



CASE STUDY

PRIMAL PASTURES

OVERVIEW

Primal Pastures sells organic, pasture raised meat directly to consumers online. Animals are raised on site adhering to strict guidelines of regenerative agriculture.

COMPANY GOALS

Sell as much as possible, as quickly as possible.

OBSTACLE → STRATEGY

Premium price

The keystone product is whole chicken, priced at \$10.80 per pound, a whopping 270% more than the leading competitor. The targeted audience includes a wide range of incomes, some making big sacrifices to afford premium meat.

Educate to convert.

The difference between Primal Pastures' meat and the competition resided behind the scenes. Because of the huge price difference, I couldn't let people think they were comparing apples to apples, but rather apples to oranges, and then I made them feel like heroes for buying the orange.

Apples to Oranges

Primal meat is nutritionally superior, adheres to higher standards of animal welfare, and actually improves the environment. I encouraged consumers to compare price per nutrient rather than price per pound, utilized email newsletters and blogs to explain farm practices and developed easy to read comparison charts. I regularly posted authentic photos and videos of the animals, and explained land management practices and benefits.

Heroes Buy Oranges

I rallied customers to feel good about their purchase, as it meant they were nourishing their family, providing better lives for animals, and healing the environment. With that threefold value proposition, price became less of a roadblock and more of an opportunity to contribute to the greater good.

In addition I found recipes to maximize each product, utilized the farm's origin story and promoted bulk discounted items to reach budget-conscious consumers.

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OBSTACLE → STRATEGY

Inventory management

Products are grown, not made. When chicken breasts sell out, it takes up to 12 weeks for the next batch of chickens to reach market weight and be processed. Moving through off-cuts like organs and bones is essential to maintaining sustainable profitability.

Maintain presence and identify new targets.

I utilized a wide range of tools to grow a community of engaged followers and convert them into customers. Through social media, I introduced followers to the livestock guardian dogs by name, shared intimate moments of a lamb's first steps, and authentic stories of mishaps during morning chores (yes, I was up at 6am to capture them). Even if the shop was out of stock, I kept the farm top of mind so customers were eager to buy as soon as product became available.

Rather than convincing a boneless skinless chicken breast customer to start cooking pork liver for their family, I identified and captured a community that was already seeking it out. I partnered with a raw feeding instructor to build packs of organs and bones for raw dog food. I studied the basics, got involved with the community and started feeding the farm dogs raw on a regular basis.

I cross promoted with influencers, shared stories of feeding the farm dogs and wrote blog posts on how to get started. Once I captured the attention of local feeders, we sold out of beef and pork offal in record time and began a sustainable way to close the gap and sell through the whole animal. We also found 2 year old pork hearts in the back of the freezer, a formerly unmovable product, now in high demand.

OBSTACLE → STRATEGY

Evolving marketplace

The target audience is easily swayed by nutrition research and trending diets including paleo, keto, lectin-free and GAPS to name a few.



Increase engagement and anticipate solutions.

