



Yukon Grown Marketing Strategy



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EXECUTIVE SUMMARY

This marketing strategy includes an overview of our research, illuminates strategic priorities for the program, and delves into a plan of action that the Yukon Agriculture Branch and private industry can realistically implement given available budget and resources. The goal of this strategy is to help Farmers sell more food products, and aims to answer the following questions:

Market Segmentation: What are the target segments for Yukon Grown and what are the key messages that should be delivered to each segment?

Market Awareness: How can Yukon Grown drive awareness to each segment and what channels can be used?

Key Partnerships: What key partnerships should Yukon Grown develop to support its goals?

Current Relevancy:
How do we strengthen the importance of buying Yukon Grown products amid the COVID-19 Pandemic?





The objective of this strategy is to identify key strategies and actions that will guide Yukon Grown in developing a marketing program that is focused on increasing general awareness and sales of Yukon grown products. This document should help Yukon Grown communicate more effectively and solidify its value to its target segments. Toward this end, the marketing strategy will include both external marketing towards local consumers, and internal marketing to reach existing producers, stakeholders and allies within the Territory.

Research Approach

Our work focused primarily on early marketing strategies and supporting documents such as:

Yukon Local Food Strategy 2016-2021

Yukon Culinary Tourism Strategy 2020

Yukon Agriculture Report - How Other Jurisdictions Promote Local Agriculture

Using the findings from these activities, we developed a comprehensive marketing and communications plan for Yukon Grown to use as a guide for implementing marketing campaigns.

Given that industry and the Yukon Agriculture Branch is considering a branding assessment and possible rebrand, Yukon Grown's brand identity and positioning was not explored in great detail and all branding recommendations should be examined further through a brand audit. However, successful implementation of this plan will lay a solid marketing foundation that can be applied to the Yukon Grown brand and support its future growth..

We hope that by implementing these recommendations and committing to an ongoing and agile marketing and branding effort, Yukon Grown will be well positioned to realize its long-term vision.



STRATEGIC PRIORITIES SUMMARIZED

Three (3) strategic priorities and eleven (11) specific actions are recommended by the Mammoth team to move Yukon Grown forward toward its goals. They were developed based on the objectives provided by Yukon Agriculture Branch:



Increase sale, purchase and consumption of Yukon Grown products



Increase consumer knowledge and awareness of Yukon Grown products



Increase public demand for Yukon Grown products



Increase government purchase and use of Yukon Grown products

Further details on how to take these strategies and form them into actions can be found in Section 4.

Manage the Yukon Grown Image

Bridge the gap between Yukon Grown's reputation with consumers and producers

Make Yukon Grown Part of the Dialogue

Engage with key partners and stakeholders to better leverage opportunities

Invest in Tools with Greatest Impact

Utilize tools and techniques that resonate most with Yukon Grown's Target Market

SHORT

Develop guidelines to ensure accuracy, consistency, and frequency in all communication efforts

Increase awareness of the purpose of the Yukon Grown brand to develop credibility and trust

Leverage partner network as an efficient channel of information distribution

Provide stronger messaging and education regarding Yukon Grown and what it means

Develop and / or update current assets and tools to better draw and engage with potential customers

Distribute tools to retailers & partners and ensure proper utilization & installation

NEAR

Secure resources to focus on specific initiatives

Educate community leaders and industry partners on the program's positioning and messaging

Launch online and in-person surveys to capture feedback

LONG

Appoint Advisory Council to serve as a central resource for spurring growth and fostering industry credibility

Facilitate collaboration among partners to pool external expertise and resources

Ongoing upgrade and maintenance of assets and tools

Develop standalone website and social media presence

SITUATIONAL ANALYSIS

Brand

Yukon Grown's brand is an important asset that has the potential to increase awareness of Yukon Grown products. Through coordinated effort, the brand is able to provide local businesses with increased exposure and ultimately, serves as a catalyst to encourage consumption of Yukon Grown products. Anecdotal observations provide several key insights into the degree to which consumers are aware of the brand, their understanding of the term Yukon Grown and the level of participation and buy-in among producers.

1. When used, the brand is effectively distinguishing Yukon Grown products from those grown outside the territory.
2. The logo has strong awareness within the farming community, however, not all commercial producers who are eligible to use the Yukon Grown logo on their packaging choose to do so.
3. The degree to which consumers understand the difference between Yukon Grown products versus other Yukon produced products remains unclear.
4. Among consumers who do not regularly purchase local products, awareness of the brand and its significance is much lower.
5. Yukon Grown branded assets that are easily accessible and provide value to the user, such as stickers and shopping bags, have proven to be successful.

