

# THE PIGGERY

## PUBLIC RELATIONS PROPOSAL





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# EXECUTIVE SUMMARY

The Piggery is a local butcher shop and grocer in downtown Ithaca that specializes in offering local-grown and pasteurized meat. The Piggery is a family-owned business, employing less than 20 people in the entire organization. This has established an image for the company as a local, “mom and pop” store that embodies the small business identity of the Ithaca community. However, certain obstacles have prevented the company from reaching its potential level of financial success. A survey that Savory conducted determined that only 17% of our sample population had ever been to The Piggery, while only 40% even knew where The Piggery was located. Savory has concluded that measures such as improving the company’s social media presence and re-branding its image to differentiate itself from other competitors in the Ithaca area will accomplish the company’s goals and draw new business opportunities. It will also resolve Savory and The Piggery’s secondary issue: a lack of education on the importance of high-quality meat. The same survey Savory conducted also determined that an astonishing 25% of the Ithaca community has “no clue” where the meat they eat comes from. In fact, only 10% truly knows the source of the meat products they eat. The Piggery would like to use this lack of awareness to create an educational campaign that informs its target audience about the importance of knowing what they’re eating and making sure that what they are eating is of the highest quality.

This mission that Savory PR and The Piggery would like to reach will be accomplished through public service announcements, local community events, and by using social media to increase brand awareness of the campaign. This campaign, entitled “Meat Matters,” will use traditional media such as local TV stations and radio stations to transmit PSA’s giving statistics on both our survey results and statistics on the benefits of eating high quality meat. These spots would be the best way to reach our target audience, middle-aged mothers, who aren’t usually as active on social media as college students, an integral part of the Ithaca community. The local community events The Piggery will sponsor, such as “The Piggery Fest,” will take place in the Ithaca Commons and unite both college students and families. These events will serve as the perfect opportunity to increase favorability, awareness and brand loyalty, as potential customers will learn more about The Piggery’s brand and be able to try free samples of the store’s products. Finally, the social media aspect of our campaign will allow The Piggery to spread “Meat Matters” through a hashtag on Facebook, Twitter, and Instagram. This can include give-a-ways and discounts for anyone who uses the hashtag in their posts.



# SITUATIONAL ANALYSIS

Savory PR conducted a survey that reached 100 people and 71% of them were female and 29% was male. 78% of the people that took the survey were between the ages of 17-21, collectively college students. Our goal of the survey was to gather data about how many people actually know where their meat comes from before they eat. While we recognize that not everyone eats meat, 10% of the people surveyed were either vegetarian, vegan, or just do not like to eat meat.

## STRENGTHS

- Humane treatment of animals
- Quality meat: "Farm-to-Table"
- Local business
- Family owned
- Local farm products
- Sole wholesale butcher
- Good public image (Corporate Social Responsibility: Cayuga Pure Organics, Ithaca Public Education Initiative)
- Updates social media frequently

## WEAKNESSES

- Expensive
- Wholesale only
- Distance
- Less well-known
- Social media presence

## OPPORTUNITIES

- Farmers Market
- Chilifest
- Applefest
- Porchfest
- IC Kicks Back
- Dining Halls
- "Piggery Fest"

## THREATS

- Tops
- BJs
- Wegmans
- GreenStar Natural Foods
- Applegate Farms
- Niman Ranch
- Brand loyalty
- Vegetarians
- Vegans





## COMPETITIVE FORCES

Wegmans (higher quality meat), GreenStar (not many meat products), Farmers Market (just left last year due to source products), Applegate Farms (Wholesale competitor), Niman Ranch (Wholesale competitor)

## ECONOMIC FORCES

Pollution, Drought, Floods, Pasteurization, Artificial Additives (Hormones), Natural vs. Artificial Ingredients, Unemployment, Inflation, Taxes, Expenses, Natural vs. Artificial

## REGULATORY FORCES

PETA (People for the Ethical Treatment of Animals), FDA (Food and Drug Administration), Food Safety and Inspection Service

## TECHNOLOGICAL FORCES

Cost of Materials and Labor, Shopping Time, New Product Development, New Packaging Methods, Innovations in the Industry

## SOCIOCULTURAL FORCES

Expensive, Quality Meat, Vegetarians, Vegans, Cayuga Pure Organics, Ithaca Public Education Initiative



# OBJECTIVES

THE "MEAT MATTERS" PUBLIC RELATIONS PLAN FOR THE PIGGERY IS DESIGNED TO ACHIEVE THE FOLLOWING OBJECTIVES:

Objective 1: Increase brand awareness of The Piggery by 15%

Objective 2: Increase customer base by 10%

Objective 3: Increase revenue by 20%

Objective 4: Educate The Piggery's customers about the importance of quality meat





# TARGET AUDIENCES

The Piggery's target audience is specific but includes multiple types of people, making its audience base unique, yet expansive. Instead of targeting just meat aficionados and those who are able to afford expensive meat, it is suggested that The Piggery aims to target everyone from different walks of life, focusing mainly in the Finger Lakes region. The following short descriptions give personal accounts of the people to be targeted throughout this campaign.

## PRIMARY AUDIENCE

Nancy is a 37 year old mother of two kids and her family's grocery food shopper. When buying food, she always likes to buy an assortment of meats including beef and chicken. Due to the fact that the kids love these meats, Nancy turns to The Piggery because she can get all kinds of meats at a wholesale price.

Besides providing food for her meat-loving family, Nancy is concerned with her dietary habits and makes a commitment to building a healthier lifestyle for her and her family. She found that The Piggery feeds their pigs with a balanced diet consisting of greens, waste dairy products, sunshine, and small grains, including barley and triticale. The Piggery provides Nancy with a nutritious alternative that helps keep her and her family on a path towards a healthier lifestyle.



