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Branding and Marketing

For a Commercial Shared-Use Kitchen in Bates Mill No.5

Allison Hill, Bianca Sanchez, Dani Klein and

Grace Boueri

Fall 2015

Executive Summary

Grow L+A asked us to provide them with a branding and marketing analysis of value added products in the Lewiston-Auburn foodscape, focusing on potential unoccupied niches in the marketplace. In coordination with Grow L+A, we developed specific aims and goals in order to address this research question and began investigating these aims. Professional marketing consultants at Brand Collective, advised us to reevaluate the direction of our project as they considered it to be premature. Identifying unoccupied niches in the marketplace proved implausible considering the lack of focused market research, specifically surrounding who the space will serve. Therefore, a significant portion of this report aims to provide recommendations for moving forward and highlights important considerations for the Grow L+A organization. These recommendations are informed through literature on general market research strategies as opposed to findings or conclusions gathered from the specific Lewiston-Auburn context.



1. Introduction

Our overall goal was to determine how Bates Mill No.5 can successfully fit into the Lewiston/Auburn foodscape through the creation of an original brand. We considered these three aims:

- What raw crops are available locally that aren't already saturating the market?
- What value-added products are available locally and is there a niche in the marketplace for the Bates Mill No. 5 brand?
- What branding and pricing strategies are successful local producers utilizing?

After conducting research and meeting with market specialists, we've determined that it is premature to identify which value-added products Bates Mill No.5 should produce. We recommend Grow L+A reflect on the initial steps of identifying their vision and target market before a discussion of products and branding takes place.

2. Research on Our Initial Aims

In the sections that follow, we present the results of the research that informed our conclusions that branding and marketing initiatives are premature at this stage in time.

2.1 Aim 1: Raw Crop Analysis

2.1.1 What we were asked to do:

Identify what raw crops are available in Androscoggin County and any potential excess supply.

2.1.2 What we were asked not to do:

Contact farmers or focus on supply chain of the raw products in great detail.

2.1.3 What we did:

We mapped out all the farms in Androscoggin county and found a total of 44 farms.¹ We then recorded crops produced by each farm, and categorized the different crops grown.² Next, we tallied the number of farms producing each crop and translated this information into three different histograms: Vegetables, Fruit, and Meats and Dairy. With these visual representations, we could see the frequency of farms producing each variety of crop.

2.1.4 What we found:

Since we were asked not to contact farmers, our information on supply was very limited. There are not accessible sources of information that offer exact yields for each farm or for each crop in the county. The values we found are most often presented in terms of monetary value rather than actual supply amounts, and are never associated with a specific farm. Significant research on actual crop yields, calculations that would best be provided by farmers themselves, are not easily available. We recommend a thorough analysis of crop yields be done, but executed in conjunction with farmers. Our detailed findings from our crop yield analysis are produced in Figures 2.1.4 A-C.