A comprehensive brand audit is recommended in order for Yukon Grown to develop a baseline understanding of these factors. By establishing concrete figures, Yukon Grown can then accurately measure the success of the brand as it works towards building stronger brand awareness.



Stakeholders

Strategic partnerships are essential to supporting execution of this plan. Enlisting a variety of groups to work together offers enormous potential to bring about broader, more lasting impact to their individual brands. By mobilizing resources outside of the program's immediate control, partnerships achieve their missions far more efficiently, effectively, and sustainably than they could have by working alone.



Immediate partnership opportunities for Yukon Grown include:

Retailers

On-site event activation

In-store signage and promotional tools

Buy Local campaign

Yukon Agriculture Association

Producer sales support

Newsletter / social comms

Online farm guide & 'retail' guide

Whitehorse Chamber of Commerce

Tie-in with 'Buy Local' campaign, Expected Summer 2020

Yukon Young Farmers

Event activation

Social plug-in

Membership audience

Tourism Industry Association of the Yukon (TIAY)

Culinary strategy plug-in

Social plug-in

Membership audience

Restaurant education

Restaurant merchandising

Fireweed Community Market Society

Event activation

On-site merchandising

Promo materials

Growers of Organic Food Yukon

Producer sales support

Newsletter / social comms

Yukon Chamber of Commerce

Consolidated access to retailers / restaurants, communities

Awareness campaign (signage, messaging) for companies that source local products

Through this process, Mammoth has worked with TIAY to identify how Yukon Grown can leverage the Yukon Culinary Tourism Strategy. While the YCTS launch was postponed until further notice, TIAY has committed to sharing resources to work collaboratively in the future.

Audience Segments

Identifying the marketing opportunities starts with first defining the audience segments with differentiated needs. There are many diverse individuals and groups who may be considered “customers” of the Yukon Grown program, from local residents to local producers, community leaders, local businesses, and government.

To ensure adequate focus on moving Yukon Grown closer to its goal of building strong brand awareness and attracting new consumers, our research identified 4 key audiences: local producers, residents, retailers, and government partners.





Local Producers:

From farmers to processors, local producers refers to a broad segment of Yukoners. Any livestock, crop or fruit and vegetable farmers are considered local producers as well as food processors creating products such as honeys, jams, preserves and baked goods.

The Yukon has over 150 censused farms, each with a varying production and scale. While the territory is seeing an increasing number of commercial farmers, they remain the minority. Through a stronger Yukon Grown brand presence, it is possible that smaller farms may be able to make this transition to commercial scale as a direct result of Yukon Grown efforts. Local producers have a varying degree of adoption of the Yukon Grown brand. Some have chosen to integrate the logo into their packaging, while others have opted to develop their own 'Yukon Grown' differentiator.

As this space becomes increasingly competitive, producers will be forced to invest in new packaging to stay current and maintain sales. This has been identified as an opportunity for Yukon Grown to be involved in or facilitate these updates, however, could pose a challenge should producers choose to disassociate with the Yukon Grown brand.



Residents:

Yukon residents represent the largest end consumer of Yukon Grown products and offer the potential to create the greatest impact should demand increase among this segment. While many Yukon Grown consumers live in Whitehorse, this segment focuses more broadly on the general population living not only in the capital, but also in the communities.

Awareness of local food products varies greatly within this segment, however, this is changing. Those with low awareness are becoming increasingly more aware due to increased advertising of local products, and more recently, COVID-19 related food shortages. Within this audience segment, purchasing behaviour also varies greatly. In some cases, consumers are driven solely by price while others are motivated to make purchases based on other characteristics such as quality or where it was produced. These individuals make their purchases from a number of locations ranging from major or local grocery stores to direct interactions with producers at farmers markets or via farm gate.





Retailers:

Yukon retailers hold a valuable position in the Yukon Grown dialogue. These businesses hold a captive audience and have the ability to direct the types of food that is available to consumers. In Whitehorse, some retailers use this power to support local producers and stock a significant amount of local product on their shelves. These stores include Wykes Independent, Riverside Grocery, Save-On Foods, Super A, Big Way, and others.