## SECONDARY AUDIENCE

Derek is a 30 year old bachelor who loves to grill in the warm weather in Ithaca. When hosting a barbeque, Derek gathers with his friends in the backyard while he prepares an assortment of grilling options. Derek buys his meat from The Piggery because he can buy anything from Chicken to Ribs to Beef to Sausage.

Besides providing food for his friends, Derek is concerned with the quality of food and makes a commitment to buy the best meats to make his cooking excellent. He found that The Piggery is not only located in Ithaca, NY, but in the heart of New York City as well. This allows him to have his meat shipped to him and allows him to prepare the best meat possible for his friends. Derek says, "If you are looking for quality meat, look no further than The Piggery."



# TARGET AUDIENCES (CONT.)

IN ORDER TO REACH THESE AUDIENCES, WE WILL ALSO TARGET THE FOLLOWING MEDIA OUTLETS WITH ALL RELEVANT PRESS RELEASES AND STORY INQUIRES:





# STRATEGIES

- Differentiate The Piggery from other meat vendors as the only local, organic, butchery wholesaler (Truly “Farm-to-Table.”)
- Position The Piggery as the best place in Ithaca to buy local, high-quality meat in the minds of its target market.
- Enhance The Piggery’s social media and website design to create more engagement with its target audience.
- Provide a variety of incentives to engage customers with promotions and discounts to allow greater access for lower income customers.
- Increase consumer dialogue and awareness with a variety of print and electronic communications, thereby keeping them up-to-date on news and incentives.
- Promote The Piggery as a socially responsible business that connects with the community through public events to raise awareness for The Piggery’s benefits.
- Revamp The Piggery’s store image to make it more aesthetically pleasing and accessible to potential customers.



# TACTICS

## SOCIAL MEDIA:

Now-a-days social media can target specific audiences, so we will use multiple platforms during our campaign for the maximum reach. This is why we will use several forms of social media to reach our target audience during this campaign.



Purchasing ad space on Facebook's sidebar will increase 'Likes' and engagement on The Piggery's Facebook page. Facebook's advertisements allow businesses to target their specific audiences' Facebook pages. The ad will be presented accordingly to the appropriate people within the target audience.



Twitter has started gaining even more traction than Facebook in recent years, which is why it's important The Piggery takes advantage of this great medium. This can be done by purchasing a sponsored tweet, directing local meat-lovers and potential customers to the Twitter account in hopes of gaining new followers.



The Instagram community loves taking pictures of their food. 'Selfies' are turning into 'foodies', and it's becoming an increasingly popular trend. We will encourage customers to take pictures of their recent purchases and share it with their followers using the hashtag, #MeatMatters as well as tagging The Piggery in the picture, in exchange for a coupon upon their next visit.





## TRADITIONAL MEDIA:

Although social media is an extremely popular and successful way to market more customers and strengthen brand identity, traditional promotional media should still be used to confirm that we have reached our maximum potential audience.

### Radio

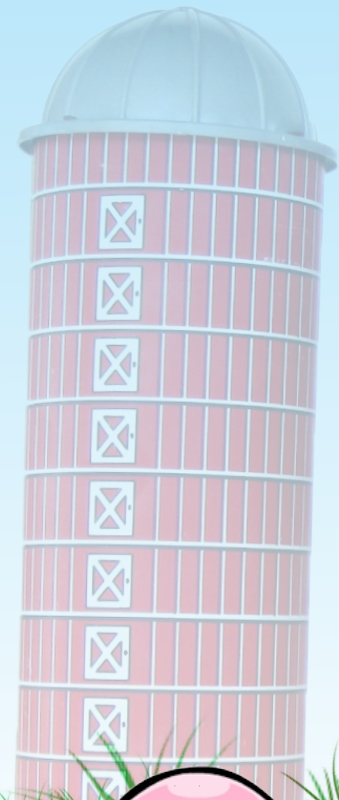
- Make a short radio PSA spot about the importance of high quality meat. Include information about how our survey results already show that more than 80% of people already care about the quality of meat, but don't know where it comes from. By creating a PSA, we could let consumers know that with the The Piggery, you will always know that you're getting local and healthy meat.

- PSAs are also very cost-efficient because a lot of radio stations, such as WICB, offer free PSA promotion.



### TV

-Short PSA using the same script from the radio ad, but the TV spot would feature animals from the local farms where The Piggery's meat comes from, showcasing the healthy and fresh lifestyle of the animals raised.



# TACTICS (CONT.)

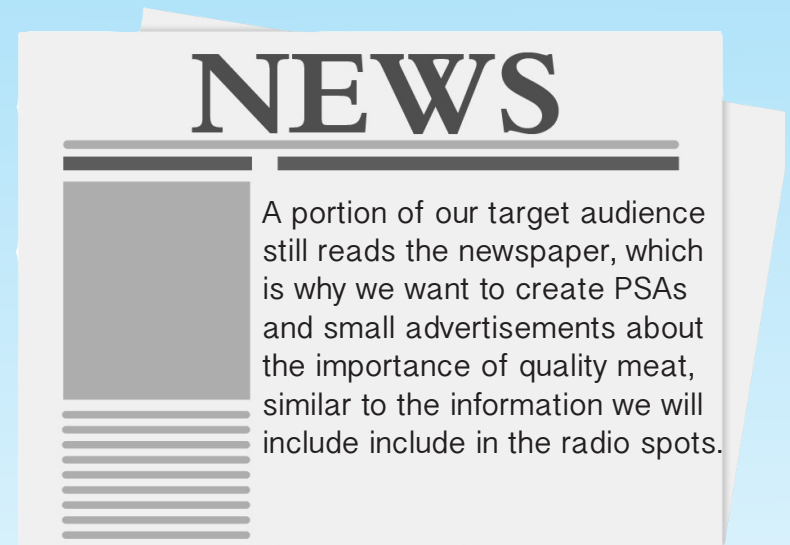
## TRADITIONAL MEDIA (CONT.):

