1,000,000)	\$ 201,378	\$ 200,646	\$ 297,221	4.0%
Mercadotecnia Directa (\$1,000,000)	\$ 592	\$ 812	\$ 1,211	7.4%
% del total	0.29%	0.40%	0.41%	

Fuente: Censo de Agricultura

Bonita, AZ (SE AZ)



SE Arizona Mercadotécnica Directa

The screenshot shows the homepage of the Apple Annie's Orchard website. At the top, there is a navigation bar with links for 'About Us', 'Employment', and a 'Join Our Email Update List' form. Below the navigation bar is a large banner image of a woman smiling and holding a red apple. The Apple Annie's Orchard logo is overlaid on the banner. Below the banner is a secondary navigation menu with links for 'Home', 'Field Trips & Tours', 'Mail Order', 'Harvest Calendar', 'Testimonials', 'Special Events', 'Map & Directions', 'FAQs', and 'Contact Us'. The main content area is divided into three columns. The left column features a red apple icon and text announcing the opening of the season on July 3, 2009, at 2081 W Hardy Rd, Wilcox, AZ. The middle column has a large heading 'NOW WITH 2 GREAT FARMS!' above a photo of a wooden crate filled with pumpkins. The right column includes a 'Become a Fan!' section with a Facebook logo and a list of 'Upcoming Events' such as 'Apple Harvest Celebration' and 'Grandparents Weekend and Antique Tractor Show'.

Granjas Complementarias



Experiencia y Nicho del Producto



Productos de Valor Añadido



Huertas de Briggs y Eggers



Healthy
Our 400-acre orchard lies at the base of Mount Graham, a critical "sky island" habitat for many species. We have been farming organically since 1990 which is good news for you and your families as well as for birds and animals that rely upon the clean air and water in this valuable migration corridor.

Water
Quality
Flavorful & Juicy
Growing Seasons

A Family Tradition

It all started when Joe and Jean Briggs began farming in the fertile Bonita Springs Valley in 1968. The 4,500-foot elevation, sunny days, cool nights, and plentiful supply of pure water create the perfect environment for growing deliciously sweet fruit! Melissa, and her husband, Lance Eggers, joined the family operation in 1993.

The pride that in our orchard is reflected in every detail from the blossom on the tree to the apple in your hand.

That's why our fruit tastes so great. It's the freshest, sweetest, tree-ripened fruit available anywhere!

Freshness
Thirty minutes after being picked, our fruit is moved to the coolers. Most of our fruit is shipped within 48 hours of being packed. As a result, we offer the freshest, sweetest tree-ripened fruit available.







The freshest sweetest tree-ripened fruit available

web: www.briggs-eggers.com / email: briggs@eggers@starband.net

“New Harvest Organics”



The screenshot shows the New Harvest Organics website. At the top left is the logo with a circular arrangement of fruits and the text "NEW HARVEST ORGANICS CERTIFIED ORGANIC". To the right is a landscape photo of a field. Below the logo is a navigation menu with links: HOME, ABOUT US, PRODUCTS, GROWERS, RESOURCES, NEWS, CONTACT US, and Terms of Use. The main content area has a green background and features a "Welcome to New Harvest Organics" heading. On the left, it lists "Growers and Shippers of Premium Organic: Tropicals (Mangos, Limes & Pineapples), Apples, Citrus, Grapes, Melons, Stone Fruits and Summer and Winter Squash". Below this is a small image of a pineapple with the text "Try our sweet and juicy Gold Pineapples produced by Hector Rendón!". In the center is a large image of a wooden crate filled with cucumbers. On the right, there are two sections: "Field Notes" with the text "See what Spring has in store for us. Read our March issue of Field Notes." and "What's New" with the text "Wondering what's in our line-up? Take a look at our online Yearly Availability Chart."

Ventas en el Mismo Sitio



The photo shows a "Fruit Stand" with a sign above the entrance that says "Fruit Stand" and "Arizona" with a small apple icon. A forklift is loading boxes of "NEW HARVEST ORGANICS" peaches. In the foreground, there are several crates of peaches. A person is standing near the entrance of the stand. In the bottom right corner, there is a blue box with white text that reads: "< 0.2% en 1995" and "Hoy en día ≈ 10%".

Mercadotecnia Directa: Consideraciones

- ***Consumidores locales – mercado confiable***
- ***Eficiencias de Costos; Buena Contabilidad***
 - + ***Briggs y Eggers: Necesario ser orgánica***
 - + ***Apple Annies: malezas y “U-Pick”***
- ***Agrado con el Público***
- ***Productos y Productores Complementarios***
- ***Una experiencia única es la única fuente de ganancias que no puede ser quitada por sus competidores***

Recursos



www.valueaddedag.org

Recursos

<http://www.ers.usda.gov/Data/Organic/> 

<http://www.ams.usda.gov/NOP/>  National Organic Program

<http://attra.ncat.org/organic.html>  National Sustainable Agriculture Information Service

<http://processverified.usda.gov/>  1. No Antibiotics – Never Ever
2. No Growth Promotants – Never Ever
3. No Animal By-Products – Never Ever
<http://processverified.usda.gov/>

<http://www.eatwild.com/>  The #1 Site for Grass-Fed

<http://www.localharvest.org/>  LocalHarvestSM
real food. real farmers. real community.

<http://www.farmdirectory.org/>  FarmDirectorySM