In-store messaging of local products is inconsistent between each grocery store and product availability can vary through the seasons. As a result, there is an opportunity for Yukon Grown to improve upon current signage and merchandised displays to increase exposure for Yukon Grown products within these locations. Developing in-store tasting events or displays can further reinforce this tactic by leveraging the opportunities presented by Yukon retailers.

Concerns have been raised regarding supply. Retailers can be sensitive to displacing products from Southern distributors if a local producer can not meet demand. This is something that farmers will need to address.

Government Partners:

Finally, the government partners segment is specific to the buyers of food and food-products for Yukon Government facilities such as hospitals, correctional centres and continuing care facilities. While there have been numerous attempts to encourage government buyers to purchase more Yukon Grown products, it is unclear if this has changed.

Segment Messaging

Each of these segments have significantly different needs when it comes to being engaged by the Yukon Grown brand. These differing segments can be best reached through a combination of “high touch” person-to-person communications and targeted digital and print media.

The table on the following page provides an overview of customized marketing messages:



Segment	Primary Interests	Channels	Suggested Message
Residents	<ul style="list-style-type: none"> • Quality • Value • Supporting local 	<ul style="list-style-type: none"> • Digital • Print • Social • Radio • Retail Tools 	<ul style="list-style-type: none"> • Support your local farmers • Local products are high quality and fresh • Yukon Grown products
Local Producers	<ul style="list-style-type: none"> • Certification • Time/ Effort ROI • Customer interest & increased sales 	<ul style="list-style-type: none"> • Direct mailer and email • Person to person • YAA newsletters 	<ul style="list-style-type: none"> • Definition of Yukon Grown • Use Yukon Grown to increase the reach of your product and packaging • Yukon Grown provides credibility to your product
Retailers	<ul style="list-style-type: none"> • Community interest • Traffic driver • Increased margin (sometimes) 	<ul style="list-style-type: none"> • Direct mailer & email • Person to person 	<ul style="list-style-type: none"> • Improving the marketing of local product will result in stronger sales • More tools provides consumers with greater clarity, also resulting in more sales
Government Partners	<ul style="list-style-type: none"> • Local food for government institutions and events • Economic impact and long-term sector growth 	<ul style="list-style-type: none"> • Lobbying • Chamber support • Email campaign 	<ul style="list-style-type: none"> • Now more than ever, it is possible to source large amounts of products from local producers • Planning is key and producers are eager to meet your demand

Climate

In general, there is a heightened awareness of local food offerings as the 'local' trend passed through Canada over the past 10 years and made its way to the Yukon. As local farm businesses mature and gain more exposure, consumers are becoming more aware of what's available. There has become increased awareness of local offerings among consumers via public events, including the previous Culinary Festival (TIAY) and the Summer Farm Fair (YYF).

Local food education is focused within primary and secondary school curriculums and the Yukon Government currently supports programs such as Kids on the Farm, From the Ground Up, and Farmers in the Schools. While there is no umbrella voice aimed at consumers, culinary storytelling has increased in popularity through restaurants and caterers. This tactic is a great way to reach customers, however, Yukon Grown products currently lack culinary storytelling support.



Currently, Yukon producers can sell their products at farm gate, to local retailers, to a food co-op, to local restaurants and caterers, at farmers markets, or via community-supported agriculture (CSA) programs. Some grocery stores in Whitehorse have dedicated space for stocking local products such as Wyke's Independent and Riverside Grocery. Local food may also be sold to government programs but no preferential procedure for this has been established. The Yukon Agriculture branch currently supports the Yukon Agricultural Association in maintaining the Farm Products and Services Guide, which identifies farms and outlets where Yukon food and food-related products can be purchased. Via their new website, this Yukon Farm Guide is easier for consumers to use to locate local food products. However, the onus is still on the consumer to search out farms and the products they produce. Currently, there is no central listing that provides consumers with retail locations to purchase local food items.

Food security and food sovereignty are an ongoing priority which has been amplified by the COVID-19 Pandemic. With general food shortages and Canadian meat processing plants closing temporarily, there was a spike in demand for local products. If products aren't carried at the retailers, the onus is on the consumer to seek out products and/or the producer to promote. There currently exists no outbound promotional tactics or tools for the sector as a whole.

