



Stand out in your field

MARKETING FOR FARMERS



INSTAGRAM

We've all heard it before: a picture is worth a thousand words. Perhaps this is why the popularity of Instagram skyrocketed so quickly. Instagram is an amazing storytelling tool; your customers WANT to know what you do all day. They WANT photos of your cows, your fields, your farming life punctuating their days! All you need to do is remember to take out your smart phone once in a while, snap a photo, and share what it's like to walk a day in your boots.

There are likely many farmers who use the "I'm not a photographer" line when it comes to Instagram. Guess what. Instagram is built so that ANYONE can take amazing photos. There are filters galore for you to play around with (don't be shy!).



Photos featured above were tagged #cngproud!

In this lesson we highlight a number of examples of farmers using Instagram with great results. We encourage you to give it a try - use the CNG hashtag [#cngproud](https://www.instagram.com/cngproud) so we can help you boost your voice as you get started!

FINDING YOUR FARM'S INSTAGRAM SPIRIT

Think about how you would describe your farm without using the words "farm," "animals," or "produce." What is it about your farm that give it its soul? Do you think about your rolling hills? That big oak tree in the middle of the field? The broken section of fencing that has somehow grown so much character that you can't bear to fix it? Maybe it's the sound of the chickens in the early morning or the sound of the cows slowly chewing their cud. Instagram can capture all of this and communicate it to your followers (yes, you can take video on Instagram!). With enough posts, you will have created a complex and satisfying tapestry of your farm's character and history.



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SHARE THE WONDER OF FARMING

It's no secret that our culture romanticizes farming and regardless of how hard farming actually IS, it's still filled with moments of wonder and beauty. These moments, when you're looking at the sun rising over your baby bok choi, or the first delicate sprout pushing its way into the cold spring air, are moments you should share. Sharing your wonder is a way of sharing the deepest core of the story of your farm.

Roots Memphis (@rootsmemphis) does a wonderful job of capturing the wonder of farming throughout their feed. This photo of seeds is a favorite of ours though - how can we not be amazed at how such small little things could sprout forth so much life!?



ALL THAT COLOR!

Your vegetables are gorgeous, no doubt about it. Show them off! Take these #beets from Skylight Farm (@skylightfarm) - you don't see THAT in your grocery store every day!

Also, they do a great job of using all sorts of hashtags: #badfarmerpuns #certifiednaturallygrown #beets #eatlocal #eatlocalatl #csafarm #farming. We particularly love the #badfarmerpuns!



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TELL THE STORY OF YOUR TEAM!

Who is working on your farm? What is THEIR story? Ask if you can feature them on your Instagram. Include funny things they say, or things you love about working with them. Here's Broadfork Farm's (@[broadfork_farm](#)) newest team members welcoming the spring season!



22 likes · 1 comment
Welcome 2015 crew! Rachel and Kyle are ready to learn and work. Go ahead... thank them in advance for growing your veggies this season. #certifiednaturallygrown #CSA #ChesterfieldVa #smallfarm
A photo posted by Broadfork Farm (@[broadfork_farm](#)) on Mar 9, 2015 at 3:29pm PDT



27 likes · 0 comments
Sometimes, we take a break from farming for surprise birthday parties in the greenhouse. Happy birthday, Farmer Liam!

Do you hold birthday celebrations for your workers like Roots Memphis (@[rootsmemphis](#)) does? Share the celebration with your followers!

Video is also a great way to share what your teammates are up to - think about how much fun it would be to see Liam blow out his birthday candles and hear the applause in that greenhouse!



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HUMANS AREN'T YOUR ONLY TEAMMATES!

Don't forget to feature the four-legged residents at your farm (bonus points if they're babies). 180 Degree Farm (@180degreefarm) shows off their oh-so-cute baby lambs with tags like #cuteness and #lambing2015 to make sure their photos are added to those larger collections within Instagram. Tags are a great way to participate in a larger conversation around a topic - don't be afraid to use them!



#cuteness factor is 10! #lambing2015 #lamb #snowwhite #springfever
A photo posted by Scott (@180degreefarm) on Mar 25, 2015 at 9:12am PDT



Atlanta friends - check this out! We have a chartered bus on April 25th, leaving from Decatur headed straight to Bluffton! @gaconservancy @georgiaorganics @wholefoods #exploregorgia
A photo posted by White Oak Pastures (@whiteoakpastures) on Mar 1, 2015 at 8:05am PST

SCREENSHOTS MAKE GREAT ADVERTISEMENTS

You've updated your website or spent hours creating a flyer to feature X, Y or Z - why not just take a photo to share the information with your Instagram followers? Take a look at how White Oak Pastures (@whiteoakpastures) publicizes an upcoming farm tour.



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USE THE CNG LABEL!

CNG is here to help YOU. Our hard work should help establish the CNG label as a widely-recognized point of pride - don't be shy about using the reputation we're building! You can tag your photos with [#cngproud](#) or [#cngfarming](#) so we're sure to see them and help amplify your posts.