### PSA Script

"Did you know that more than 80% of people care about the quality of their meat and produce, but those same people don't know where their food comes from? In today's world, it's becoming more and more important to stay healthy and care about the food we consume. This is why it's important to buy local meat to ensure yourself the quality food you deserve, knowing exactly where it comes from. The central-New York area is thriving with local farms filled with grass-fed animals which are handled in the most humane way possible, a few of which are right here in Ithaca. Take control of your food, because meat matters. Brought to you by The Piggery of Ithaca."

(For the TV PSA, it would be the same voice over script, except instead of the last sentence there would just be a logo of The Piggery.)

### Newspaper



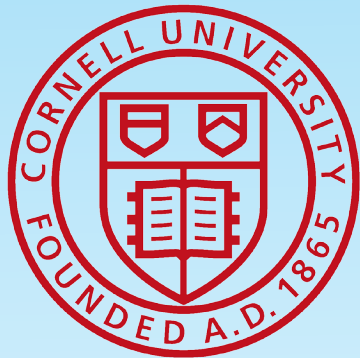


## PROMOTIONAL EVENTS:

Still today, one of the best forms of brand awareness is to interact with potential customers in person. Promotional events would help tremendously with spreading the word about who The Piggery is, what their goals are, and why the quality of meat is so important.

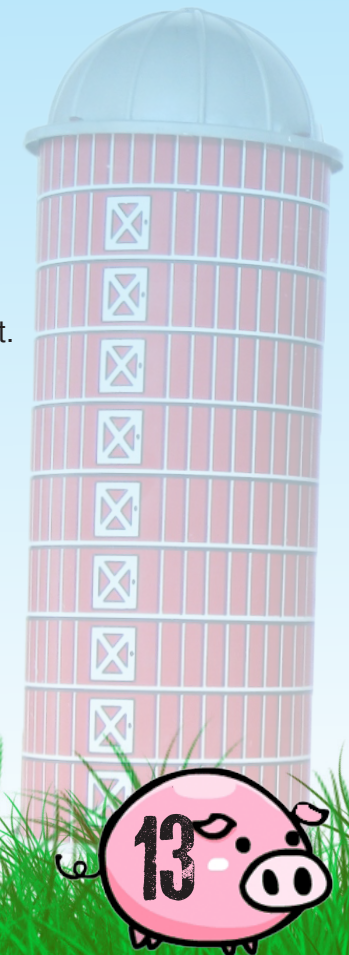
### Colleges

-Living in the #1 college town in America, it would be smart to target a younger audience. By holding promotional 'tasting' events on both the Ithaca College and Cornell University campuses, younger eaters will become more aware of the brand and the quality of food produced by The Piggery.



### "Piggery Fest"

-From June through September every year, Ithaca features a Downtown Summer Concert Series. Live shows take place every Thursday during these months and we feel this is a perfect opportunity to implement a promotional event. The Piggery would set up a tent and area to grill, give away free samples for tasting, as well as hand out information about the business and pass out the promotional "#MeatMatters" stickers we have created (See appendix, pg. 27).



# TACTICS (CONT.)

**PRESS RELEASES:** To create media buzz about The Piggery, we plan to send newsworthy press releases to several different media outlets in local newspapers. Included would be reporters for The Ithacan, Ithaca Times, Ithaca Journal and The Cornell Daily Sun, among others. Local radio stations that the press release would be distributed to would be WICB, VIC Radio, WRFI, and other Ithaca-based stations that offer promotional media coverage.

## CONTACT:

Heather Sanford  
423 Franklin Street  
Ithaca, NY 14850  
Phone 607-272-2276  
heather@thepiggery.net

## EXAMPLE PRESS RELEASE

ITHACA, NY—The Piggery, founded in 1996, is Ithaca's only butcher shop and delicatessen that specializes in using local farm-raised animals to produce pasteurized, wholesome meat for its products. The Piggery enjoys a customer base of locals from the Ithaca area and a network of other local farms that we help out to raise animals humanely. Our menu features a vast variety of pork, beef, chicken and charcuterie—and every item comes from our farm in Trumansburg, NY.

According to a recent survey we conducted, over 90% of people stated that they greatly value the quality of their meat. However, only 60% of that same population stated they have at least a general idea of where their meat comes from. The Piggery is helping to inform local Ithacans about the roots of the meat they are offered and educate them on how they can choose only the healthiest, highest quality products to consume.

Through a series of TV and radio spots as well as local newspaper ads, we will convince the Ithaca community we love so much that “meat matters.” The Piggery is consulting with Savory PR, a local Public Relations agency, to ensure that this message is heard and understood by as many people as possible. We hope the awareness we create regarding the importance of meat will have a lasting effect on our community, and that we can always offer meat-lovers a place to find quality food.

For more information about our campaign, please contact The Piggery's owner Heather Sanford at [heather@thepiggery.net](mailto:heather@thepiggery.net) or Savory PR at [inquiries@savory.com](mailto:inquiries@savory.com).