Finally, some locally-grown food is more expensive than food that is imported to Yukon. Income is known to be a significant determinant of health, and families with higher incomes tend to access healthier foods. This creates gaps, particularly for those who are more vulnerable to food insecurity, due to poverty.

STRATEGIC PRIORITIES IN ACTION

As highlighted in Section 2, the Mammoth team has identified three strategic priorities that will support Yukon Grown to increase the awareness, demand and consumption of Yukon Grown products. These priorities include:

1. Managing the Yukon Grown image to bridge the gap between Yukon Grown's reputation with consumers and producers.
2. Making Yukon Grown part of the dialogue by engaging with key partners and stakeholders to better leverage opportunities for Yukon Grown.
3. Investing in tools with greatest impact by utilizing tools and techniques that resonate most with Yukon Grown's target market.



Manage the Yukon Grown Image

It is important to be prepared as Yukon Grown begins to develop its marketing. Bridging the gap between its reputations among audience sectors will require a long-term commitment to controlling and managing the accuracy, consistency and frequency of its marketing program.

Proposed Actions:

1. Ensure accuracy, consistency, and frequency in all communication efforts
 - a. Develop a marketing communication process and guidelines
 - b. Ensure communications are written in 'one voice' and come from one central source

2. Increase awareness of the purpose of the Yukon Grown brand to develop credibility and trust
 - a. Create media list to target
 - b. Develop tailored content to distribute to targeted media
 - c. Develop a resident focused education campaign on the benefits of local food
 - d. Increase brand presence in retail stores and supporting businesses

3. Secure resources to focus on specific initiatives
 - a. Identify areas of focus and prioritize actions such as increase certifications, host industry events, improve and develop education programs

4. Appoint Advisory Council to serve as a central resource for spurring growth and fostering industry credibility

Make Yukon Grown Part of the Dialogue

There are currently pockets of discussion within the industry and support for local food within the Yukon Government. To capture the market awareness, Yukon Grown must become more relevant to these segments by taking an active role in the industry dialogues.

Proposed Actions:

1. Leverage partner network as an efficient channel of information distribution
 - a. Educate partners on Yukon Grown's position and vision
 - b. Identify joint activities that can be promoted together via the media
 - c. Target successful producers and develop case studies to publish on Yukon Grown's and partner websites and social channels

2. Educate community leaders and industry partners on the program's positioning and messaging
 - a. Develop list of key contacts for regular newsletters
 - b. Host group briefings, 1-on-1 meetings, or tours of farms

3. Facilitate collaboration among partners to pool external expertise and resources
 - a. Host workshops, roundtables, and industry events with producers, retailers, or other local food programs operating within Canada
 - b. Leverage existing Yukon events and find ways to collaborate

Invest in Tools with Greatest Impact

Specific marketing techniques and tools can be very effective in delivering a message that resonates with a target market. Yukon Grown is not currently utilizing these potential tools to its advantage and implementing these would position the program for success.

Proposed Actions:

1. Develop or update current assets and tools to better draw and engage with potential customers
 - a. Develop program content with customized messaging and better certification information
 - b. Develop social media accounts and a content strategy (Facebook and Instagram) to promote the program
 - c. Display agriculture data and benefits to supporting local
 - d. Develop brand collateral with strong brand consistency throughout
2. Distribute tools to retailers & partners and ensure proper utilization & installation
 - a. Retail signage tools per Section 5
 - b. Food-service signage and tools
 - c. YG Farm signs for effective farm branding
3. Develop standalone website
4. Ongoing upgrade and maintenance of assets and tools
5. Launch online and in-person surveys to capture feedback

MARKETING TACTICS

Through these marketing tactics we will provide a detailed outline of actionable tactics for the near term, and a roadmap for the future.

With this direction Yukon Grown will have the tools to increase engagement, awareness, and understanding of the organization's brand using the following five (5) tactics:

- Web
- Social
- Signage
- Advertising / PR
- Materials





Web

Goal: To develop a website that helps provide a deeper understanding of the brand and its purpose. Gain access to important information regarding local food products.

Tactics: Through a series of pages that provide key messages. A location where visitors can find a search for local retailers, and restaurants that serve local products. This can also be a resource for government interaction, procurement process, and forms to join the organization.

It is our recommendation that a page exists which explains what “Yukon Grown” is and how to join. This page should contain information about what the “Yukon Grown” sticker represents, where to find products, and food producers that are participating.