Queen Farina ([@queenfarina](#)) shows off some exquisite-looking honey bearing the CNG label.



73 likes · 6 comments · Instagram
Recognizing Queen Hazel May today! #youcancallmequeenbee
A photo posted by Queen Farina (@queenfarina) on Dec 2, 2014 at 9:16am PST



15 likes · 2 comments · Instagram
Farm Stand today! All of this and more...Open and available for the next few days. We will be closing it for the season soon (in the next couple of weeks). Visit and stock up! Self serve. 15 minutes from Rt 288 & #brandermill. #certifiednaturallygrown #RVA #chesterfieldva

Broadfork Farm ([@broadfork_farm](#)) uses their CNG Proud sign when they advertise their farm stand hours.

Follow us @CNGfarming
Sign up for more tips: www.standoutinyourfield.org



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DON'T BE AFRAID OF THE FILTERS & BOLD CAPTIONS

Instagram's many filters can be intimidating, but they're really quite easy to use. Filters can help you tell a story too; sometimes you take a photo and the image just doesn't match the feeling you had taking the photo. Take this image from Many Fold Farm (@manyfoldfarm) titled "Portrait of a farmer" - yes this is a photo of Ross, co-owner of Many Fold Farm, but it's also a photo paying homage to the "Farmer" in our collective consciousness. The filter helps turn a photo of Ross in to a "Portrait of a Farmer."



APPEAL TO CULINARY FANTASIES

Yes, everyone is entranced by the life of a farmer, but featuring photos of the prepared final product reminds people where their food comes from. Encourage your customers and any restaurants that may source from you to hashtag or link to your Instagram name - when they do, re-post! Everyone (especially businesses!) loves the recognition of a re-post.

[Click here for a quick tutorial on how to repost.](#)

Evans and Evans Farm (@evansandevansfarm) does a great job of re-posting and re-tagging photos of lamb that their customers and restaurants Instagram about. This is a great opportunity to have a conversation with your customers!





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BONUS EXAMPLES!

These are not featured on the website - they're our thank you for downloading this PDF!



FLOWER POWER

Are you a flower farmer? If so, you've got a leg up in the Instagram world. Post as many photos of those oppulant boquets as you can stand because your followers will beg for more! 3 Porch Farm ([@3Porch-Farm](#)) has an incredible array of tulips this year...



SHARE YOUR STRUGGLES

Farming is HARD WORK. Sometimes that hard work coincides with something as endearing as a baby piglet who needs to be nursed back to health. Letting your customers in on these moments, like Side Road Farm ([@sideroadfarm](#)) is priceless!



WATCH THE CHEFS

This lovely photo came from Chef Kenan Hill in Atlanta, who is wonderful about tagging the farmers who she sources from. Do you know who is cooking with your produce? Make friends, follow them, and repost!



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RECAP @ A FEW MORE TIPS...

- **SHARE THE WONDER!**

What do you love most about how you spend your days? Capture the moments where you just have to step back and say “wow” - your customers want to experience those moments too!

- **ALL THAT COLOR**

Let's face it; you have a very colorful 'office.' Show it off!

- **TELL THE STORY OF YOUR TEAM**

Farming is hard work. Recognizing your teammates on Instagram will not only make them feel appreciated, but it will also give your customers a glimpse into the work goes into the veggies they so dearly love!

- **DON'T FORGET THE FOUR-LEGGED RESIDENTS**

Trust me. Photos and videos of farm animals, particularly baby ones, are Instagram candy. That peep peep of baby chicks or the unbridled energy of a bounding baby goat are particularly great captured on video!

- **BE CREATIVE & POST PHOTOS OF SCREENSHOTS, SIGNS, ETC**

Use Instagram to amplify your other marketing efforts by posting photos of signs & flyers you make!

- **USE THE CNG LABEL!**

Our job is to make sure the CNG Label is a widely-recognized marker of quality so YOU can show off your work with it. Don't forget to use hashtags #cngproud or #cngfarming so we can amplify your posts!

- **DON'T BE AFRAID OF FILTERS & BOLD CAPTIONS**

Filters are fun and can offer another layer of meaning to your photos. Same with captions - play around!

- **APPEAL TO CULINARY FANTASIES**

Food is a universal language; share your delicious dinner creations and make your customers' mouths water! If you know of an Instagram user who is using your produce, ask them to tag you and repost their photos!

- **LINK IN BIO**

Change your bio link to suit your current marketing efforts. If it's CSA sign-up season, put the link in your bio and when you post photos of those gorgeous vegetables, you can add “sign-up link in bio!”

- **YOUR CUSTOMERS LOVE ATTENTION TOO**

Follow your customers! It's going to be a difficult road down Instagram if you don't engage with your followers. Give a little love for your followers' photos and chances are they'll send a little love back.