

Direct to Consumer Marketing

Iowa Aquaculture Conference
January 2022

katie.olthoff@choplocal.com



\$82.5B

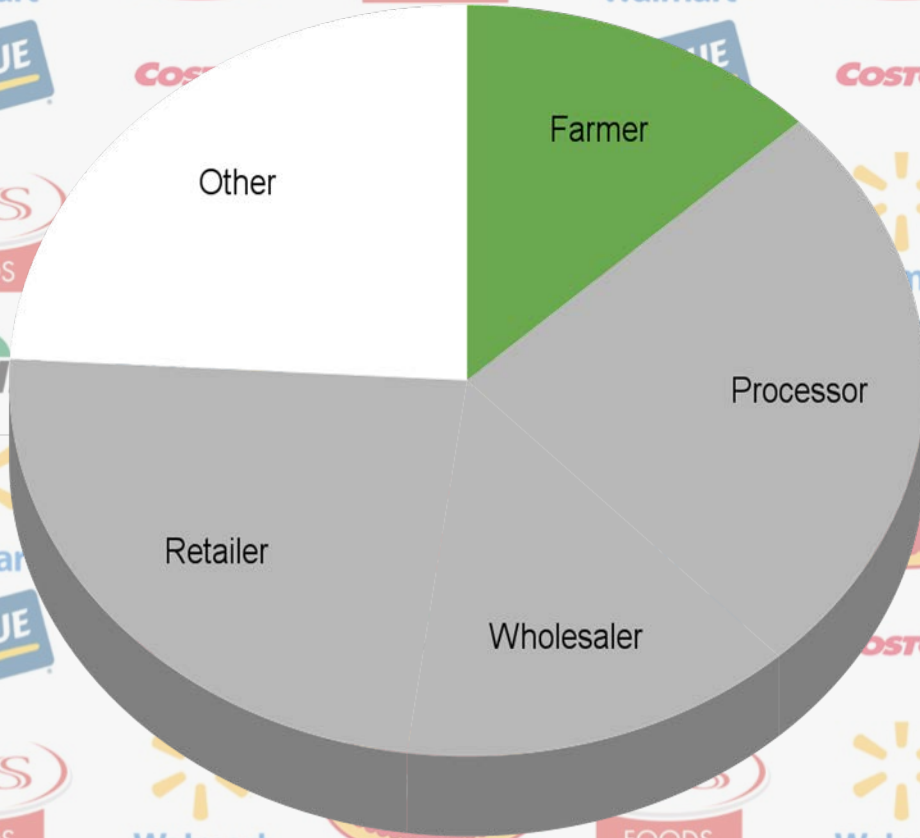
Meat sold in the US in 2020

\$10B

went to America's **964,000**
Livestock Farmers

\$52B

went to processors,
wholesalers and retailers

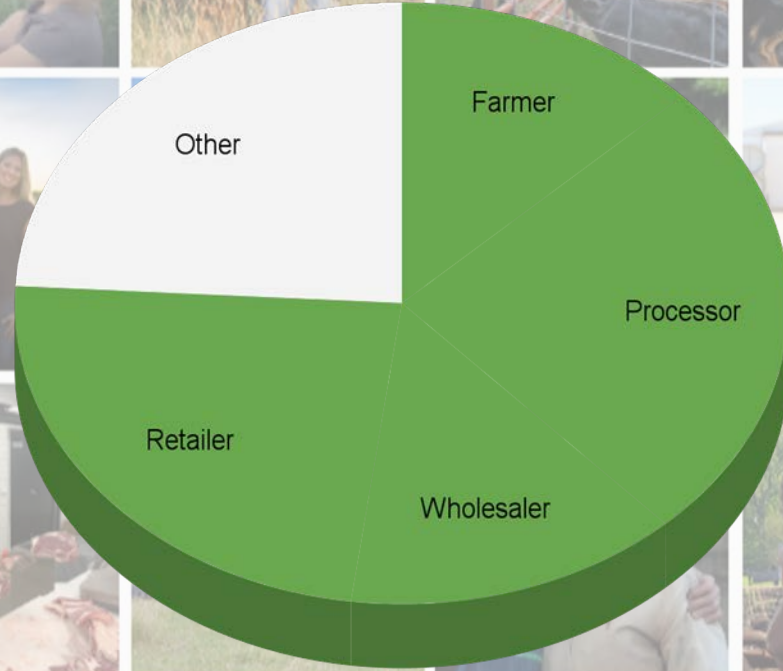


ChopLocal

Meet Your Meats

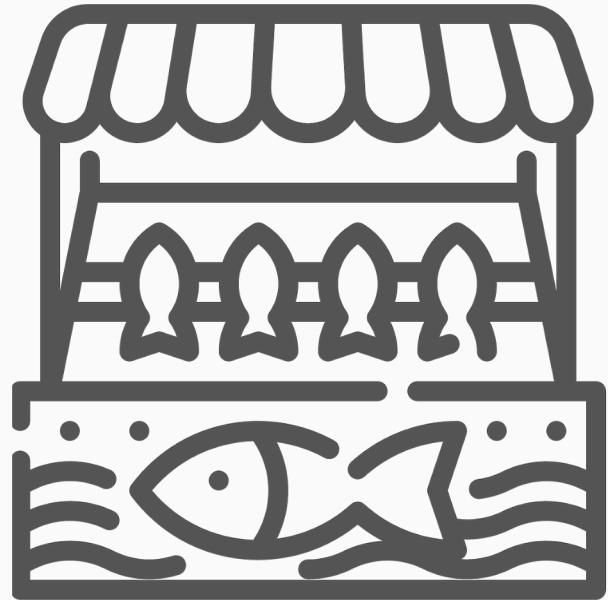
An Alternative Meat Supply Chain

Putting more of the food dollar in the hands of farmers, small processors, and rural communities through Direct-to-Consumer marketing.



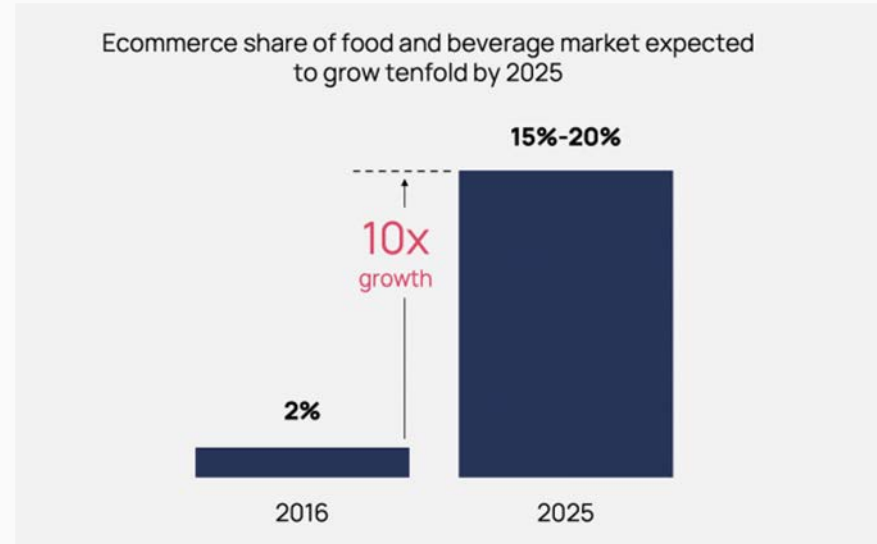
Direct to Consumer Marketing

1. What is D2C Marketing?
2. Regulations
3. Ecommerce
4. Shipping
5. Marketing
6. Is D2C right for you?



What is Direct to Consumer Marketing?

1. No middleman
2. Capture more margin
3. Ecommerce = easier



Regulations

NOAA

Iowa DNR

Iowa Dept. of Inspections and Appeals

- Seafood HACCP
- Food Establishment or Food Processor
- Warehouse License

Questions:

- Can you move fish across state lines?
- Can you move processed fish across state lines?

Ecommerce

Requirements	Initial Cost	Monthly Cost
Website	Up to \$5000	Less than \$100/mo
Online Store	Up to \$1500	Up to \$300/mo
Payment Processing	None	~ 3% of sales

