



On a recent visit to Critchfield Meats Family Market, I was able to talk with Ashley Faulkner about dairy products and how to market your product to buyers such as Critchfield.

Tip #1: Come talk to Critchfield! Give them a call or come visit the store. They are always looking for new local producers to support and if you think your product should be in their store, let them know.

Tip #2: If you sell cheese, for example, make sure your packaging stands out from the rest. We are all in the same game of supporting local but you still want your packaging to be different from your fellow cheese makers.

Tip #3: Take advantage of their seasonal impact events that showcase local producers. Participate in sampling or if you have promotional items offer to provide support for combined giveaways to increase your brand awareness.

Tip #4: If you are not already a Kentucky Proud member, join the program to gain many benefits the Kentucky Department of Agriculture has! If you need help with shelf presence, apply for the POP grant for advertising, marketing, and point of purchase assistance!



 [www.critchfieldmeats.com/](http://www.critchfieldmeats.com/)

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