This page should contain imagery of “Yukon Grown” usage, as well as imagery of food producers, and “Yukon Grown” signage

Audience: This will be a platform for retailers to obtain information about local producers, residents to access retailers that can offer local products, and local producers can access information in regards to government processes, and participating retailers.

Social

Goal: To provide a platform for engagement. Social media can be leveraged to promote the food industry, its availability, and the news that surrounds it.

Tactics: Seasonal foods can be promoted through featured posts. Choosing a product available during that time of the year, and highlighting the farms they come from, and the retailers they can be found.

Social media is a great location for industry news, when new producers arrive, awards are given, or promotions are featured. Visitors can see your social media page as a source for expert information and everything going on in the industry.

Facebook is an incredible source for storytelling. What are the important stories in the industry? What innovations are occurring?

Facebook

An educational campaign is recommended, this would provide context to the public on the “Yukon Grown” brand. This would consist of an ad that would run for 4-6 months during peak product availability.

Industry news is a great opportunity for weekly content. Seasonal food availability, restaurant promotions, market activity, good news stories.

Woodcutter's Blanket
June 5 at 9:32 AM · 🌐

Morning! We're all excited to be opening today at 3pm 🍷

We are also excited to announce our new reservation system. A deposit is required but that deposit is used as a credit on your bill. The Patio will be reservable but we will be accepting walk-ins . We will make a News post on this decision next week for those interested. For now, you can make reservations on our site or here:
<https://www.exploretock.com/woodcuttersblanket/...> **See More**

Woodcutter's Blanket
Whitehorse, VT · Small Plates · 66

A small northern kitchen with a lot of heart, creativity and desire to pair food with cocktails and beer.

Reservations

3 guests +
Jun. 5, 2020
7:00 PM
Search reservations

Now booking through Friday, June 19, 2020

RESERVATION

Patio Reservation
Reserve a socially distanced table on our patio. The reservation fee (\$15 / person) will be used as a credit towards your bill. All reservation fees are non-refundable.

PA Reservation for parties of 2-8
\$15 deposit per person

Book now

41 2 Comments 8 Shares

Like Comment Share

Yukon Born And Raised
May 28 at 7:21 AM · 🌐

We can't wait to see everyone down at the **Fireweed Community Market** today! Come on down to pick up some of our specials for the weekend or some staples for the freezer. See you there.

Fireweed Community Market
May 28 at 7:01 AM · 🌐

IT'S MARKET DAY!

Come down to Shipyards from 3 pm to 7 pm for your outdoor grocery shopping experience!
.... **See More**

475 People Reached 17 Engagements **Boost Unavailable**

7 1 Share

Like Comment Share

Highlighting food producers, telling their stories, controlling the narrative on local food.

Education on the importance of “support local”, and what local truly means.

It is our recommendation that 1-2 posts a week are developed. As well, daily engagement should exist, responding to comments, answering and asking questions.

Instagram

Instagram provides a platform to create a more personal relationship with your audience and the producers they passively engage with every day. The intent behind the following efforts should be to help reinforce the importance of local support.

Our recommendation is to develop behind-the-scenes photography supported by transcript clips of candid conversations with producers, similar to the “Modern Farmer” account. A post a week would provide the much needed human element to the “support local” cause.

Food promotions and seasonal availability is an easy way to create content for Instagram. Photos of delicious food that can be purchased locally, and where to get it.



Audience: Yukon having a wide range of social media users, it will be important to provide content accurately formatted for the audience and the platform it is featured on.

Facebook has an audience of the ages between 18-55. As one of the broadest platforms in the Yukon it can be a great place for long and short form content.

Instagram can be really valuable for integration and engagement of a younger generation. With ages 14-38, Instagram is a platform that focuses on short form photo based content.

Quantity & Frequency: To start, it would be great to have 1-2 posts a week on both Facebook and Instagram. Setting a schedule can be an easy way to do this, with diverse content. Providing unique content that changes format per platform, or is entirely crafted toward that audience.

Signage

Goal: Through the use of physical signage, brand recognition can be increased. Education can also be a component through the use of key messaging.

Tactic: With the use of table toppers in retailers you will be able to provide context in businesses like restaurants for the food customers are consuming. Where did the food come from? How can they purchase it on their own? Table toppers are a subtle way to provide education and information.

Retractable banners are an excellent mobile brand recognition tool. Being able to use in many locations, such as at convention booths, grocery stores, public speaking engagements and farmers markets.