A: Vegetables

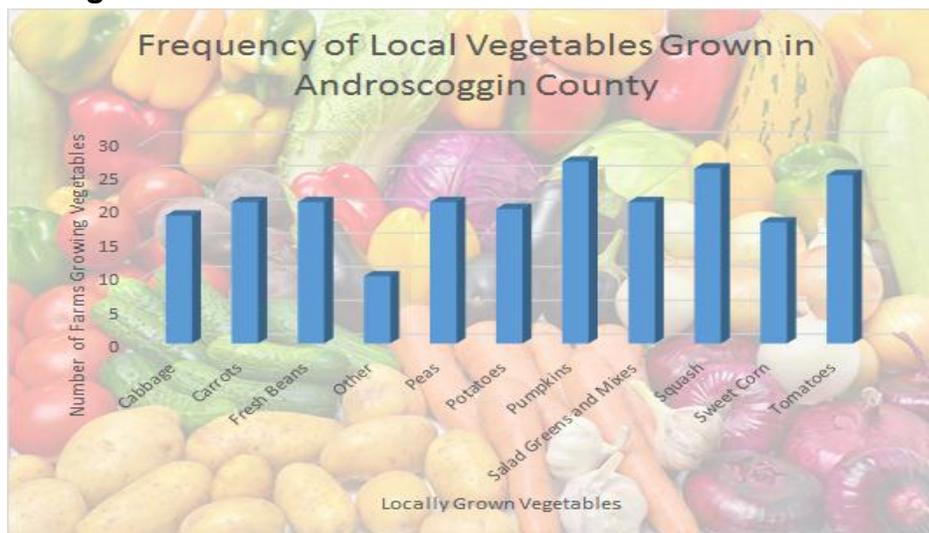


Figure 2.1.4 A measures the frequency of vegetables grown in the farms across Androscoggin County.

B: Fruits

¹ Healthy Androscoggin. *Androscoggin County Farm Guide*. By Elise Walsh. 2009.

² "Find Food, Farms and Wood Producers" *Get Real Maine*. Get Real Maine, 28 July 2013. Web. November 2015.

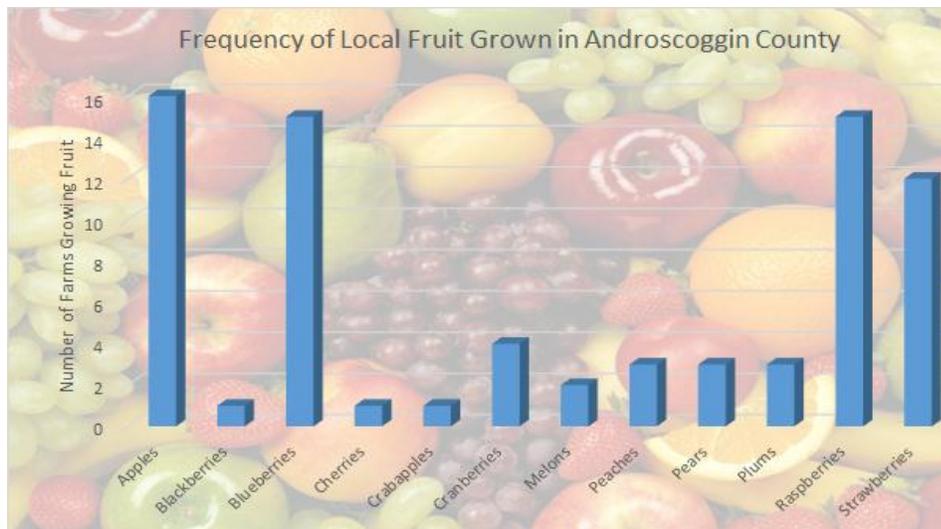


Figure 2.1.4 B measures the frequency of fruits grown in the farms across Androscoggin County.