# MEASUREMENT AND EVALUATION

## COMMENT CARDS

In order to receive direct feedback from their customers, comment cards will be made available in the store as well as on The Piggery's website for constant, up-to-date improvements.

## SOCIAL MEDIA IMPRESSIONS

In order to ensure that we have met our goals for brand awareness and increasing customer base, we will monitor the activity on The Piggery's social media outlets including Facebook and Twitter throughout the entirety of the campaign.

## WEBSITE TRAFFIC

In order to ensure our tactic of enhancing The Piggery's website effectively, we will monitor the website's traffic for the duration of the campaign.

## PROMOTIONAL COUPONS

To ensure we had an increase in sales and customer base, we will monitor the use of promotional coupons compared to regular sales, as well as whether or not that customer has shopped there before.

## PRESS COVERAGE

To ensure we increased The Piggery's brand awareness, we will monitor media impressions from our television/newspaper advertisements, as well as any third-party endorsements throughout the campaign.



# TIMETABLE

 THE PIGGERY	June	July	August	September	October	November	December	January	February	March	April
Facebook Ads	Yellow	Yellow	Yellow			Yellow	Yellow	Yellow		Yellow	Yellow
Sponsoring Tweets	Purple			Purple	Purple	Purple			Purple	Purple	
Instagram Promotion		Pink	Pink		Pink		Pink	Pink			Pink
PSA Radio Spots	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
PSA TV Spots	Red	Red			Red	Red			Red	Red	
Newspaper Ads			Blue	Blue	Blue	Blue		Blue	Blue	Blue	Blue
College Tasting Events			Pink	Pink	Pink						Pink
Piggery Fest with Downtown Summer Concert Series	Orange	Orange	Orange	Orange							
Press Releases		Orange	Orange		Orange	Orange		Orange		Orange	Orange





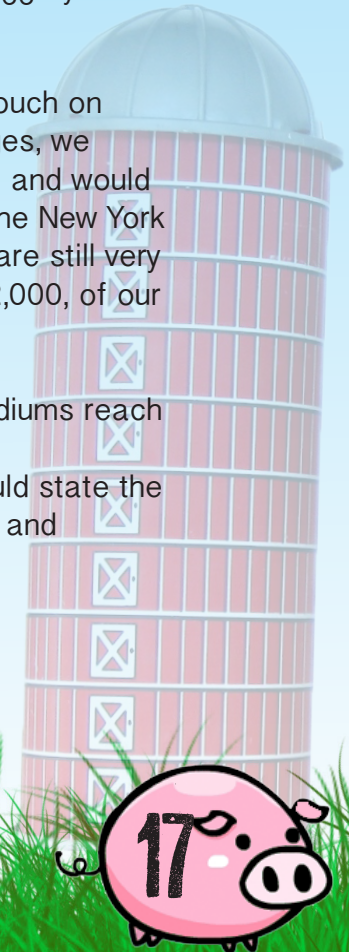
# BUDGET

One of The Piggery's main objectives is to create awareness in the local community, to expand its name as the local wholesale meat provider. Through several different publicity events, The Piggery, wishes to increase foot traffic by bringing more people into the store daily. With a budget of \$10,000, we at Savory PR broke down the dollar figures into what we felt would efficiently reach the overall goal of raising awareness.

In today's world, we are very dependent on our technology, and there is much to be said about a company that still utilizes print. For this reason alone, 20% of our budget is dedicated to making things such as brochures, posters, and bumper stickers for every day visitors and for the use at special events. Our brochures will give a brief history of the company and the farms. We want to stress the importance of the quality of meat and where it comes from. In addition, the brochure will include dates of when special events will be held. The posters will be printed large enough so when consumers drive past the storefront on Route 13, they will be able to get a glimpse of what is going on inside. The posters also need to be large enough so that The Piggery can put them on the inside of their storefront. These posters would display certain special events such as Piggery Fest and other promotional events.

Enough though today not everyone is reading newspapers like they used to in the past, it is still important to touch on different media platforms. Since The Piggery is looking to target people from all different walks of life at different ages, we decided that placing an advertisement into the appropriate newspapers would reach out to so many different people and would be an adequate use of our money. Newspapers including The Ithaca Journal, The Ithaca Times, Cornell Daily Sun, The New York Times, and Tompkins Weekly would help to reach people ranging from Ithaca to New York and beyond. Newspapers are still very much a valued medium in our society and are read by many people within our target audience, which is why 20%, \$2,000, of our budget is allocated for advertising and brand recognition purposes.

Radio and Television are two other mediums that we at Savory PR are interested in pursuing. Since these mediums reach a wide variety of our target audience, we have decided to allocate 10% (\$1,000) of our budget to set aside for short commercials on both mediums. These said commercials are intended to be short and to the point. Commercials would state the importance high quality meat, where the store is located, and the hours of operation. By choosing the most watched and listened to stations in both Ithaca and Syracuse, the intended target audience will be greatly reached and impacted.



# BUDGET (CONT.)

As traditional media has begun to become less popular, websites like Facebook, Twitter, and LinkedIn have increased in popularity. For this sole reason, we feel as though social media is one of the best mediums to use currently. Social media is basically publicity where, for the most part, it is free. For social media, we have allocated 2%, \$200, of our budget. Even though social media is free, there are ways in which you may need to pay money for special features such as creating a Facebook ad. Utilizing Facebook ads would be a fantastic way to analyze who is clicking on the ad, where they are from, what gender they are and how old they are, furthering to help The Piggery analyze who their target audience is. What is even better is that you can put limits on who can see the ad. For example, when creating the ad you might indicate the audience you are looking for are 30 year old meat loving men from Southern Pennsylvania. By doing this, the ad in which you have created will be featured onto people's Facebook sidebars, in which they fit the criteria you have created.