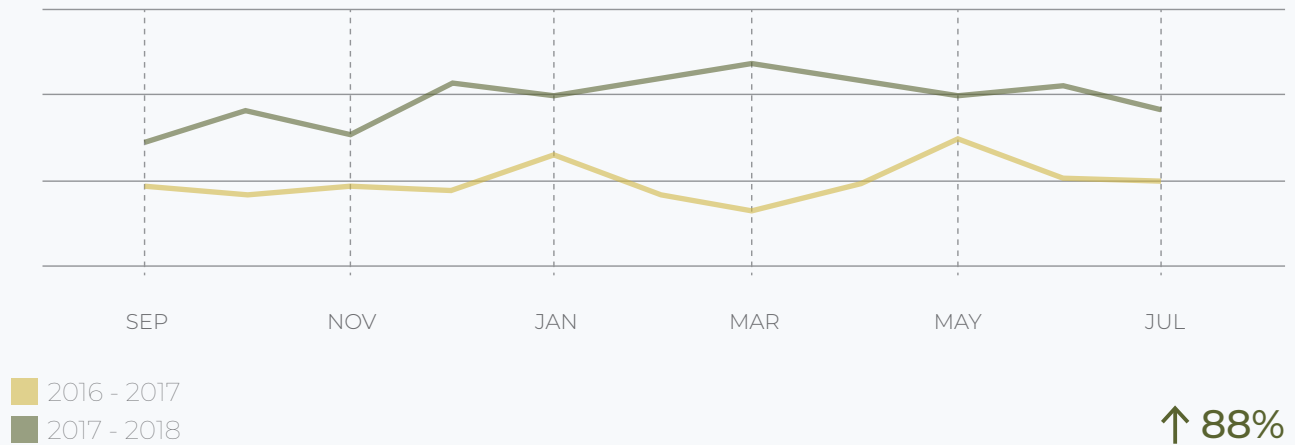
I stayed up on industry trends to capture the attention of new customers. When lectin-free diets grew in popularity, I wrote blogs and email templates explaining which of the farm's animals eat corn and why. I sparked and managed discussions on hot topics like slow growth chickens and Monsanto lawsuits. I studied the GAPS diet and created a pack specifically for those struggling with gut health. I saw each new trend as an opportunity to expand on the farm's value and develop solutions to anticipated needs.

Although I was interested in nutrition and sustainability before I took the job, I had to learn quickly to convert customers in an industry that was new to me. Within a couple months I could hold my own in lengthy discussions and was able to train a new hire to do the same. I kept up with industry news, dove into research, and regularly got out in the field to learn firsthand. The better educated I was, the better I could educate and sell.

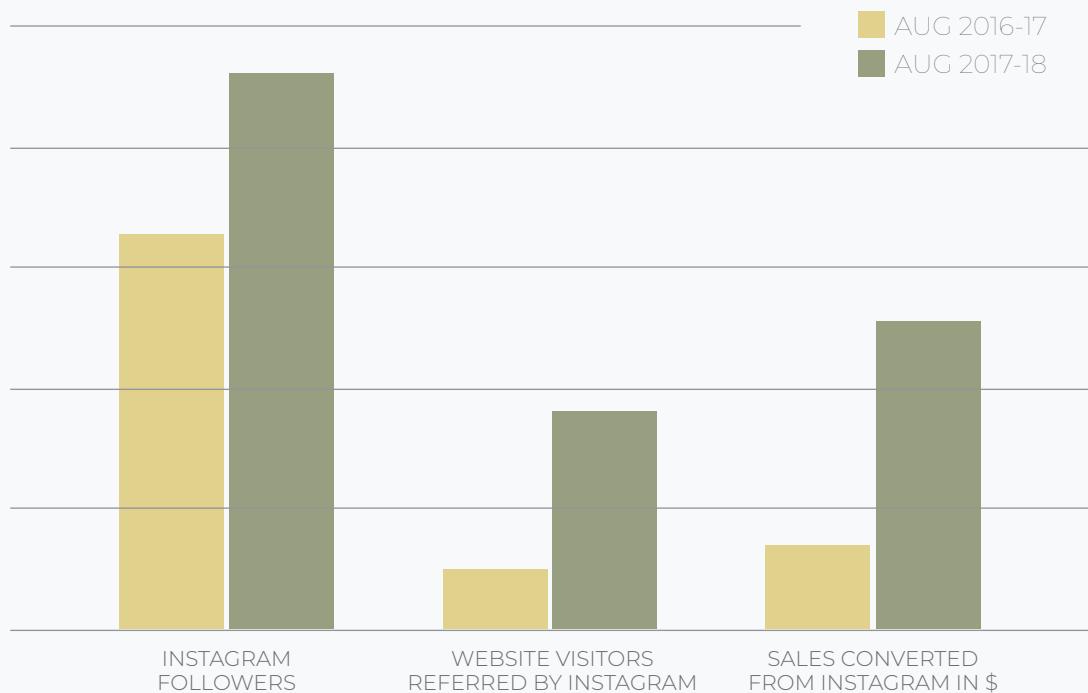
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I worked with Primal Pastures from September 2017 - August 2018. Here's what happened.

TOTAL SALES



INSTAGRAM CONVERSIONS



GET IN TOUCH

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