C: Meat and Dairy

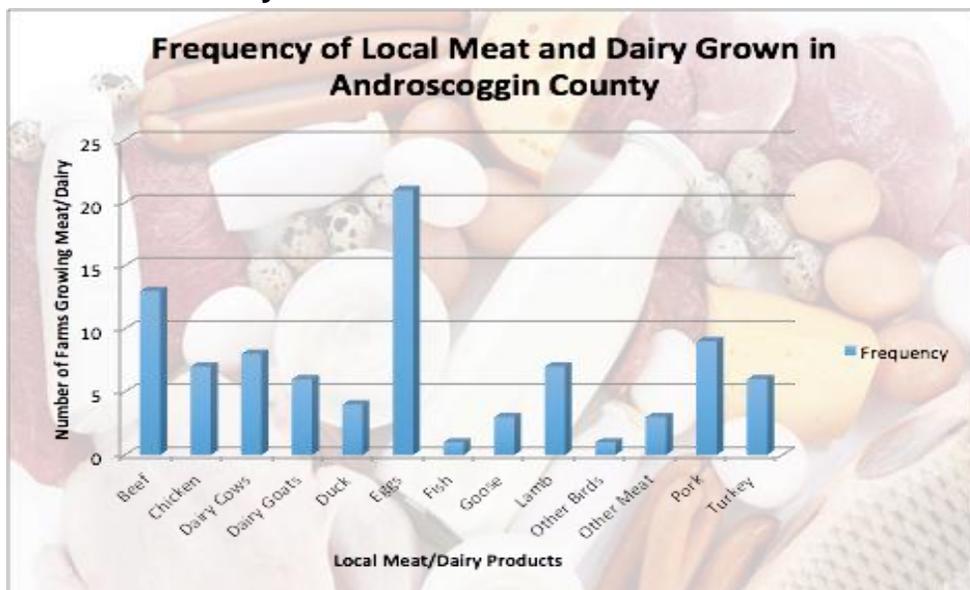


Figure 2.1.4 C measures the frequency of meat and dairy produced in farms across Androscoggin County.

2.2 Aim 2: Value-Added Product Inventory

2.2.1 What we were asked to do:

Visit local stores to take inventory of what value-added products are sold in an attempt to identify any potential gaps in the marketplace.

2.2.2 What we did:

We took an inventory of local value-added products at Hannafords, Shaws, Forage Market, Ricker Hill, Wallingford's, Juba Halal Market, and Axis Market, based on a list of vendors provided to us by our community partner. This included identifying the variety of product, the source of production, and the price range. In addition to recording this information, we took digital photos of all the products we inventoried. At some establishments, we asked store owners and employees which products sold best.

2.2.3 What we found:

We found no obvious gaps in the marketplace. Almost every store sold between two and three brands of a certain product. For example, a store would sell two different brands of jam or three different brands of yogurt. No store owner was able to present us with an obvious unmet need on their customers' end. Consultants at Brand Collective suggested that it will be difficult to identify what value-added products Bates Mill No.5 should produce without a predetermined vision and target market of Grow L+A.

Based on the research that we did conduct, we might offer a few suggestions. A potential niche for Bates Mill No.5 to capitalize on is frozen prepared meals. Only in one store, Axis Market, did we see one product, a mini meat pocket, that fit into the category of a frozen prepared meal. Assuming that Bates Mill No. 5 is in fact trying to appeal to consumers from a wide range of socioeconomic statuses, a frozen prepared meal might transcend economic and sociocultural boundaries. Prepared meals that are frozen can be paid for with Women, Infants and Children (WIC) benefits. In addition, one market specialist we talked to suggested middle and upper class professionals would also be interested in "grab and go" meals, especially if they are already using the gym space in Bates Mill No.5. Frozen prepared meals require minimal time and food preparation knowledge rendering them exceptionally accessible. It would be important for these meals to fit the cultural needs of the community. In order to identify a food product that appeals to a diverse community, we recommend Grow L+A conduct surveys and focus groups to identify taste preferences. (Our detailed findings are located in Appendix 5.1).

2.3 Aim 3: Branding Strategies

2.3.1 What we were asked to do:

Identify best practices and strategies for branding locally sourced value-added products.

2.3.2 What we did:

Using photos and data collected from store visits, we related store inventories to findings from previously reviewed literature. We noticed and recognized key features such as common credence attributes, terminology, and unique packaging. We recorded other exceptional attributes that separated locally-sourced value-added products from other products and compared these findings to our literature review. The goal was to see whether these branding strategies reflected those found in our research.

2.3.3 What we found:

Due to an insufficient amount of information in regards to what products will be produced through and by Bates Mill No. 5, the suggestions found in Appendix 5.2 for appropriate branding and marketing strategies for Grow L+A are based on assumptions drawn from previous literature review. These suggestions may be refined and revisited once Bates Mill No.5 determines what products will be produced. Prior to implementing any of these branding strategies, we recommend a target consumer audience be identified and further marketing research performed.