A selective audience chooses to read magazines. Strategically placing advertisements in specific magazines would allow for the ad to be seen by individuals who have an interest in the subject, which in our case is The Piggery. Choosing magazines that are read by grocery food shopping moms and bachelors who like to grill, would help expand the audience base out of the Finger Lakes and thus create awareness across many counties and states. At Savory PR, we decided to allocate 8%, \$800, towards magazine advertisements.

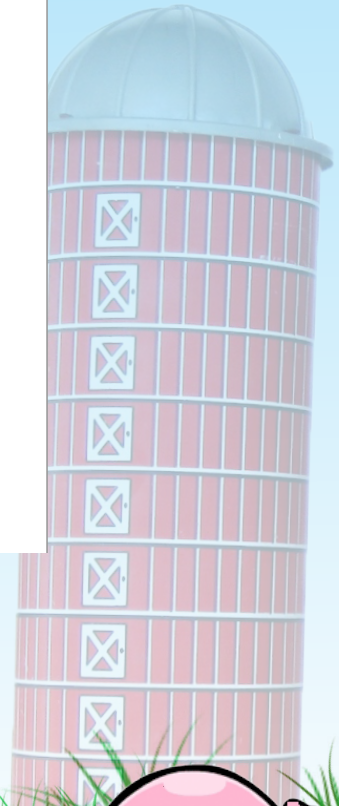
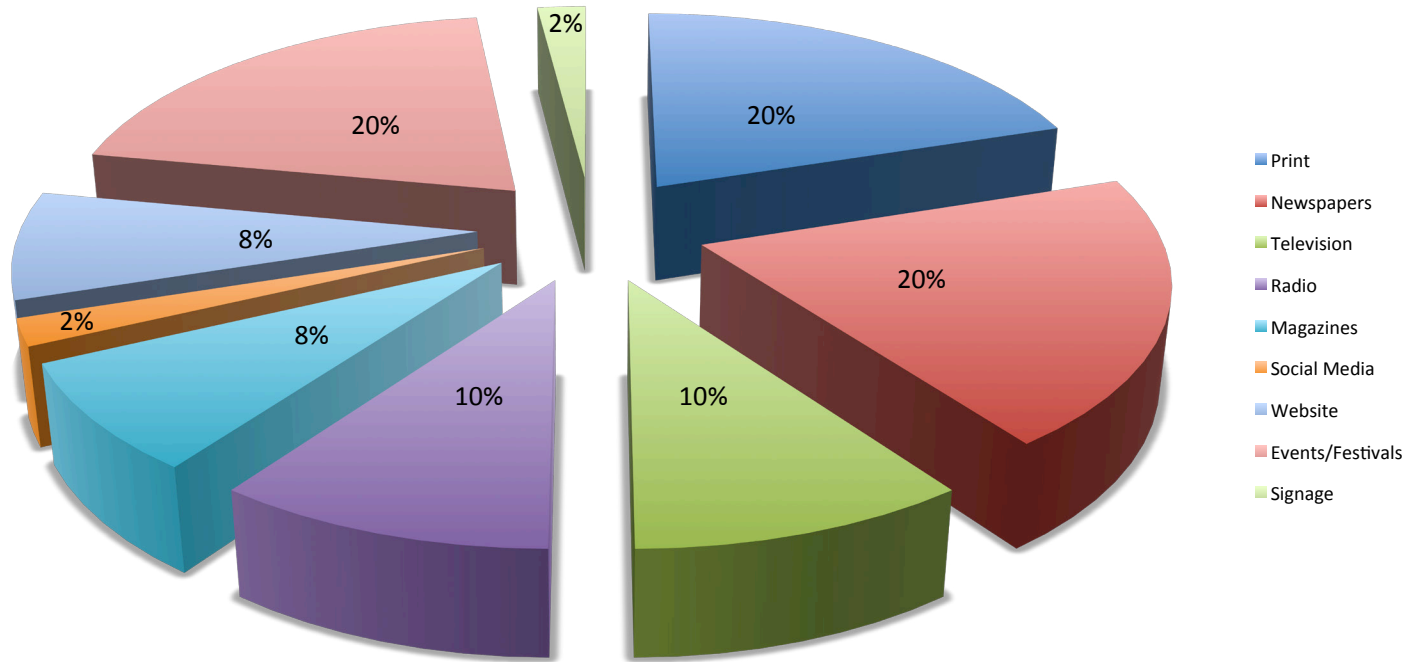
When conducting research on how to reach people, one of the most important mediums is the website of the company. Specifically, a website that is clean and friendly for all users is most important. One of the top priorities for The Piggery is to create a web page that provides useful information and links. With the help of a professional web page developer, a new website would greatly help promote The Piggery across the entire Internet. For this reason, 8%, \$800, is allocated to help redesign and manage a new website.

Ithaca is all about its community and the locals, so a great way to reach these individuals would be to would to tailor a whole new festival held in the Ithaca Commons. We would try to create something similar to Applefest or Chilifest but instead call it Piggery Fest. This would give a little taste of The Piggery to the public to have people understand what the company is all about. For an event this big, 20%, \$2,000, of the budget has been set aside. While the facade of The Piggery storefront is great, a new sign outside would be a very nice touch. People who drive past the storefront on Route 13 or walk past still have to look at the front window to know what the store is. When someone passes by, they do not know automatically that they are looking at The Piggery. To fix this problem, creating a sign that is illuminated would be recommended so that visitors could easily recognize the store. To make this possible, Savory PR has allocated \$200 of the budget towards installing signage outside of the storefront.





