

BLUEBERRY MARKETING SUCCESS STORIES – GROWER PANEL

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Parlee Farms is a 93-acre pick-your-own fruit, vegetable and flower farm located in northeastern Massachusetts. We are open from June through October. Blueberries cover seven acres. Plantings began in 1991 and significant blueberry production began in 2000.

Our Marketing Strategy consists of growing the best product possible, advertise to reach the audience we want to visit the farm, and to provide the overall ‘farm’ experience.

Growing

1. Perfect Soil Conditions
 - Merrimack River sandy loam
 - pH
2. Varieties of Blueberries
 - 10 varieties ripening between July 10 to September 10
3. Pruning
 - Yearly, detailed pruning as small branches give small berries
4. Overhead Irrigation for Frost Control
 - Farm not on a hill and is susceptible to frost
5. Drip Irrigation
6. Netting
7. Mulch
 - Wood Chips
8. Grass Rows
 - Perennial Rye Grass

Advertising

1. Cable Television
2. Newspaper:
 - a. Regional Section of Boston Globe
 - b. Local Newspapers
3. School Tours in Fall
4. Brochure with Harvest Schedule available at Farmstand
5. Website
 - a. E-Newsletter sent out about six times a year
6. Word of Mouth – the best!

Farm Experience

1. Pick-Your-Own
 - Needs to cover the cost and the 'free' aspects of the farm
 - When excess supply exists, volume discounts offered
2. Farm Stand
 - Prepicked Blueberries by the pint
 - a. When excess supply exists, ½ flat (6 pints) offered at a discount
 - Jams made with our fruit: Blueberry Jam, Burgundy Jam (blueberry and raspberry), and Triple Berry (strawberry, blueberry and raspberry)
 - Blueberry Bread & Blueberry Scones – made from scratch on site with our own fruit
 - Prepicked Vegetables (our own and local)
3. Ice Cream Stand
 - Blueberry Ice Cream
 - Blueberry Crumble
 - Fresh Fruit Frappes and Smoothies
 - Fresh Fruit Ice Cream Sundaes (Blueberry, Burgundy and Triple Berry)
4. Animal Barns
 - Eight Handwashing Stations with water, soap & paper towels at entrance/exit to area
 - Public not allowed in pens with animals
 - Double fencing with holes in fence to feed the animals
 - Pens are cleaned frequently
5. Picnic Area
 - Separated from the Animals Barns by a fence
6. Bathroom Facilities
 - Port-a-potties
 - Permanent Structure being planned