3. Steps in Developing a Branding and Marketing Strategy

In what follows we suggest a sequence of decisions that Grow L+A might pursue before embarking on initiatives for branding and marketing. For each step in the process, we provide a set of questions to be answered. Our recommendations are based on research regarding successful business plans. The questions we put forth are adapted from "An Analysis of New England Food Hubs."³ These questions are written to be more relevant to the food system, rather than a food hub that Bates Mill No.5 will become. Although we attempt to tailor our

³Shewchuk, Tara, Brandon Okray, and William Frankian. "An Analysis of New England Food Hubs." Wpi.edu, 2014. Web.

recommendations specifically for Bates Mill No. 5 by using case studies and literature on food systems, it is evident that they are more general than what Bates Mill No. 5 demands.

Next Steps for Grow L+A



Figure 3.1: A Flow Chart of the Recommended Steps for Grow L+A

3.1 Creating a Vision and Mission Statement

The first step is to craft a vision for a shared-use commercial kitchen in Bates Mill No. 5. By creating a vision and mission statement designed specifically for the Bates Mill No. 5. project, Grow L+A will be able to articulate the purpose of a shared-use commercial kitchen within the community. Establishing a clear vision and mission statement is founded on values - qualities that command respect as well as principles and standards that guide thought and action - that capitalize on an organization's strengths, eliminate weaknesses and provide clear direction and purpose in creating a shared-use commercial kitchen as a successful community space.⁴

Questions to consider when crafting a vision include:

⁴ M. Talbot, Make Your Mission Statement Work: Identify Your Organisation's Values and Live Them Every Day (Oxford: How To Books, 2003). Print.

- How does Grow L+A's mission statement provide a framework for the Bates Mill No. 5 shared-use kitchen?
- What are your core values and how does Bates Mill No. 5 envision themselves to be in the community?⁵
- How will Grow L+A impact the community and will the community understand your values and role as an organization?⁶

3.2 Identifying Target Market(s)

Prior to developing branding and marketing strategies it is critical to identify the target market(s) for the shared-use commercial kitchen. Identification of target markets operates in a feedback process with potential products to be made and sold at the market.

Questions to consider when identifying a target market(s) include:

- What types of markets will generate the most profit for the food system?
- What are the demographics of Grow L+A's potential customers and how does this relate to the vision? In what ways will Grow L+A appeal to their age, sex, race, income, location, etc?
- Do Grow L+A's customers prefer to have variety or affordability?⁷

3.3 Identifying Products to Sell and/or Make

After identifying a clear vision and target market, the next step for Grow L+A is to decide what they will be producing and/or selling. This step is contingent on incorporating information from both suppliers and consumers.

Questions to consider when identifying products to sell and/or make include:

- Who are the suppliers that could serve the food system and what are their capabilities?

⁵ Drafted from a review of M. Talbot, Make Your Mission Statement Work. This question asks in what ways can we expect Grow L+A's values be expressed through Bates Mill No. 5 and its services.

⁶ Drafted after interviewing marketing specialists Aimee Goodwin and Jennie Malloy at The Brand Collective. Ms. Goodwin and Ms. Malloy emphasized that for a facility such as Bates Mill No. 5 to insert itself into a community, it must establish itself as a beneficial addition to the community and local economy.

⁷ Drafted from a review of M.T. Batte, et al., "Do Local Production, Organic Certification, Nutritional Claims, and Product Branding Pay in Consumer Food Choices?"

- Farmers- raw products
- Local residents- value added products
- 2. To what extent will you incorporate farmers as well as consumers into your vision and decision making and how will you maintain a close relationship with both of these parties?

3.4 Developing a Finance Model

Having identified a target market, it is now necessary to develop a model to financially support the kitchen.⁸

Questions to consider when identifying a finance model include:

- What kind of business model will Grow L+A implement and what price structure best suits this model?
- What is the amount of funding that Grow L+A will need to implement this model and to what extent will you utilize government funding (i.e. USDA: State/Federal loan programs, farming grants, and other financial aid)?

3.5 Developing a Branding Strategy

Having identified a vision, target market and products, it is now possible to develop a branding strategy. Branding is an expression of an essential truth about an organization, service or product and specifies what attributes and values characterize the brand and which do not.

