

Pat Calvert, Carolyn Shaffer, Art Kishiyama

Small Producer Panel:

Small-Scale Challenges and Successes

Pat Calvert, Ciarlo Fruit and Nut, LLC
Carolyn Shaffer, Fandango Olive Oil
Art Kishiyama, Olio Nuevo



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Pat Calvert

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Ciarlo Fruit and Nut, LLC

- First trees planted in 2005. Successive plantings in 2008, 2015, 2016
- First harvest in 2013
 - About 500 pounds
- 2016 harvest
 - About 2 ¼ tons
- Some bulk oil available
- Supply/Vendor Challenges



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Carolyn Shaffer

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Fandango Olive Oil

- First planting of trees in 2007
- First harvest in 2010
 - Yield less than 1 ton
- 2016 Harvest
 - Slightly less than 5 tons
- Bulk oil purchases not available from 2016 harvest
- Customer Connections



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Olio Nuevo

- First planting in 2003
- First harvest in 2005
 - Approximately 2 tons
- 2016 Harvest
 - About 4 tons
- Bulk Oil Purchases not available from 2016 harvest
- **Small Producer Lessons Learned: Mistakes Made that Make me an expert**






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Who Are Small Producers?

- 1 Acre = 2.5 Tons/Fruit = 100 Gallons EVOO
- COOC Tier 1 = 100 Gallons or less
- OCCC Small Producer = 5,000 Gallons or less
- For this discussion – 500 to 1,000 Gallons on 5 to 10 acres
- 1,000 Gallons = 1,000 cases (375ml) = 12,000 Bottles/Year
 - Retail -- \$240,000 Gross Revenue at \$20/Bottle
 - Wholesale -- \$120,000 Gross Revenue at \$10/Bottle
 - In Bulk -- \$40,000 Gross Revenue at \$40.00/Gallon (if you can get it)

Sell at Retail to Maximize Revenues



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How Can Small Producers Sell at Retail?

- Define your “niche” (and stay in it)
- Leverage being a “small” producer
 - “Boutique” – “artisanal” – “hand-crafted” – “hand-harvested” – “local”
 - “Family-owned and –operated” – “farm fresh” – “farm-direct pricing”
 - Piggy-back on a big idea (local wineries and wine country)
- Create your “story” – I am the farmer!
- **Show and Share Your Passion**






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Be A “Boutique” Farmer and Producer

- Use means and methods not used by larger producers
 - Hand-harvest, hand-pruned, hand-bottled = hand-crafted and promote sustainability
- Harvest by “blocks” and leverage “micro-climates and –terroirs”
 - Take advantage of exposures, soil conditions, and elevations
 - Harvest across rows rather than up and down rows
 - Segregate bins and identify source of fruit
 - Identify drums from bins and thus the source of fruit
 - Farm, irrigate, and harvest blocks to maximize differences in flavor profile
 - Blend to achieve distinct flavor profiles and goals
- **Reinforce Your Story and Your Niche**






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Work to Achieve Brand Exposure

- Local festivals and special events
 - Wholesale to local wineries with complimentary “demos”
 - Wholesale to specialty retail stores and do the “demos”
- Other ways to gain exposure
 - Do farm tours and special olive oil tastings
 - Do charitable fund raisers
- **Make Direct-to-Customer Sales Your Focus**






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Build Your Retail Customer Data Base

- Collect e-mail addresses and zip codes
 - Use a CRM program to track interactions
 - Differentiate local and non-local customers
 - Identify and track for best and most loyal customers
 - Use an e-mail creation client (Constant Contact, Mail Chimp, etc)
- Build a website and begin a direct marketing campaign
 - Get professional help
 - This is your identity – your story and your passion
- **Be Proud to Be Small -- Show and Share Your Passion!**







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