Product stickers have been a fantastic way to show brands that meet the required "local product" emblem. This helps customers understand there is a difference, and that a legal association is backing them.

Retractable Banner

Retractable banners for events is a great way to increase brand awareness and present as confident and professional.



Table Talker:

It is our recommendation that local product education and brand recognition can be gained through the use of table talkers at businesses using local products. This should help provide content that explains the importance of local food support in the hopes that consumers will make the decision to purchase a local food item.



Audience: What's great about physical signage is that it can be crafted to work for the audience it needs to speak too.

Quantity & Frequency: The design and development of roughly 200 table toppers to begin with.

3 retractable banners with focus on brand recognition, retailer focus, and farm target messaging.

Advertising and Public Relations

Goal: To increase understanding about the Yukon Grown brand, and further increase brand recognition.

Tactic: A first step can be to develop a "wish list" of publications and reporters in order to create a goal list and a repository.

Develop a press release to re-engage media. Use this to include information about successes and positive activity has participated in thus far.

Radio and print ads can be developed that educate people on the mission for the organization.

Another potential ad can be seasonal food focused promotions. Based on a season focused schedule, ads that promote where products can be purchased, and the farms they come from.

Digital ads are both affordable and effective. It is our recommendation that Yukon Grown will benefit from digital ads such as:

- Yukon North of Ordinary community screens provide a great space for brand recognition.
- Promotion of the Yukon Grown website through targeted ads on social media
- Further brand recognition can be obtained through Social Media ads
- Boosting is a great way to increase visibility to posts.

Public Relations

In order for your message to get out to the most people, as well as providing validity to your work, getting coverage through the media is an excellent way to do so.

A first step to do so is by creating a wish list of media publications and gather contact list of reporters at targeted publications.

Once you've developed a list of media contacts, press releases are the natural next step to promote positive activity to date. What is the current state of local food? What important food events are coming?

Radio Education Ad

Radio works incredibly well in the Yukon. The development of a brand education ad will help "Yukon Grown" take control of the narrative behind the brand and allow for a single message to be portrayed.

Seasonal Food Ad

A great opportunity to provide your audience with an excuse to "shop local" is to develop a radio ad that explains what products are available seasonally in Yukon. A sort of State-Of-The-Union for Yukon food.

Digital Video

Throughout Whitehorse are community screens provided by Yukon North of Ordinary. These provide an incredible opportunity for brand recognition. Our recommendation would be an ad placement that provides a video with shots of local food products and producers.

Audience: Educational ads can be directed toward producers and retailers to inform them on how the organization can help them. There can also be ads that target residents to inform where to buy local product, and where it comes from.

Quantity & Frequency: Our recommendation would be that 2 ads are developed for print each season for the purpose of season food promotion. Twice a day radio ads for 2 weeks quarterly seasonally.

Materials

Goal: Provide detailed education through informational handouts.

Tactic: Pamphlets that provide detailed information about what truly local products are? How to join? How to access Yukon Grown products?

Info cards can be used to provide important information and are easily distributed.

Pamphlet

With the development of an education pamphlet, you can inform your audience where they are. This pamphlet should answer the following questions:

What does local mean?

How to join?

How to access local products?

Info cards

Info cards are a great way to provide key information and a call-to-action in an easy to read-low commitment format. These can be available at impactful locations, such as grocery stores, farmers markets, restaurants, etc... These cards should answer the most important questions, such as:

How to join?

What does local mean?

How to support local businesses?



**SHOP LOCAL.
SHOP TORBAY.**

The Town of Torbay is home to many great businesses that provide goods and services to our community. At this time of distancing and self-isolation, these businesses are facing unprecedented challenges. As they adapt to support the community, we are asking you to support them in return. When you shop, shop local; shop Torbay.

How to support your local businesses

-  Shop local online.
-  Take online classes from local instructors.
-  Buy your groceries and supplies from local stores and producers.
-  Buy gift cards from local businesses to use at a later date.
-  Post reviews for local businesses and share their online posts.
-  Re-book scheduled appointments instead of cancelling.

For a list of local businesses, visit torbay.ca/businesses
For product & service offerings from local businesses, visit torbay.ca/shoplocal



Audience: Materials such as pamphlets and info cards can be crafted with the audience in mind. These materials can be used to help farmers, retailers, and chefs better understand why Yukon Grown is an important organization to associate with, and what the benefits are.

