



HOW TO LAUNCH A MEAT-SELLING NEWSLETTER

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When executed correctly, newsletters become one of the primary drivers of sales in your farm-to-table meat business. Why email newsletters? First, 85% of all farm-to-table products are sold through email, not through a sign at the end of the driveway or hunkering down at Farmers Markets. 50% of all adults make a purchase through email each month. This is why we preach the importance of email. The ideal newsletter positions you as an expert, delivers value to your ideal customer and creates the necessary “like, know and trust” factor with your email list to generate sales.

The key to a winning newsletter is consistency. It’s not about sending one to your list occasionally, but each and every Friday. Why Friday? Because in the media business Friday is considered a dead news day. That means there is less competition for attention. The second reason is that Friday is traditionally payday. You want to make sure to present an offer to your customer when they are most likely to purchase. Be sure to read through these examples before using them to contextualize the information for your business. For instance, you’ll want to change [Farm Name] to your actual farm name, or where we mention farm-to-table meat, specify your actual products.

As you read through these for the first time, you will notice each of the seven sections listed as a paragraph. This is to serve as a simple structure you can follow when writing newsletters on your own. If it is complicated, you will be less likely to be consistent. Consider this a minimum viable version of your newsletter.

You will see Life On The Farm, Welcome New Subscribers, Order & Shipping Update, From Our Customers, Product Spotlight, Recommendations and Appreciation. These are the sections we recommend using each and every week. Keeping your sections clear and consistent will dispel confusion and create expectation for your list. Remember, confused buyers don’t buy! Use our suggestions or your own, but do not change these around on your audience often. Keep your sections easy to find and something your audience can expect.

How do we use and schedule the examples pre-written below?

Newsletter #1 should be sent the day of or the day after your new subscriber opts into your list. Use this example pretty much “as is” to set expectations of what’s to come in every subsequent issue of your newsletter.

Newsletters #2 and #3 should be scheduled for the following Fridays as a way to ensure you have some runway in front of you as you begin developing the discipline of writing and scheduling your new farm or ranch newsletter.

NEWSLETTER #1

SUBJECT: [NEWSLETTER] Welcome to your first issue!

Welcome! Each Friday we mail out a newsletter sharing our life on the farm, recipe ideas and recommendations as well as important product and shipping updates. This weekly newsletter serves as your way to communicate and connect with us here at [Farm Name]...and we hope you do!

This special edition of our newsletter is more of a handy little guide to show you around so you can get all the value we have to offer each week.

Let's get started!

Life On The Farm: This tends to be a favorite section so we put it right at the top! This is where you will hear about all the shenanigans. Animals being silly or ornery, seasonal chore updates and majestic sunsets on this beautiful property. Life on the farm is equally enchanting as it is messy and this where you can experience it all right alongside of us.

Welcome New Subscribers: Every day we see more and more people joining our farm family and we want to offer a warm welcome in each newsletter. We are humbled that so many are here to support what we love to do and we don't take that for granted. So...welcome to the [Farm Name] family!

Order & Shipping Update: We believe transparency is the first step in building a rewarding relationship with your farmer. That's why we give regular updates in this section. Whether deposits are opening or closing, animals are being processed, inventory is increasing or decreasing or orders are packing and shipping, we never leave you guessing about your order.

From Our Customers: I can't tell you many wonderful messages we receive from our customers each day. We read every last one and share them with our team. We also share them with you, because that's what families do. We are in this together. That means successes are yours too. We couldn't do this without you!

Product Spotlight: Personally, this is our favorite section. This is what it's all about. All the hard work, early mornings, long nights. We produce the highest quality farm-to-table products and this is where you can find what we currently have available for you. **WARNING:** If we share an offer here, it tends to sell out quickly. This newsletter is sent out to hundreds of our best customers and supply is limited. If you see something you like, make sure you reserve right away.

Recommendations: Our customers often reach out to us for cooking instructions, recipes, kitchen tutorials, product recommendations and more. We've learned that if one customer asks a question, dozens may be wondering the same thing. This is a fun section that we highly recommend reading. :)

Appreciation: We are here today because of wonderful customers like you. That is why you are part of the [Farm Name] family. And as such, we always want to close every newsletter with a word of appreciation and gratitude. Thank you for supporting local farm-to-table producers. We will continue to make you proud in everything we do.

Well, we have come to the end of your first [Farm Name] newsletter. We hope you've enjoyed it half as much as we've enjoyed writing it for you. Looking forward to connecting with you again on Friday!

Your farmer,
[Your Name]

NEWSLETTER #2

SUBJECT: [NEWSLETTER] Never buy THIS from the grocery store...

Howdy! This issue is a lot of fun. It's chock-full of value you can put to use right away whether walking the aisles of your local grocer or prepping a meal in your kitchen. But first, a soapbox.

Let's get started! Shall we?

Life On The Farm: We are often asked why we do what we do. From the outside, it looks like a lot of work, a lot of risk and little reward. And while it is hard work, it's very rewarding. Living with these animals and providing meat in a way that is healthy for families and healing the environment is worth it all. However, the average customer is engaged in a battle they may not even realize. The supply chain for meat isn't a free market. If you are choosing meat from a grocery store, whether big box or mom and pop or eating at a restaurant, whether fast-food or otherwise, you are eating meat from one of the Big 4 meatpackers. I assure you, their mission is not aligned with your best interest. Revealing their impact on the consumer, the animals and the environment is beyond the scope of a newsletter. If you'd like to learn more, simply click this link here: [How 4 companies control the beef industry](#). You will quickly see why our mission remains to serve you with ethical, sustainable farming practices here at [Farm Name]. Like Teddy Roosevelt said, "Far and away the best prize that life offers is the chance to work hard at work worth doing."