Questions to consider when identifying a branding strategy include:

- Will the history of the Mill be integrated into the branding of sellable products?
- What story will be told through the products?
- Will the products sold in the market space be co-branded?⁹

3.6 Developing a Marketing Strategy

⁸ Refer to conclusion section of Bates Mill No. 5 project #3 for a more in-depth analysis of financial models.

⁹ Refer to case study findings of Bates Mill No. 5 project #2 for the advantages and disadvantages of co-branding versus original branding.

Having identified a branding strategy, it is now possible to create a marketing strategy that focuses on gaining and maintaining a competitive advantage by increasing sales.

An important question to consider when identifying a marketing strategy includes:

- What methods of marketing would most effectively reach Grow L+A's targeted audience, considering demographics and logistics?

4. Three Examples of Branding and Marketing Strategies

The following are three strategies of branding and marketing that are based on our findings from store visits, and our review of marketing literature.

- Strategy #1: "Homemade", "home-grown" look and feel of packaging

From store data, the general look and feel of packaging would be best defined as "homemade" and "home-grown" (e.g. mason jars, unlabeled plastic bags). Packaging generally appeared to have gone through as little processing and editing ("manufacturing") as possible (e.g. simple, hand-drawn logos). This style indicates that products are to be bought as close to home and place of origin as possible.

Additionally, these techniques both distinguish and separate such products from others. One best example is Mailhot's Best "Downeast" Breakfast Sausage: the product is wrapped in a distinct material resembling potato sacks, an inexpensive substance made of natural fibers. This type of "natural" packaging can be associated with credence attributes such as "organic", "raw", and "fresh".

- Strategy #2: Products marketed as "a taste" of family, community and region

Generally products were being sold as "a taste of Maine" or "the goodness of Maine", one example being Oakhurst Farm's dairy products. We noted that no specific location within Maine were immediately promoted as having a defined taste or characteristic, only Maine as a whole.

Logos of several brands included familial images (Bouchard Family Farms French Acadian Buckwheat: hand-drawn image of what appears to be a

grandmother and her granddaughter). Family as part of community is being advertised, and for consumers who subconsciously need to relate to a product on an intimate and emotional level, this is an important link.

- Strategy #3: Brand as story

Several brands included lengthy stories answering two fundamental questions: who they (the producers) were and why their products are special. Key credence attributes included “made fresh”, “all natural”, “award-winning”, and “handcrafted”. These stories promoted the region from which they were produced, one example is Katahdin Specialty Coffee. Maine is described as “picturesque” and Katahdin as its “Greatest Mountain”, implying Katahdin as its greatest landmark and its products such as this coffee as Maine’s “greatest”. It should be noted that this particular product sources coffee beans from areas outside of Maine, in which case its name, branding, and story do not coincide completely.

However, using a specific location within Maine that already “[draws] explorers, artists, and politicians” implies that this product should do the same--- draw in connoisseurs, adventurers, and the like. This is the only product found to have been connected to a landmark of this scale, importance, and value.

5. Conclusion

In conclusion, completing a relevant marketing and branding analysis is not feasible until the questions we propose in Section 3 are addressed, especially the ones concerning the overall vision of the commercial kitchen space in Bates Mill No.5. Once decisions are made regarding how a commercial shared-use kitchen located in Bates Mill No.5 will fit into the community, Grow L+A can then identify a target market, create products, choose branding strategies, and ultimately market the food system. We hope our recommendations offer useful next steps for Grow L+A.

