

Marketing Cheesemakers to Help Farms



CheeseTrail.org

Cheese Trail Map - Start Small

Non Profit Project:

Under umbrella of
Marin Economic Forum

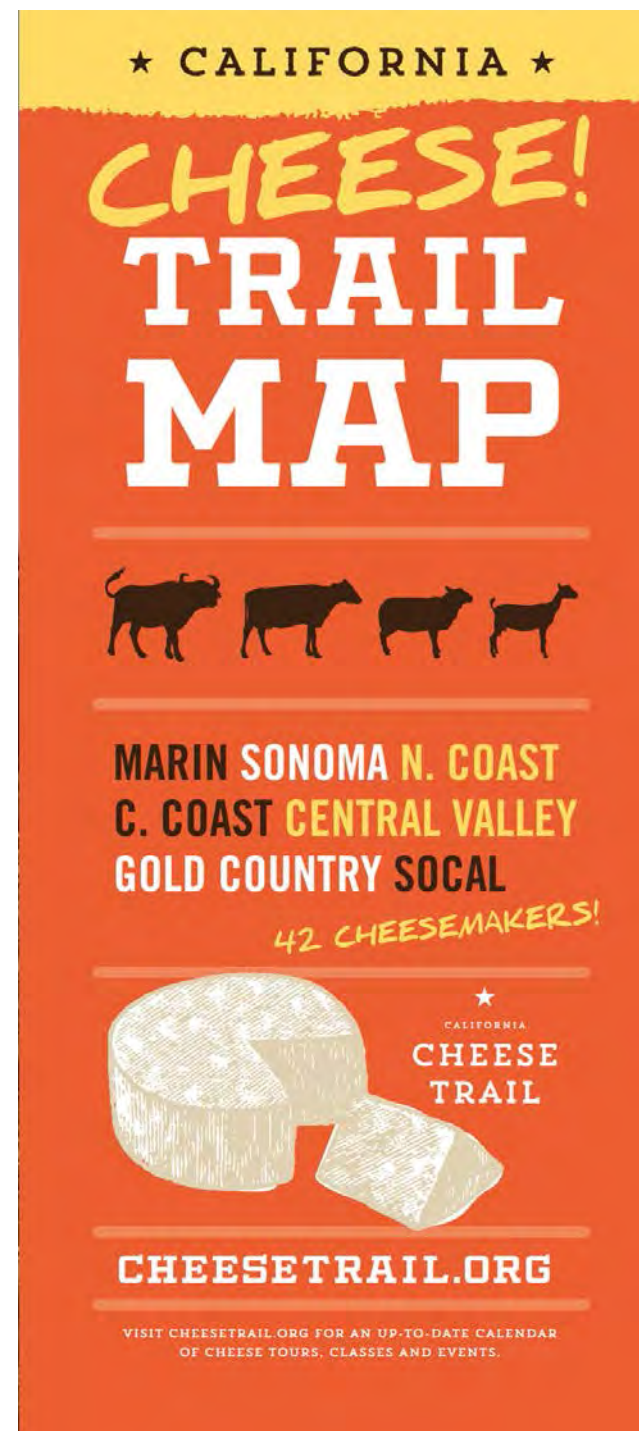


25 Cheesemakers

25%- 75% Increase in Sales

70% are farmers

- Expanded to All of California
- 42 Open (or by Appt) Cheesemakers
- Increased Advertising
- Updated Website & App
- Event Listing – Add your Event
- Annual Budget: \$16,000-\$20,000



Partnering

- Cheese Trail Partners
 - Marin Convention & Visitor's Bureau
 - Whole Foods
 - California Milk Advisory Board
 - Marin Agricultural Land Trust
 - California Artisan Cheese Guild
- How to Get Them
 - Like Minded
 - Trade (Expand their reach, storage, mailings)
 - Ask

Current Status & Next Steps

- Website, PDF Map Download, App, Print Map
- Distribution – 400,000 print maps, 7,000 app downloads, 5,000 monthly unique web visitors
- Advertising – Web, App, Print Map
- Event Promotion
- Next Steps – Photos, Regional Map, asking cheesemakers what are their needs.

Eat (or Wear) More Cheese

