



- Don't under-price your product. Attributes such as "sustainably produced" are perceived to be superior products to consumers because they may be more environmentally friendly, humanely produced, or are produced on family farms. Patronizing local farmers ensures that the local economy is stimulated. Salatin suggests that producers set a rewarding and satisfying gross margin and then stick to it. This will allow the producer to build a customer base with clients who appreciate the product for what it is, not for what it costs.
- Don't try to satisfy all customers' needs. Take into account the time and extra effort that may be needed to accommodate their requests.
- Keep accounts receivable low. Operate on a cash and carry basis as much as possible.
- Product quality: For example, when the producer maintains control of the animals and raises them, it should be easier not to compromise the quality of the meat.
- Customer loyalty: When the consumer knows the producer personally, the relationships built between them, both emotional and physical, are not easily broken. Good sellers know and use their customers' names. Loyalty helps bring in repeat customers. The greater the loyalty and satisfaction, the higher the likelihood of repeat business, even though the product may be available at the grocery store at a cheaper price.
- The producer has to remember that the first rule of business is that the consumer is always right, but in some cases a sale might actually cause a negative gross margin. If a consumer is not a good patron, the producer should consider not selling to him/her.

Direct marketing has a unique characteristic that depends on building relationships with the customers. In fact, the term "relationship marketing" has been used to describe the best methods of direct marketing for family farms. Salatin suggests these marketing tenets:

- The producer has to tell the consumers why the products are different from those bought in the grocery store.
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