6. Appendix

6.1 Value-Added Product Inventory

<p>Forage:</p> <p><u>LOCAL BRAND/FARM NAMES</u></p> <ol style="list-style-type: none"> 1. Abbott's Family Farm 2. Atlantic Brewing Company 3. A Wee Bit Farm 4. Bigelow Candy Company 5. Dunham Farm 6. Eggmoggin Salt Works 7. Green Bee 8. Gryffon Ridge 9. Linda's Gourmet Chocolates 10. Maine Root 11. Misty Brook Farm 12. Raye's Mustard 13. Silvery Moon Creamery 14. Smiling Hill Farm 15. Smith's Log Smokehouse 16. Stoneheart Farms 17. The Milkhouse 18. Tic Tac Taco 19. WaldoStone Farm 	<p>Ricker Hill:</p> <p><u>LOCAL BRAND/FARM NAMES</u></p> <ol style="list-style-type: none"> 1. Dead River 2. Lucy's Granola 3. Maine Jams and Jellies 4. Maine Sea Salt 5. Maniac Mac 6. Mike's Maine Pickles 7. New England Cupboard 8. Pure Maine Honey 9. Ricker Hill Orchards 10. Sugar House Treats 11. Wind Willow 12. Winterport Company
<p>Hannaford</p> <p><u>LOCAL BRAND/FARM NAMES</u></p> <ol style="list-style-type: none"> 1. Amato's (Portland, ME) 2. Blacksmiths (Casco, ME) 3. Borealis Breads (Portland, ME) 4. Bouchard Family Farms Ployes (Fort Kent, ME) 5. Galaxy Salsa (Buxton, Gorham, ME) 6. Hannaford (Scarborough, ME) 7. HoneyMaker (Portland, ME) 8. Katahdin Specialty Coffee (Wells, ME) 9. Lucarelli's (Livermore Falls, ME) 10. Maine Root (Portland, ME) 11. Mother's Mountain (Falmouth, ME) 12. Pineland Farms (New Gloucester, ME) 13. Raye's Mustard (Eastport, ME) 14. Swan's Maine Beekeeper (Albion, ME) 15. Trempherbe Cheese (Ogunquit, ME) 	<p>Wallingfords:</p> <p><u>LOCAL BRAND/FARM NAMES</u></p> <ol style="list-style-type: none"> 1. 3 Spicy Boys 2. Amelia's Chowda Shack 3. Baby Jimmy 4. Darby Greek Gourmet Soups 5. Maine Beekeeper 6. Maine Gourmet Chocolates 7. Patzie's Maine Mountain Preserves 8. Ricker Hill Orchards & Wallingfords 9. Smith's Log Smokehouse 10. Spruce Bush Farm 11. The Hungry Yankee Moose

6.2 Branding Strategies

Immediately Visible Product Descriptions (key words in **bold**)

This branding analysis was conducted in Forage Market. We chose to only include one example of our data, in an effort to demonstrate our process.

<p>Maine Root Ginger-Lemongrass Lemonade, Portland, ME</p> <ul style="list-style-type: none"> • “Maine Root Handcrafted Beverages” • <i>Logo</i>: faded drawing of a plant root • <i>Packaging</i>: 16 oz. glass bottle • www.maineroot.com 	<p>Green Bee Ginger Buzz, Brunswick*, ME</p> <ul style="list-style-type: none"> • “All Natural Soda” • “Made in Maine - Local Honey” • <i>Logo</i>: green bumblebee • <i>Packaging</i>: glass bottle; photo of ginger root and ginger root slices • *specific location in Maine not distinguished on front of the bottle
<p>Maine Root Blueberry Soda, Portland, ME</p> <ul style="list-style-type: none"> • “handcrafted beverage” • “handcrafted ingredients: carbonated pure water, blueberry juice, Fair Trade Certified, organic cane juice and spices” • <i>Logo</i>: black and white drawing of a plant root • <i>Packaging</i>: glass bottle 	<p>Silvery Moon Creamery Wildflower Honey Probiotic Yogurt, Westbrook, ME</p> <ul style="list-style-type: none"> • “Handcrafted in small batches at Smiling Hill Farm in Westbrook, Maine” • “Ingredients: Pasteurized whole cow’s milk, nonfat milk solids, live yogurt cultures, wildflower honey” • <i>Logo</i>: flying cow • <i>Packaging</i>: 16 oz. white plastic tub • www.silverymooncheese.com
<p>The Milkhouse Maple Greek Yogurt, Monmouth, ME</p> <ul style="list-style-type: none"> • “made with organic Jersey cow milk, Maine honey, live active cultures” • “non-pasteurized, heat treated” • MOFGA Certified Organic logo <ul style="list-style-type: none"> ○ “Maine Organic Farmers and Gardeners Association” ○ <i>Logo</i>: tree • “certified organic by MOFGA” • <i>Logo</i>: print of hand-drawn milk jug and maple leaf • <i>Packaging</i>: plastic white tub • www.mainemilkhouse.com • phone (207) 877-1705 	<p>Smiling Hill Farm Milk, North Scarborough, ME</p> <ul style="list-style-type: none"> • “Fresh From Farm to You!” • “Close & Restore for Deposit” • <i>Logo</i>: smiling cartoon drawing of a cow • <i>Packaging</i>: half gallon glass milk bottle
<p>Misty Brook Farm Organic Raw Cow’s Milk,</p>	<p>The Maine Needham Company, Linda’s Gourmet</p>