**Budgeting Allocations**  
**Total: \$10,000**

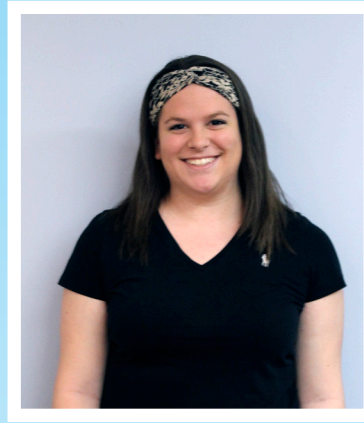


# STAFF BIOS



**SEAN CARNEY**

From Queensbury, New York, Sean Carney is a sophomore at Ithaca College studying Integrated Marketing Communications for his passion in brands and communicating with people naturally. Sean has many passions, one of which is broadcasting. Sean has been a DJ on Ithaca's nationally ranked student-run radio station since his first semester at college and now serves on the executive board of WICB as the PSA and Traffic director. Using his knowledge he has learned from his positions in WICB and communicating with the local Ithaca community, Sean has been able to strive at Savory PR by efficiently connecting with local businesses and organizations.



**FRANCESCA ESCE**

Francesca Esce is a freshman Integrated Marketing Communications major at Ithaca College, but was born and raised in Syracuse, New York, hoping to one day work in the non-profit sector of Public Relations. She loves to keep herself involved in a variety of contexts. She serves as an advertising committee member for IC Courage, which fundraises for Camp Good Days. In addition, this past semester she created a club on campus called IC Pay it Forward, an organization that performs and promotes random acts of kindness. In her free time, she enjoys singing and dancing in a show choir on campus and has a passion for blogging and board games. Francesca uses her well-roundedness and intuitive attitude as an asset to Savory PR.

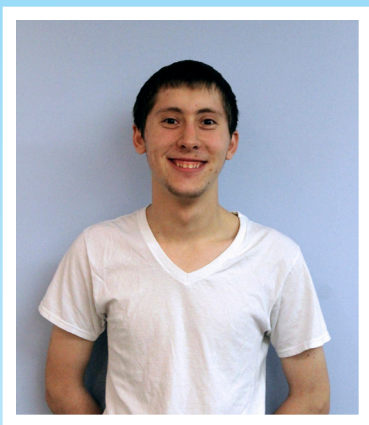


**MATT HIRSCH**

Matt Hirsch is a freshman Integrated Marketing Communications major from Long Island, New York. He has a minor in psychology and is a part of the Ithaca College honors program. After graduation, Matt hopes to work in the entertainment industry, specifically at his dream job in NBCUniversal's marketing department. At the moment, he is rounding out his college education by pursuing interests such as comedy, creative writing, and mental health advocacy. He is currently an officer in several organizations on campus such as the American Advertising Federation and Ithaca College China Care Club. His love of meeting new people and outgoing personality allows him to be a creative and energetic addition to the Savory staff.

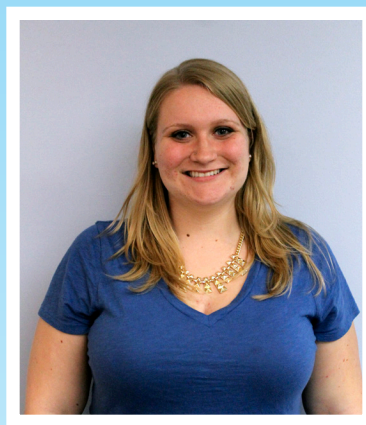






**ERIC ROTHSTEIN**

Born and raised in Brooklyn, New York, Eric Rothstein is a sophomore Theatre Arts Management major with a Integrated Marketing Communications minor at Ithaca College. Eric hopes to one day work in the commercial sector of theatre specifically in the area of general management. His education in arts administration allows him to take a creative approach to public relations bringing a unique opportunity for his clients. When Eric is not doing homework he is busy promoting Ithaca College Theatre Arts where he is currently the Ticket Office Manager. In his spare time, he enjoys going to the Ithaca gorges and hanging out with his friends. Eric brings his positive attitude and well-roundedness to the Savory PR team.



**JILLIAN KOEHNKEN**

Jillian Koehnken is a sophomore Integrated Marketing Communications major from Mahopac, New York. When she first came to Ithaca College, she started out as a Theatre Arts Management major, but as her freshman year progressed, she became more interested with advertising. Since transferring majors in the fall, Jillian is happier than ever and feels she has finally found the right place. She will be interning at Viacom Media Networks this summer as their Content Distribution and Marketing Intern in NYC. She loves the creative side of advertising and hopes to one day become a Copywriter. Jillian is also a part of the publicity team for Ithaca College Television's first musical TV show, "Staged," and is an active member in IC's American Advertising Federation. Jillian brings a lot of enthusiasm to the Savory PR team.



