

# Marketing Dairy Products

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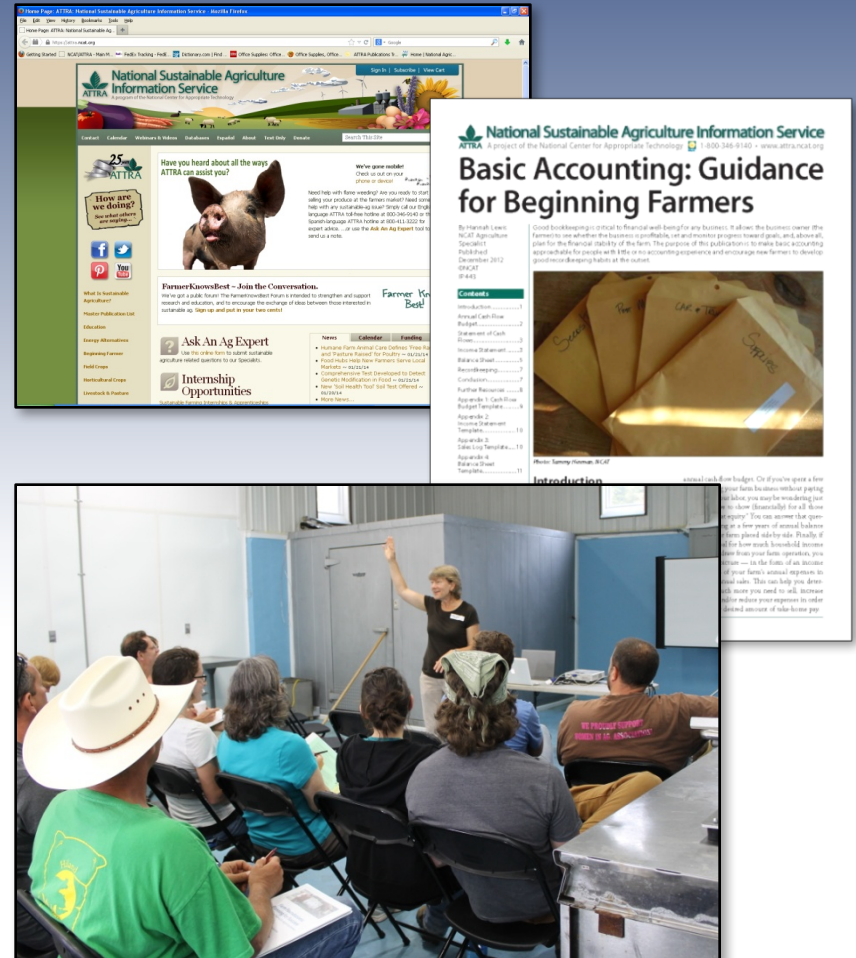


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# What do you want to know?



# Today's plan

- Briefly discuss marketing
- Veronica will tell the story of her business
- Linda will show several excellent resources, and provide handouts
- Questions following the next presentation







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Mission, goals, labor  
Maple Gorge Farm, Prairie Grove, AR



Creation and present status 1998-2017  
Bloomsdale, Missouri U.S.A.



Baetje Farms LLC



# Marketing questions

Who? What? Why? Where? When?



# Marketing questions



Photo: Courtesy of  
Veronica Baetje



















# Marketing questions:

- Who?—are your customers? Think about their age, income, where they live...
- Why?—why them? Are there any other groups you could sell to profitably? And, why your product?
- What?—are you offering? Physical product, of course, but what else? (hint: we can't compete on price, so what other advantages are we offering?)
- How?—do you reach your customers?
- When?—is the best time to sell? Is there a seasonal aspect?





Resources:

list,  
checklist,  
Langston chapter 1.

Get those at the end.



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*Helping people by championing small-scale, local, and sustainable solutions to reduce poverty, promote healthy communities, and protect natural resources.*

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Creation and present status 1998-2017  
Bloomsdale, Missouri U.S.A.



# Baetje Farms LLC



The inspiration behind Baetje Farms began in 1998 with the inspiration of one goat..."cookie" The ability to collect her milk daily and begin the art and science of cheesemaking provided the foundation and passion of our business today.





# Baetje Farms Cheese. Local. Fresh.

Bloomsdale, MO

When you buy local it supports your local farmer, the local economy, gives you fresher choices and is healthier for the environment.