Shipping

1. Fresh or Frozen?
2. Ground or Air?

Cost: \$25-35/Order

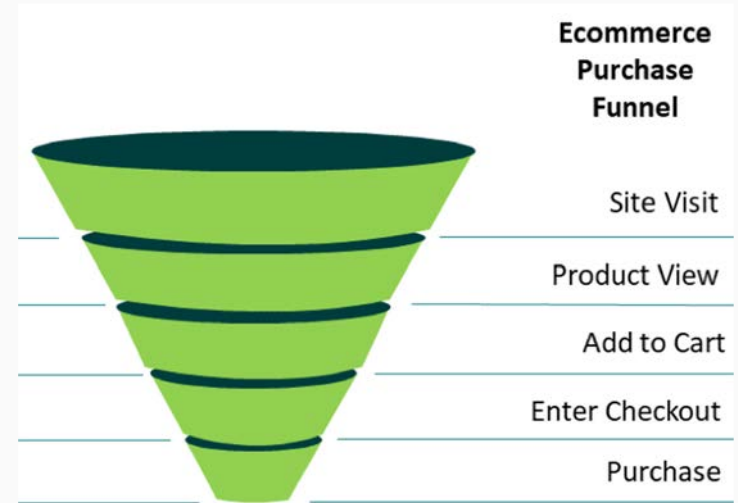


Marketing

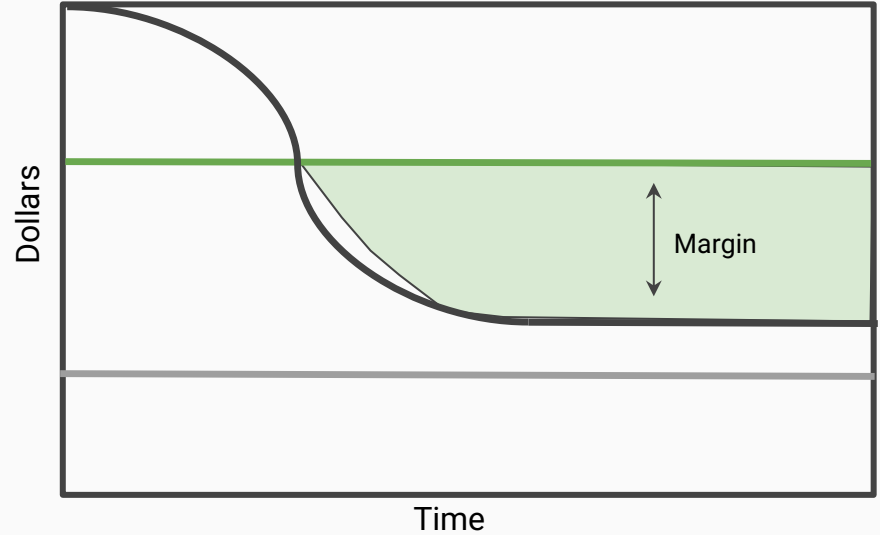
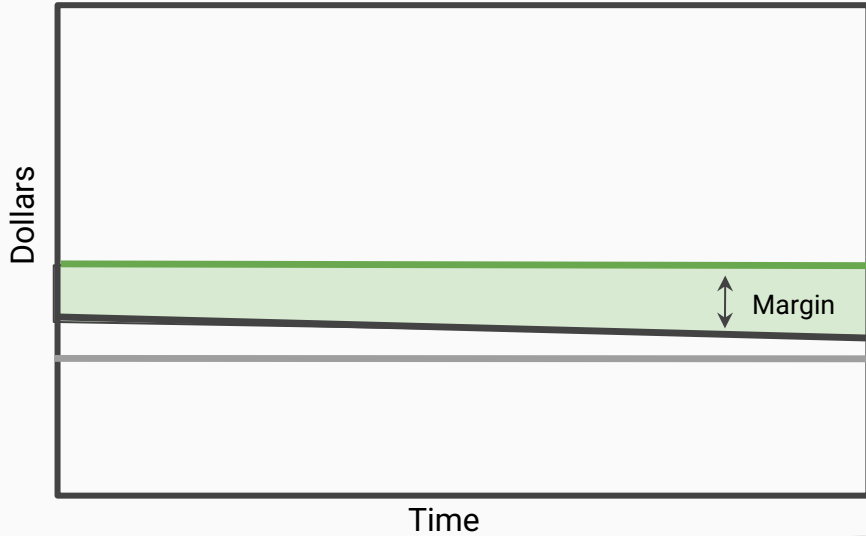
Marketing is an investment.

Key Performance Indicators:

- Customer Acquisition Cost
- Average Order Value
- Customer Lifetime Value
- Ecommerce Conversion Rate



Is D2C Right for You?



- Production Costs
- Marketing Costs
- Gross Revenue

How ChopLocal Helps

➤ Ecommerce

- Online Store & Payment Processing
- No Website Necessary

➤ Shipping

- Discounts
- Training

➤ Marketing

- Marketplace improves KPI's

ChopLocal Shop by Farmer or Butcher Beef Pork Other Meats Accessories Shipping

Categories Search products Account Cart

Buy Local Meat

directly from farmers and butcher shops.

You Shouldn't have to Choose between Local and Convenient.

The ChopLocal marketplace was designed to help you find farmers and butchers with great-tasting meat.

Country Breakfast Sausage (with a little heat)	Dairy Cheddar Sausage	Beef's BBQ Beef Saus	Whole Steer	Berkshire Pork Chops (1/2 pack)	All Beef Summer Sausage
\$6.00	\$7.50	\$25.00	\$17.00	\$8.49	\$8.00

20+ Farmers and Butchers
400+ Products
Something for everyone!



Chop Local
Meet Your Meats

(515) 230-4470 | katie.olthoff@choplocal.com | www.choplocal.com