

A close-up photograph of a red wattle hog lying in a bed of straw. The hog has a reddish-brown coat and large, upright ears. It is looking directly at the camera. The background is slightly out of focus, showing more straw and a wooden structure.

SPRING 2021

RED WATTLE HOG ASSOCIATION NEWSLETTER

Image courtesy of The Copper Penny Farm

New Life Abounds - and some changes too!

This newsletter is going to be somewhat different in that it is coming to you in two forms. One will be in print and the other via your listed email account.

In 2019 the RWHA board had voted to change our way of doing newsletters to an electronic platform. The cost of printing, postage, labels and the time to put together the printed copies were getting going up. The last newsletter cost us \$164 just to print the 100 copies. That doesn't count the postage! Joe McCabe, the Vice President of the RWHA set up a MailChimp account for us. This allows us to send out the newsletter to each member of the association that has a listed email address.

Please look out for both email and printed copies. If you get one and not the other, please let me know so that we can edit our list and make sure that you will be getting future correspondence from us. Just drop me a line or give me a call and let me know which version that you are missing, also if you would like me to add an email address for you I can do that. The email address that we use doesn't necessarily have to be the one that is listed on your listing. Those of you with no email address listed will still get a printed copy at this time and you will still find a copy of the newsletter on the website (www.redwattle.com) under the tab labeled "RWHA newsletters".

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Image courtesy of Keith Clinker

RWHA Tax Status Questions

I had a couple of questions this year about our tax status. This simple question caused quite a lively conversation. While I don't have much information to share at the time of this printing,

I can tell you that I am working on it. I have a request into the IRS for clarification and documentation and as soon as I hear something I will let you all know via email.

I will email the information to members via the MailChimp account. I was told by the IRS agent that I contacted that it could be some time before I had any real information to share as there is no person to talk to and the inquiry had to be done through the mail, so please be patient.

"Agriculture is the
most healthful,
most useful and
most noble
employment of
man."

GEORGE WASHINGTON

Membership Updates

The quarterly report for the period that ended in March 2021 stated:

We have added 32 pigs under 6 months to the registry, 16 pigs over 6 months and transferred 12 to new owners!

The report also says that there were checks still being made out to for the RWHA for these registrations and transfers. **Please remember that your checks for registrations and transfers are sent to the Mountain Niche Registry, are to be made out to Mountain Niche Registry. If you are sending a check for membership dues, those checks are to be made out to the RWHA and sent to me at PO Box 275 Wykoff MN 55990.** Checks sent to Doug that are made out to the RWHA are always delayed in getting to the bank and clearing your account.

Membership numbers: While the deadline to renew memberships has passed, new and lapsed members are welcome to join at any time. As of this writing, our membership numbers stand at 81 and our bank account has \$15,428.34 as of the end of April 2021.



A tale of three little pigs....

This past quarter has seen a great cooperation between 3 of our members. New member Dustin Rice of Yamhill Oregon wanted to start a herd of registered Red Wattles in Oregon.

He found a small trio of hogs from retiring member Vince Richter of Richter Farms in Abbeville AL. The money and logistics was a problem. Dustin couldn't afford to leave his farm for very long and the cost of professional transport was an issue, Vince had taken another job out of state and couldn't transport to Oregon. Danny Prater to the rescue!

Danny, from P & A Farm in Leroy MI was buying some piglets from Vince and was willing to haul Dustin's hogs to a meet up point along the highway of Indiana. This cooperation between three members has saved these hogs from disappearing out of the registry.

If you are looking for pigs, reach out, there may be a member that is heading that way and has the room to separate to allow for bio-security. Will it always go smoothly? Probably not but it can work if you are all on the same page.

Lessons were learned in this instance that will be remembered and passed along to others but it was a great demonstration of members helping members when they could.



Pictured are Danny Prater with Viki Richter.

Suggestions?

If you have any comments or suggestions for the board, we are happy to hear from you and put your suggestions up for board consideration. You will find our contact information on the Red Wattle Hog Association website (RedWattle.com) under the "Contact Us" tab!



Pictured are Jonathan and Beth Mast

Member Article . . .

This newsletter will feature an article by a member Jonathan Mast, of Butler Creek Farm in Fremont, MI (butlercreekfarm.com). Jonathan supports his Red Wattle addiction by working as a digital marketing strategist! He was kind enough to share his expertise with this article and we are grateful for his generosity.

This is also an invitation to all members to contribute to the newsletter! This is YOUR association, share your story, your pictures and your ideas on how to make it better.

Farm Marketing 101 – Creating Your “10 Second Marketing Message”

Do you ever wonder how to let your potential customers know that your farm has amazing, locally grown products available for them to purchase?

Have you ever had a customer wonder why your Red Wattle pork costs more than a hog from the local livestock auction or more than the prevailing “market price?”

