

# **CENTER FOR PUBLIC ISSUES EDUCATION**

**IN AGRICULTURE AND NATURAL RESOURCES**

## **Executive Report**

Strategic Marketing Plan for the Florida  
Blueberry Industry  
Florida Specialty Crop Foundation

Authors: Tori Bradley, Dr. Allen Wysocki



## For More Information

Contact the Center for Public Issues Education at [piecenter@ifas.ufl.edu](mailto:piecenter@ifas.ufl.edu) or 352-273-2598

## Suggested Citation

Bradley, T. & Wysocki, A. (2016). Strategic Marketing Plan for the Florida Blueberry Industry. PIE2015/16-4 a. Gainesville, FL: University of Florida/IFAS Center for Public Issues Education.

## About the Authors

**Tori Bradley** – Master’s Student, Food and Resource Economics Department, University of Florida  
**Dr. Allen Wysocki** – Associate Dean, UF/IFAS, College of Agricultural and Life Sciences

## Acknowledgments

This includes individuals who have helped with the project but are not considered co-authors. This also includes the expert panel.

**Joy Rumble, Ph.D.** – Assistant professor, UF/IFAS Center for Public Issues Education and Department of Agricultural Education and Communication

**Sonia Tighe** – Executive Director, Florida Specialty Crop Foundation

**Shuyang Qu** – Graduate assistant, Department of Agricultural Education and Communication

**Dr. Alexa Lamm** – Assistant Director, UF/IFAS Center for Public Issues Education and Department of Agricultural Education and Communication

**Melissa Taylor** – Research Coordinator, UF/IFAS Center for Public Issues Education

**Sandra Anderson** – Research Coordinator, UF/IFAS Center for Public Issues Education

**Jennifer Clark** – Senior Lecturer, UF/IFAS Food and Resource Economics

**2016 Gator NAMA Competition Team**

This research was funded by an FDACS specialty crop block grant and was completed in collaboration with the Florida Specialty Crop Foundation.



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## Executive Summary

Strategic Marketing Plan for the Florida Blueberry Industry  
August 2016

### Introduction

As blueberry production in the United States continues to grow, so does the Florida blueberry industry. With a short production window prior to other domestic blueberries entering the market, the Florida blueberry industry is faced with unique challenges, as well as unique advantages, compared to other production areas. This document highlights the suggested marketing tactics for the Florida Blueberry Industry. For more information on the topics discussed in this summary, please refer to the Strategic Marketing Plan for the Florida Blueberry Industry document at <http://www.piecenter.com/issues/food/local-food/>

### Marketing Tactics

#### Target Markets

- Most surveyed purchasers and non-purchasers were primarily white females between the ages of 30-69 years old. The majority earned less than \$30,000 or from \$30,000 to \$49,000 per year.
- Minority groups should not be discounted as target markets, as these groups are growing in size in the United States

#### The Tactics

Operation Size	Suggested Tactics
Smaller growers (1-20 acres)	6,13,15,17,20
Larger growers (more than 20 acres)	6,9,10,11,13,15,16,17,18,20
FBGA	1,2,3,4,5,6,7,8,9,10,11,12,14,15,16,17,18,19,20

1. **Digital Campaign** – Implement a digital marketing campaign through the internet including social media, websites, and marking through mobile phones
2. **Kids in the Kitchen promotion** - Revamp this existing project to include more health benefits and a stronger emphasis on the growing season, along with blueberry recipes
3. **Chef Justin** - Work with Fresh from Florida to produce clips of Chef Justin speaking about several different ways to use Florida blueberries with direct emphasis on the fruit being in season
4. **In-store promotions** – Consider blueberry sampling opportunities and shopping cart promotional cards for increased consumer education at the point-of-purchase
5. **Billboards** - Place billboards on major roadways in Florida with the simple call-to-action that Florida blueberries are currently in season.
6. **Labeling** – Encourage the industry to utilize Fresh from Florida labeling whether through incorporation of existing labels, complimentary labeling, or closure stickers to drive consumer awareness and demand for Florida blueberries
7. **Marketing arm for FBGA** – Maintain a marketing and communication arm within FBGA to coordinate marketing tactics, Fresh from Florida collaborations, media requests, email pushes to consumer and retailers, grower’s questions, etc...
8. **Communication platform** - Develop a platform for growers to communicate volume information to increase communications and ensure higher prices for longer
9. **Retail incentive program** - Buy ads in grocery store and other retail publications (print and online through apps and email) to encourage retailers to feature in-season Florida blueberries in their weekly ads, accompanied by the Fresh from Florida logo
10. **Retail communications** - Purchase advertising space in retail publications (i.e. The Packer, Produce News, Progressive Grocer) to inform retailers about the timing of the Florida crop through informative articles



- 11. End-Consumer communications** - Purchase advertisements or pitch story ideas to popular consumer magazines such as Florida Food and Wine, Southern Living, Garden and Gun, Better Homes and Gardens, etc.
- 12. Industry Social Media Pages** - FBGA should utilize social media to communicate with consumers and the industry specifically about the Florida blueberry season. Blueberry recipes, health benefits, individual grower spotlights, contests, U-Pick announcements, countdowns to the Florida season, industry updates, and Florida Blueberry Festival announcements can also be included
- 13. Individual grower Social Media pages** – Engage with customers year-round on social media, especially close to and during the Florida season, to further promote the Florida blueberry industry as well as individual businesses
- 14. Spokesperson** – Consider engaging a personality to be the “face” of Florida blueberries to connect consumers to the industry
- 15. Email pushes** - Establish a database of loyal consumers and email these consumers when the first big volume of Florida blueberries come into retail stores
- 16. Earned Media Opportunities** - Create news-worthy promotional pieces to be picked up by large media channels and newspapers in Florida and up the East Coast
- 17. Agritourism** – Consider getting involved in and promoting blueberry related agritourism activities such as U-pick operations that allow consumer to gain personal experiences with the blueberry industry
- 18. Restaurant partnerships** - Develop blueberry recipes and drinks to be served on special menus in Florida restaurants or bakeries while featuring the Fresh from Florida logo
- 19. Presence at health events in Florida and on the East Coast** - Utilize existing health events to target consumers and increase awareness of Florida blueberry season and the health benefits of blueberries
- 20. Add recipes featured by Fresh from Florida to the FBGA website and individual grower social media pages** - When FFF posts recipes, FBGA is encouraged to share these recipes further on the Blueberries from Florida website and social media sites. Individual growers can also share these recipes with their followers to increase the number of people seeing the recipes