Materials can also help Yukon residents and tourists understand what the Yukon Grown brand means, and what to access local products, and where they came from.

Quantity & Frequency: Our recommendation would be to develop a general informational pamphlet and an info card for each target audience.

Retail Tools

Goal: Provide detailed education through informational handouts.

Tactic: Pamphlets that provide detailed information about what truly local products are? How to join? How to access Yukon Grown products?

Info cards can be used to provide important information and are easily distributed.





Produce Bin Display: These displays provide large real estate for promotion and education.

Display Sign: This high visibility placement can go in a front window of a retailer to be seen from the outside and inside, providing visibility to visitors to the retailers and ongoing traffic. This can also come in the form of a partnership approach with restaurants showing a connection to local food in their establishments.



Hanging Sign: This tactic provides a targeted opportunity to give context for specific items (ie. cucumbers from [blank] farm).

Shelf Talker: This high visibility placement can go in a front window of a retailer to be seen from the outside and inside, providing visibility to visitors to the retailers and ongoing traffic. This can also come in the form of a partnership approach with restaurants showing a connection to local food in their establishments.



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Wobbler: These affordable 'stand-off' displays work for various display shelves / bunkers / etc. and are a great way to show brand recognition and highlighting a local product.

Farm Tools

Farm Sub-Sign: This can be a secondary sign hanging from existing infrastructure.



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NEXT STEPS

Through the development of this strategy, strategic priorities have been identified and relevant tactics laid out. It is our recommendation that Yukon Grown needs to be a 'Managed Program', managed by private industry with Yukon Government playing the role of 'Compliance'.

To ensure program efficacy and long-lasting success is recommended that a three to five year program be developed. This program would be managed by Yukon Agricultural Association with the support of an independent contractor, should there be no internal capacity within the Yukon Agricultural Association.

Mammoth Marketing has taken it upon itself to build a proposal for the Yukon Agricultural Association. This proposal will be shared shortly after the finalization of this document and will be made available for review among all stakeholders.

The Canadian Northern Economic Development Agency (CANNOR) has been identified as a potential funder for the programming costs, along with the Canadian Agricultural Partnership (CAP) via their Market Development Program and / or the Agriculture Awareness Program.

APPENDIX 1

PROFESSIONAL

OPINIONS

Questions (from YA RFP)

1. What is the effectiveness and suitability of the current “Yukon Grown” logo being used? Is it adequate or does it need to be updated or redesigned?

2. Is it practical to develop specific “Yukon Grown” labels for sub-categories such as “certified organic” or “locally born and raised” animals as suggested by our farmers?

Answers

Mammoth’s Opinion

The current Yukon Grown logo is adequate but should be updated in order to stand out within a retail setting and optimized for other applications (producer packaging, digital)

An analysis of the effectiveness of the logo should be done in order to audit how it’s being used in stores and which producers are actually using it.

It is our opinion that any filtering of the Yukon brand at this point could be detrimental to overall recognition of this brand. With a large number of Yukoners still unaware of the “Yukon Grown” brand and it’s intent, it’s important to start with a singular focus for the sake of clarity. Additional certifications that are nationally recognized (i.e. Certified Organic) carry their own labels, so this would add unnecessary duplication.

Questions (from YA RFP)

3. How effective or practical would a “We support/sell Yukon Grown” or “We heart Yukon Grown” style of door sign/sticker be?

4. How effective would it be to establish and promote a Local Food Day, week or month for Yukon? It has been suggested that proclaiming August as “Yukon Local Food Month” would create synergies through promoting and linking together current local events that already support Yukon agriculture and food production such as: Agriculture Branch’s annual Agriculture Demonstration Day (1 st Wednesday of August), the Fireweed Farmers Market (weekly during August), the YAA Farm Fair event and the annual Yukon Culinary Festival.

Answers Mammoth’s Opinion

This approach has proven to be very practical and effective, and we would encourage this as part of the campaign.

Our recommendation would be that systems are put in place around criteria of this inclusion, how can it be policed to ensure products are local, and what percentage is necessary. For example, if a restaurant only carries local products for one or two weeks each year, does that establishment earn the badge the same as another restaurant that sources local products year-round?

Local food focused celebrations have proven effective in communities all over the world. This provides a platform for support, education, culinary exploration, and creates an opportunity for local businesses, media, and residents to echo the sentiment.