While there are many questions that come up when we think about marketing our farms and our farm products, a few basic best practices can help you reach your potential customers and help them understand why your farm products are a great value to them. This article will be focused on the first of those basic best practices and how you can take action today to get your farm marketing kickstarted.

For the purposes of this discussion, I'm going to take that “dangerous” step of making a few assumptions about your farm. Here are the things I'm going to assume:

1. You have a name for your farm
2. You have some farm products to sell, and
3. You've taken care of the “legal stuff” like determining if you need to be incorporated, and that you have the necessary permits or licensing (as applicable) to keep the local, state and federal authorities happy.

(continued . . .)

Farm Marketing 101 - continued

Based on these three assumptions, the question is then "What can you do to market your farm? Be found by your potential customers? And convince them to purchase your amazing farm products?"

You need to start by creating a simple message that will resonate with your potential customers. A message that helps them understand why they should buy products from you and how they would go about doing that. I call this your "10 Second Marketing Message."

Why 10 seconds? Good question. Your customers are being bombarded with information all the time and their attention span is shorter than ever. Until they know you and desire to learn more about you, it's not reasonable to expect more than about 10 seconds of their attention. That means you have 10 seconds to get their interest and help them understand why they should invest more time in building a relationship with you and your farm.

Let's get started on creating your farm's 10 Second Marketing Message.

To begin with, I recommend you answer these four simple questions:

1. **What problem do you solve for customers?**
2. **What will your customers life look like if they buy your product?**
3. **What consequences does your product help customers avoid?**
4. **What does someone need to do to buy your product?**

A few guidelines as you answer these questions:

- **Don't be cute – be clear. Remember – a confused customer never buys. Keep your answers concise and simple.**
- Note that the question talks about a single problem or product – not multiples. This means that you should answer these four questions for each product you sell and for each problem you solve for your customers.

Once you've answered these questions it's time to take that knowledge and put together your 10 second marketing message. **Your 10 second marketing message is a simple, repeatable message that will resonate with your potential customers and help them understand why they should purchase your products.** The four questions you just answered will help you put this 10 second marketing message together.

Now it's time to craft your 10 second marketing message. It's simple, just follow these three simple steps:

1. State the problem your customer has.
2. Share your solution to that problem.
3. Tell them the one or two results that they can expect.

(continued . . .)



Image courtesy of Jonathan Mast

Farm Marketing 101 - continued

A sample might look like this:

The Problem

- Most families lack the time and resources to find the best, local sources for healthy food to feed those they love.

Your Solution

- At (INSERT YOUR FARM NAME HERE) we raise heritage chickens and pigs, free ranging and frolicking on pasture – as nature intended

The Result(s):

- so you can feed your family sustainably raised, healthy pork, chicken and eggs.

Then you can put it all together to get your 10 second marketing message:

"Most families lack the time and resources to find the best, local sources for healthy food to feed those they love. At Butler Creek Farm we raise heritage chickens and pigs, free ranging and frolicking on pasture – as nature intended so you can feed your family. Sustainably raised, healthy pork, chicken and eggs."

Once you have your "10 second marketing message" you can now start using it when you post on social media, on your website, in your email messages, at the farmers market . . . and keep repeating it until people start remembering it. **Remember, studies show that a person needs to hear your message 14 times before they will take action on it.**

(<https://mission-minded.com/when-it-comes-to-your-message-how-much-is-enough/>)

Congratulations! You've completed the first step in marketing your farm to your customers.

Want to know more? Ask the RWHA for more articles like this or feel free to check out my video blog at jonathanmast.com or my Facebook page at <https://www.facebook.com/jonathanmast.marketing>

About the author:

Jonathan Mast is the Founder of Valorous Circle, a website and digital marketing company in Grand Rapids, MI. Jonathan and his wife Beth have a small farm in Michigan, Butler Creek Farm (butlercreekfarm.com) and raise Red Wattle hogs, chickens, rabbits and Nigerian Dwarf goats. Jonathan maintains a video blog focused on digital marketing at JonathanMast.com and regularly contributes to ValorousCircle.com. He can be reached at jonathan@jonathanmast.com.



Image courtesy of Butler Creek Farm

Last but not least . . .

Here is the link to a calculator designed by Cornell University that will help you in pricing your meat so that you make a fair income on your investment.

You would be surprised as to what people do and do not count toward the cost of raising our hogs to get the to the table of our customers. Don't cheat yourself! A premium product deserves a premium price! You will also find other great information on this site.

[Cornell Meat Price & Yield Calculator \(meatsuite.com\)](https://meatsuite.com)

P.S.

Do you love taking photos of your Red Wattle Hogs? The RWHA would love to use some of those photos in upcoming newsletters. If you have any images that you're willing to share for use in the newsletter (please note these need to be images that you have taken yourself - for licensing reasons) please send an email to redwattles@hotmail.com. Please don't email images - instructions will be provided if you're willing to share.

Thank you in advance!!