<p>Albion, ME</p> <ul style="list-style-type: none"> ● “NOT PASTEURIZED” ● “Certified Organic by MOFGA” <ul style="list-style-type: none"> ○ no MOFGA logo ● “from 100% grass-fed Jersey cows” ● “bottled on: 10-7” ● <i>Logo:</i> silhouette of green cow surrounded by sunlight rays ● <i>Packaging:</i> half gallon plastic milk carton ● www.mistybrook.com 	<p>Chocolates Needhams, Norway*, Maine</p> <ul style="list-style-type: none"> ● <i>Logo:</i> none ● <i>Packaging:</i> candy is wrapped in plastic; white open box with writing: <ul style="list-style-type: none"> ○ “A New England favorite...Needhams...a Maine Tradition!” ○ “Thanks for Helping Support Local Business” ○ “Our Delivery Drivers, This Store, & www.lindasgourmetchocolates.com”
<p>Bigelow Candy Company Toffee, Carrabassett Valley, ME</p> <ul style="list-style-type: none"> ● <i>Logo:</i> mountain peaks ● <i>Packaging:</i> small plastic baggie 	<p>Dunham Farm Gluten Free Rosemary Bread, Greenwood, ME</p> <ul style="list-style-type: none"> ● “A nutritious, hearty bread” ● “It’s comfort food...” ● “[storage and baking instructions]” ● “Ingredients: gluten free blend of garbanzo bean flour, potato starch, tapioca flour...Maine buckwheat flour...” ● “Baked at our dedicated gluten free kitchen” ● <i>Logo:</i> none ● <i>Packaging:</i> tied clear plastic bag
<p>A Wee Bit Farm Sweet Sausage, Orland, ME</p> <ul style="list-style-type: none"> ● phone 207-469-3319 ● “Free Range” ● “Grass Fed” ● “Natural - Free Range Meats” ● “No artificial ingredients; minimally processed” ● “Buy Local - Buy Maine” ● USDA certification ● <i>Logo:</i> photo of Scottish Highland cattle; silhouettes of a cow, sheep, and pig ● <i>Packaging:</i> air-sealed plastic stored in freezer ● <i>Special notes:</i> posted on the freezer door are photos of Scottish Highland cattle roaming open fields in broad daylight 	<p>WaldoStone Farm Pepper Relish</p> <ul style="list-style-type: none"> ● “Made in Maine” ● “Preserving Traditions” ● <i>Logo:</i> drawing of a red chilli pepper ● <i>Packaging:</i> glass jar
<p>Stoneheart Farms, South Paris, ME</p>	<p>Smith’s Log Smokehouse Honey Cured Dried</p>