**IAN STEINBERG**

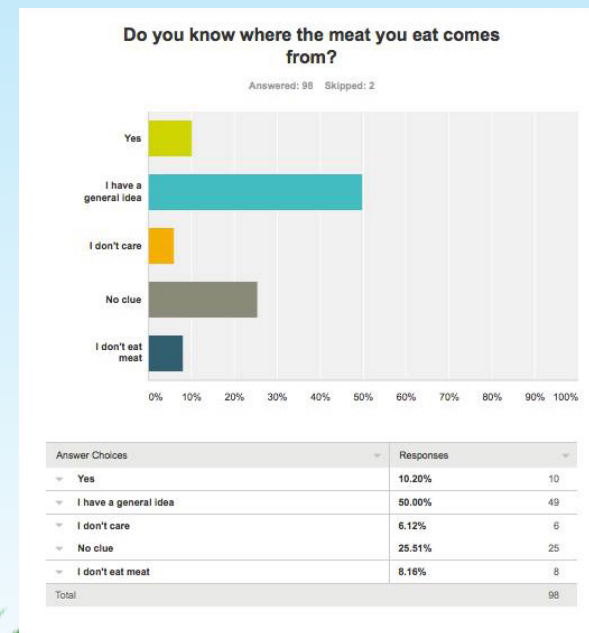
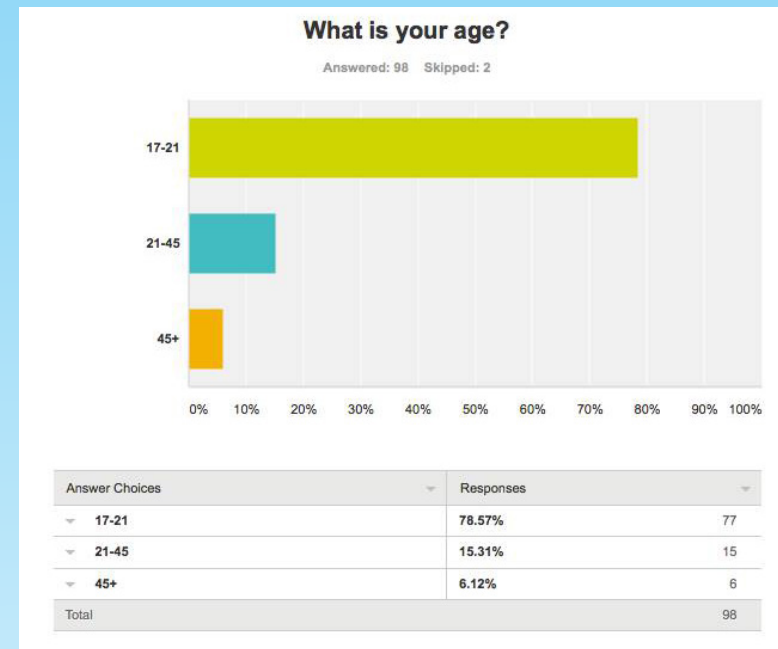
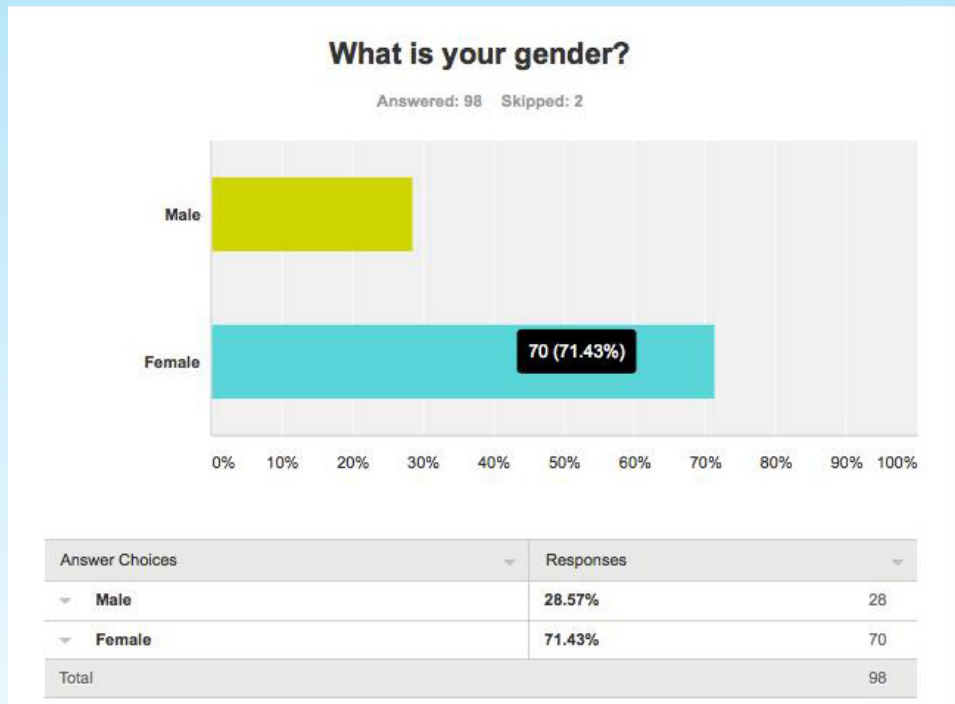
Hailing from Northampton, Massachusetts, Ian Steinberg of Savory PR is a Junior at Ithaca College studying Sound Recording Technology with a minor in Integrated Marketing Communications. He is currently an active musician, audio engineer for Ithaca College Recording Services, and public relations specialist. He is also the current secretary of the Audio Engineering Society's Ithaca College chapter. Ian is planning to graduate in 2015 and wants to travel the world shortly before beginning his career outside of college. His education in music allows him to take an unconventional and creative approach to public relations and advertising and provides a unique perspective for his clients.



