

# Opening the Door to Grove Retail Sales

---

Your Presenter

Rob Whyte – Gooramadda Olives

# Overview

---

- Making a viable living from grove retail sales
  - What is your objective
  - Labelling
  - Your presentation
  - What you sell



# Firstly – A little background

---

- Rob and Melanie – Moved from the edge of Sydney to Rutherglen
  - Liked the area – great people, great wines
  - Property had a great view
  - Olives came with it
  - This might be a good lifestyle change
  - Zero background in agriculture / no knowledge of olives





# Set Yourself Objectives

---

- Some you will meet quickly, others take more time
- Business objectives versus personal objectives
  - Make a fortune selling olives and oils
  - Get your hands dirty – become more practical
  - Escape long hours of corporate life
  - Enjoy yourself





# Our Objective?

---

- Be the best tasting experience in the region
- Pay the bills
- Enjoy the experience





# The On-site store vs markets

---

## Markets

- Small outlay – tables, marquee
- Vulnerable to weather
- Limited largely to sales in set timeframe
- Stock range is limited

## On site store

- Shop can be significant outlay
  - Trade from processing facility
- Customers know where to find you
- Wide stock range can be carried
- You set your trading hours
- If next to/part of home you are not tied to store if no customers



# Gooramadda Shop

---





# The Power of Being Small

---

- Answerable to yourself
- Come up with new products and try them out
- Production runs can be as tiny as you like
- Print your own labels or use short run facilities like Vistaprint
- Try different labels to see what works
- Invite your customers to give feedback – develop your products



# Getting to your store

---

- How do you customers find you.
  1. Signage on street – sign on property, brown tourism signs
  2. Reference from other businesses – tourist attractions, accommodation providers
  3. Internet – Tripadvisor, Google My Business
  4. Brochures / advertising – potential to share costs with other businesses
  5. The Media
  6. Your existing customers



# The Media

---

## Free Advertising / Featured Stories

- What stories do you have to tell?
- Build your list of contacts
- Politicians want to get in on the act
- Example - New York International Olive Oil Competition



# Labelling

- Free Graphic Design vs graphic designer
- What do you want the label to convey
- Paper labels vs Poly labels
- Minimise design variations to keep printing costs low
- Round containers easier to apply to than other shapes





# Example

Use of overprinter to customise labels  
One label for different types –printing costs minimised  
Allows for new products



Clearly identify what the contents are



Enter competitions where medals are already printed – keeps medal costs low





# Presenting to the Customer

---

- Sell yourself, sell your product
- Understand your product is more than the physical, it is the experience
- How do tastings get handled? Help yourself versus a guided tour
- Review what key messages you want to convey and how to share them in 30 seconds
- Be creative in how you present your products eg naming, labels, combinations



# The value of AOA Certification

---



- AOA Certification is a great conversation starter with your customers
- Explain what it means to be Extra Virgin and even discuss what is involved in being certified
- This alone will distinguish your oils from the bulk of supermarket supplies plus conveys to the customer you have a good appreciation of your product.



# Your Product Range

---

- The perils of too small a range
- Finding complementary products to supplement yours
- How do you fit in with your region
  - Eg if your region is known for something do you have products to reflect that



# Pricing

---

- Your product is more than a bottle of oil or jar of olives
- Compare to boutique experiences, not the supermarket
- Customers are paying for your story and their experience with you



# Don't Be Afraid

---

- Don't be put off trying something because others have failed
- Learn from your mistakes
- Have fun doing it.