Garlic and Chives  
Three Pepper  
Bloomsdale



Sainte Genevieve  
Herb de Provence  
Cherbourg  
Fleur de la Vallee



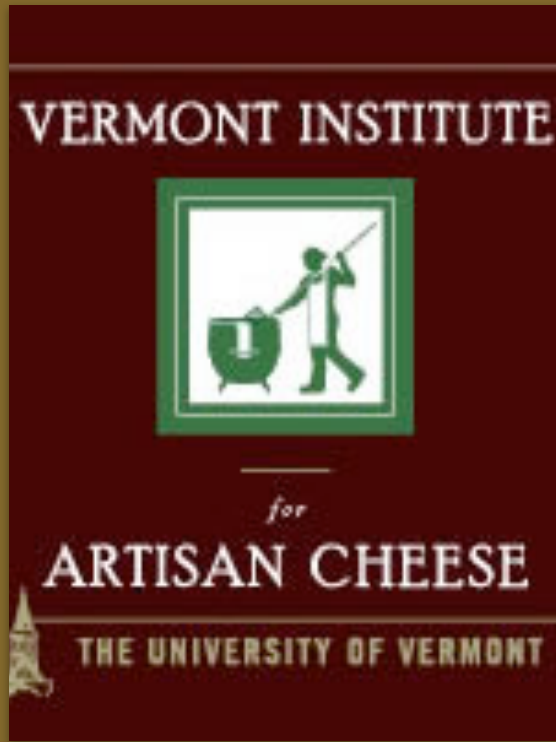
From 1998-2005 much time was spent studying and learning everything that could possibly be learned about goat husbandry and cheese making. Weekly trips to the library and reading many books on cheese making and goat herd health. Not surprisingly many of these books referred to work and study that had been done in France.



In 2005 the planning and designing of our facility became a reality. Renovation began on an existing 1912 barn on our property and our cheese making facility was added to the structure.







I attended the Vermont Institute of Artisan Cheese and completed the Advanced Cheese making Certificate courses. I also traveled to River Falls, Wisconsin and took several courses on cheese making at their University....Here in the United States we have very few places to go to study the art and science of cheese making.



As our cheese making facility was becoming a reality and construction was underway I was overwhelmed with which cheeses I wanted to make. There were so many! I was in my heart naturally inspired by everything I had read and studied regarding the cheeses of France! I began consultanting with master cheesemakers in the United States and Canada and started to create our recipes.





The time spent in actual hands on daily engagement overseeing every aspect of cheese making from proper dairy goat health, sanitation of equipment, milk processing, cheese making, affinage...provided a complete understanding of the very important fact that quality cheese comes from quality milk and the care of the animals, the care of the milk, the skills of the cheesemaker are all married together in the single cheese. If any of these points are neglected the outcome will fail.



At this time we manufacture 5 types of cheese and as the seasonal milk increases it may be as many as 9







BLOOMSDALE: our “valancay” type cheese has won Super Gold at the World Cheese Awards in the UK four times, 2011, 2012, 2013, and 2014, in addition to several awards at the American Cheese Society. It is a favorite among many of our customers.



MIETTE: Our newest bloomy rind cheese made with a mix of sheep and goat milk. This cheese has flavor notes of slightly sweet yeasty bread dough waiting to be baked and the aroma of a well developed Chardonnay. It has won SUPER GOLD at the World Cheese Awards in 2015 and Silver in 2013. A large percentage of this cheese is shipped and sold in the California and NYC area.





Fleur de la Vallee, a washed rind cheese made with a blend of sheep and goat milk. This cheese has a semi-soft smooth paste, flavor notes of toasted bread with butter, meaty bacon and eggs, and faint notes of toasted onion. The aroma of this cheese is complex with notes of fermented wheat, beer and yeast.





# Coeur du Clos

Coeur du Clos: made with a blend of sheep and goat milk. Aromas of mushrooms combine with woodsy earthy notes. Inspired by camembert this cheese has placed second at the American Cheese Society 2013.





COEUR DE LA CRÈME: is our version of chevre. It is shaped by hand into 5 ounce hearts and seasoned with various fruits and herbs.





Baetje Farms located in Bloomsdale Missouri is part of the Mississippi River Hills region. A fertile area of hills, valleys, farmlands and forest. It is an hour south of St. Louis.









It takes a team...





# The stars of the show...





# QUESTIONS?

