Delmarva Shore to Store

Niche Marketing Campaign
For Locally Grown Produce

Delaware

Maryland

Virginia

OCEANSCAPE
Rick's Market
64th Street
Ocean City, Maryland
Rick's Market

Direct Store Delivery

- Began in 1987
- Over 100 produce farmers
- Over 100 grocery stores

Big Produce Picture for Delmarva

50,000 plus acres of produce are grown on the Delaware, Maryland and Virginia Eastern Shore.

70% of the produce is grown for the Fresh Market.

Grocery sales of local produce
total over $2 million each year and growing.

Where Freshness Counts

Participating Stores	Non-participating

▪ Food Chains
  ▪ Acme
  ▪ Fresh Pride
  ▪ Giant
  ▪ Super Fresh
  ▪ Wal Mart
▪ Individually owned
	Food Lion

Store Incentives

- Store Contests
- Promotional Materials
- Radio Promotions

Other Marketing Opportunities

- Farmers' Markets
- Roadside Farm Stands
- Processors
- Packers
- Auctions

10 Reasons to Buy Locally Grown Produce

- Taste better
- Better for you
- Preserves genetic diversity
- Supports the local farm families
- More likely to be GMO-free
- Builds the community
- Preserves open space
- Keeps your taxes in check
- Supports a cleaner environment
- Builds for a better future.

Thank you!

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