<ul style="list-style-type: none"> ● "Fresh Pasta" ● www.stoneheartfarms.com ● <i>Logo:</i> red heart ● <i>Packaging:</i> sealed Ziploc bag 	<p>Smoked Beef, Monroe, ME</p> <ul style="list-style-type: none"> ● "Dist. By Smith Family Smokehouse of Maine" ● "Rt. 139" ● "Ingredients: Beef, Water, Salt, Honey, Soy Sauce (...), Monosodium Glutamate, TABASCO © (vinegar, red peppers, salt), Garlic, Sodium Nitrite" ● "Bold Taste Deep Flavor" <ul style="list-style-type: none"> ○ USDA certification "U.S. Inspected and Passed by Department of Agriculture EST 19114" ○ <i>Logo:</i> black and white drawing of a log house in a valley ○ <i>Packaging:</i> air-sealed plastic bag
<p>Tic Tac Taco Fire Roasted Salsa</p> <ul style="list-style-type: none"> ● "with Chipotle and Tomatillo" ● "!!!HOT!!!" ● <i>Logo:</i> 'Tic Tac Taco' letters spelled in black and white checkered pattern ● <i>Packaging:</i> glass jar 	<p>Abbott's Family Farm Pure Maine Maple Syrup, Sumner*, ME</p> <ul style="list-style-type: none"> ● MOFGA certified organic logo surrounded by outline of a maple leaf ● "Grade A Medium Amber" ● <i>Logo:</i> none ● <i>Packaging:</i> glass bottle in shape of a maple leaf ● *specific location in Maine not distinguished on packaging
<p>Dunham Farm Velvet Hollow Sugar Works Pure Maple Syrup, Greenwood, ME</p> <ul style="list-style-type: none"> ● "MAINE" ● "29 Dunham Rd." ● phone 207 665 2967 ● email dunhamfarm@msn.com ● www.dunhamfarmstead.com ● "Get Real Get Maine" logo ● <i>Logo:</i> outline of maple leaf ● <i>Packaging:</i> glass syrup bottle/jug 	<p>Atlantic Brewing Company Stone Ground Mustard, Bar Harbor, ME</p> <ul style="list-style-type: none"> ● "Real Ale" ● "Save the Ales!" ● <i>Logo:</i> silhouette of a ship in the background ● <i>Packaging:</i> small glass jar
<p>Raye's Mustard Spring Maple Mustard, Eastport*,</p>	<p>Gryffon Ridge Spice Merchants Allspice Powder,</p>

<p>ME</p> <ul style="list-style-type: none"> ● “Pure sweet New England maple “Get Real Get Maine” logo ● “Authentic Stone Ground Quality” ● “America’s <u>only</u> stone ground mustard mill” ● “Visit us online www.rayesmustard.com” ● phone 800-853-1903 ● <i>Logo</i>: barrel covered in leaves and flowers; three green maple leaves ● <i>Packaging</i>: small glass jar ● *specific location in Maine not distinguished on packaging 	<p>Dresden, ME</p> <ul style="list-style-type: none"> ● “Pimenta dioica” ● “The Allspice is a Myrtle Tree most commonly found in Jamaica. It gets its name from the unique combination of aromas in its fruit, a blending of the tastes of cinnamon, cloves, and nutmeg with just a little peppery heat. It is used in Jerks, marinades, pickling, pates, and desserts. This is ground whole allspice.” ● “Organic” ● www.gryffonridge.com ● <i>Logo</i>: ‘family crest’-like image of a griffin, a mythological creature ● <i>Packaging</i>: small glass jar
<p>Silvery Moon Creamery Provolone, Westbrook, ME</p> <ul style="list-style-type: none"> ● “Handcrafted in small batches at Smiling Hill Farm in Westbrook, ME” ● www.silverymooncheese.com ● “Ingredients: Heat treated not pasteurized cow’s milk, kosher salt, cultures, enzymes and extra virgin olive oil” ● <i>Logo</i>: flying cow ● <i>Packaging</i>: air-sealed plastic bag 	<p>Eggmoggin Salt Works Reach Salt, Deep Isle, ME</p> <ul style="list-style-type: none"> ● “Hand drawn sea salt from the pristine currents of the Eggmoggin Beach” ● <i>Logo</i>: black and white photo of a lighthouse ● <i>Packaging</i>: small glass jar

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