Welcome New Subscribers: Wow! Another week we get to welcome many new members into the [Farm Name] family. Not sure how you found us, but we are sure glad you're here. Make yourself at home and let us know how we can serve you and yours!

Order & Shipping Update: If you haven't had a chance to try our delicious meat, you're in for a real treat. After a quick inventory check, we learned that we miscounted and have a few sampler bundles available and ready to ship out. Whoops! BUT...we still need to make a little room for product as we have a looming processing date coming up. More details below.

From Our Customers: Hey, there! We always love hearing from you. If you've had a pleasing interaction or appetizing meal from our farm, we'd love to know about it. All you have to do is hit "reply" to this email and respond. Simple as that. Looking forward to hearing from you soon!

Product Spotlight: As previously mentioned, we have a handful of sampler bundles ready to ship out either this afternoon or tomorrow morning. If you are ready to taste the [Farm Name] difference for yourself, simply click the link here to place your order instantly: [Product Page URL]

Recommendations: Admittedly, we are huge fans of the late Anthony Bourdain. From his first book Kitchen Confidential, his half dozen or so tv shows like No Reservations all the way to his documentary Wasted! The Story of Food Waste; there is gold found in all of it. However, this is the Recommendations section, and with that I want to pass along a piece of cooking advice from the Executive Chef himself. You really only need two great knives to cook great meals at home. A chef's knife and a paring knife. Of which, Anthony personally used and recommended the Global G-2. It'll set you back about \$100, but it's worth the investment if you are a serious home cook.

Appreciation: "Revolve your world around the customer, and more customers will revolve around you." When we set out to launch this farm, we believed everything we did was for the best interest of our customers, but we never knew how much you would give back to us in return. Our lives are truly enriched because of you. And for that, we are grateful beyond words.

This was a fun one. Check out the video on the Big 4 meatpackers, order your sampler bundle and pick up a Global G-2 knife to take your cooking experience to the next level. We'll see you next week.

Your farmer,
[Your Name]

NEWSLETTER #3

SUBJECT: [NEWSLETTER] Uh...you can grill that?

Howdy, howdy! This issue is a lot of fun. It's chock-full of value you can put to use right away whether walking the aisles of your local grocer or prepping a meal in your kitchen. But first, a soapbox.

Let's get started! Shall we?

Life On The Farm: It seems like there has been a war on meat brewing for a while. If you're here, chances are you've felt that pressure too. While we have emotional responses as to why we do what we do, we also want to be rooted in truth as well.

That's why we have Diana Rodger's book "Sacred Cow: The Case for (Better) Meat: Why Well-Raised Meat Is Good for You and Good for the Planet" and it is quite thought-provoking. It is an informative examination of the meat industry and its impact on human health, animal welfare, and the environment. She argues that the current factory farming system is unsustainable and unethical, and she offers solutions for creating a more sustainable and humane approach to animal agriculture. Through really well-done research and interviews with experts in the field, Diana makes a compelling case for the importance of shifting to a more regenerative and responsible approach to meat production. "Sacred Cow" is definitely an eye-opener and we'll do our best to filter in some of these concepts in our newsletters for you.

Welcome New Subscribers: New around here? Then let me be the first to welcome you to the [Farm Name] family. Every week we are seeing more and more people coming through here excited about the farm-to-table movement. We are glad you found us. Welcome home!

Order & Shipping Update: Clear out your freezer! We have a processing date on the horizon which means we will have new meat bundles ready to go. We'll let you know

From Our Customers: Hey, thanks for all the messages this week. We are still working through them all. If you've recently tried our product and want to share your experience too, we'd love to hear from you. Simply hit "reply" to this email and that's it. Talk soon!

Product Spotlight: Who wants the last remaining sampler bundle? These went really quick. If you're ready to experience the [Farm Name] quality, you won't be disappointed. It's packaged and ready to ship out here: [Product Page URL]

Recommendations: We like to play a fun little game called "Will It Grill" where we throw random things on the grill to see if it tastes awesome when we're done. Well, we found grilled peaches are a sweet and delicious side dish or dessert to pair with our farm-to-table meat products. By popular demand, here's how we grill peaches:

1. Preheat your grill to medium-high heat.
2. Cut the peaches in half and remove the pits.
3. Brush the peaches with a little bit of oil or melted butter to help prevent sticking.
4. Place the peaches cut side-down on the grill and cook for about 2-3 minutes, or until grill marks appear.
5. Flip the peaches over and grill for an additional 2-3 minutes, or until the peaches are tender and heated through.
6. Serve the grilled peaches warm, topped with a sprinkle of brown sugar or a scoop of ice cream if desired. Want a more savory approach to pair with meat? Try a simple dash of salt instead!

I hope this helps you grill sweet and smoky peaches! I recommend trying to grill other fruits, such as pineapple or watermelon, for a refreshing and unique twist on traditional barbecue side dishes. Let us know how it goes for you!

Appreciation: It is our honor and privilege to serve you and yours with our farm-to-table products. It's why we continue to do what we do and we don't take that responsibility lightly. For your support, your encouragement and your trust, THANK YOU!

Major update coming next Friday. Can't wait to share it with you. In the meantime, if you ever have questions about the farm, the animals or the correct way to throw together a potato salad, just hit "reply" and respond to this email and we will get back to you as soon as possible.

Your farmer,
[Your Name]