Important to note that as of this writing, the four-day Yukon Culinary Festival (TIAY) has been cancelled indefinitely to explore options that can increase the reach of the festival, such as recommended here with a month long campaign.

As part of this campaign we can create community buy-in through the development of a “Local Food Month”. This will allow for a cost-effective approach for brand visibility.

Questions (from YA RFP)

5. What would be the best approaches to encourage and stimulate institutional purchasing and special event use of local foods within the Yukon government?

6. How could a “Yukon Grown” logo and brand support the broader Yukon brand currently under development?

Answers Mammoth’s Opinion

In 2016 the Local Food Strategy for Yukon made the recommendation to increase government purchase and use of local foods, however this has yet to be implemented.

A significant financial procurement incentive would be needed as well as recognition for purchasing institutions. A liason that held education sessions would make sharing of information more efficient between government institutions and producers to learn what kinds of products and volumes are required throughout the year or for special events. Providing producers with contracts and appropriate planning time is also paramount to developing sustainable partnerships with guaranteed volume.

With the developing “Yukon brand” being very broad, and currently no specific focus on food, we believe that incorporation into it would be a possible future effort. Currently it is acting as a tourism industry or material product initiative. There is an opportunity to collaborate for the agri-tourism sector.

APPENDIX 2
**REGIONAL
FOOD COMPARISON
CHART**

Current Regional Food Program Comparison Chart

Item	Yukon Grown	BuyBC	Alaska Grown	New York State Grown & Certified	Taste of Nova Scotia [prev. 'Select Nova Scotia']
Visual Identity	✓	✓	✓	✓	✓
Standalone Website		✓	✓	Within gov	✓
Social Media		✓	✓	✓	✓
App			✓		
Print Advertising					✓
Digital Advertising					✓
Seasonal buying guide		✓	✓		
Product/ Producer search	YAA led	✓	✓	✓	✓
Recipes		✓	✓		✓
Retailer directory		✓	✓	✓	
Farmer's Market directory		✓	✓		
Events	YYF & TIAV led	✓			
Content promotion (facts, infographics, stories etc)		✓	✓	✓	✓
Promotional items for sale			✓		
Downloadable materials				✓	

Shown here is a snapshot of recent marketing efforts by regional marketing brands for food. While not from Canada, New York State Grown & Certified is an example of a program that is better funded than others and strictly managed. Taste of Nova Scotia is also included as it represents a similar landscape to that of the Yukon, being relatively isolated from the rest of the country.

Alaska Grown has been a brand for more than 50 years and has strong brand equity among all audiences. Retailers use the branding in their stores, restaurants celebrate on their menus, and consumers even sport branded merchandise such as bumper stickers and sweatshirts.

While it is unrealistic to expedite all of these program elements for Yukon Grown, it provides some direction on what other regions are doing and how Yukon Grown can

APPENDIX 3

PRINT COST ESTIMATES

APPENDIX 3 - Print Cost Estimates

The cost estimates below represent the summer 2020 season print fees. These do not include any marketing or design spend and are subject to change.

Shelf wobblers - Printed 4/0, 3" square or diameter

- Minimum order of 250 units
- 250 - \$3.18 per unit
- 500 - \$2.16 per unit

Shelf Talkers - Printed 4/4 on 80lb coated cover, 6" x 4"

- Minimum order of 100 units
- 100 - \$0.72 per unit
- 250 - \$0.58 per unit
- 500 - \$0.66 per unit

Table Talker (Tent Cards) - Printed 4/0 on 80lb coated cover, 4" x 6"

- 100 - \$59.80
- 250 - \$116.15
- 500 - \$216.20

Window Decals for Exterior Window Surface, 6" x 4"

- 20 - \$2.26 per unit
- 30 - \$ 2.26 per unit
- 50 - \$ 2.26 per unit

Food Packaging Stickers - Printed 4/0, 2" x 1"

- 500 - \$75.90
- 1500 - \$262.20
- 2500-\$428.95

Pop-up Banners for Indoor Use, 31.5" x 83" Printed Insert Size

- 1 to 9 at \$546.00 per unit
- 10 + at \$488.00 per unit

Sidewalk Sign Posters for Outdoor Use, 30" x 40" Insert Size

- 1 to 5 at \$634.80 per unit
- 5+ at \$609.50 per unit



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