# APPENDIX

## SURVEY RESULTS:

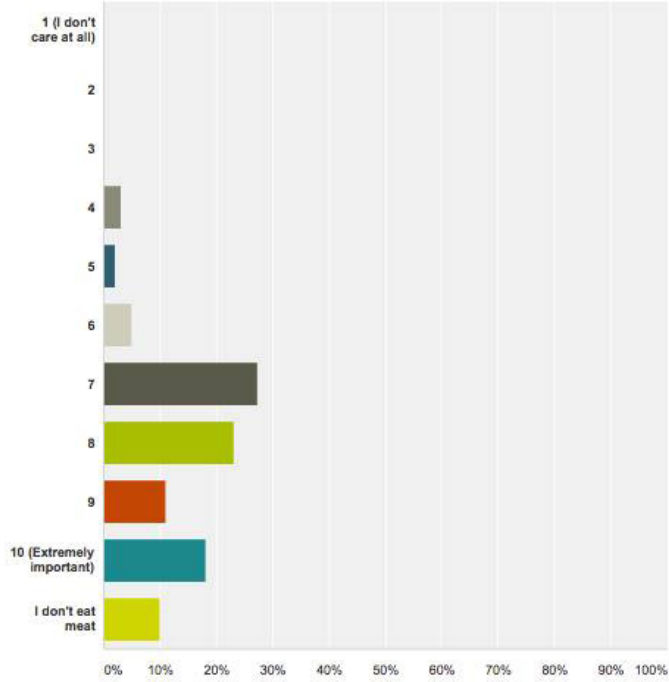
Of the people surveyed, a shocking 26% said that they have no idea where their meat comes from. Our goal here at Savory PR is to increase awareness for consumers and to encourage people from the Ithaca area to take advantage of quality meats produced from local farms. When asked how many people care about the quality of meat on a scale of 1-10, 27% rated a 7, 23% rated an 8, and 18% thought it was extremely important at a rating of 10/10. The Piggery would like to increase awareness and sales by promoting their quality products because a whopping 82% has never been to The Piggery before.





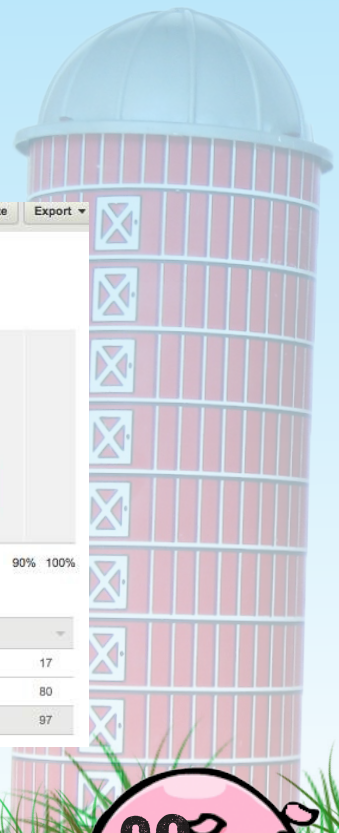
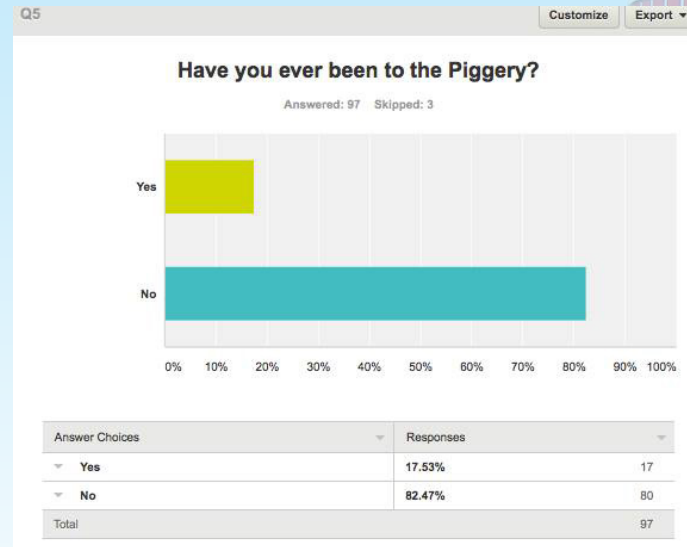
### On a scale of 1-10, how much do you value the quality of your meat?

Answered: 99 Skipped: 1



Answer Choices	Responses
1 (I don't care at all)	0.00% 0
2	0.00% 0
3	0.00% 0
4	3.03% 3
5	2.02% 2
6	5.05% 5
7	27.27% 27
8	23.23% 23
9	11.11% 11
10 (Extremely important)	18.18% 18
I don't eat meat	10.10% 10
Total	99

	1	2	3	4	5	Total	Average Ranking
Facebook	72.45% 71	17.35% 17	7.14% 7	0.00% 0	3.06% 3	98	4.56
Twitter	18.37% 18	44.90% 44	25.51% 25	9.18% 9	2.04% 2	98	3.68
LinkedIn	3.09% 3	9.28% 9	18.56% 18	31.96% 31	37.11% 36	97	2.09
Instagram	5.10% 5	27.55% 27	43.88% 43	21.43% 21	2.04% 2	98	3.12
Vine	1.02% 1	1.02% 1	5.10% 5	37.76% 37	55.10% 54	98	1.55





# APPENDIX

## EDIBLE FINGER LAKES ARTICLE:



BY OLIVIA M. HALL • PHOTO BY ROBYN WISHNA

**C**URIOSITY DROVE HEATHER SANDFORD AND her husband Brad Marshall to buy their first pastured pig off of Craigslist in 2003. What could be done with an entire hog's worth of meat, bones and organs? (A whole lot of roasts, bacon and pâté, it turns out.)

Little did the young couple with post-Cornell city jobs in California know, they had just taken their first step on a hog-wild adventure in pig farming.

Ten years later, Sandford and Marshall are not only managing their own 350-head pig farm in Trumansburg and running a popular butcher shop with eight employees, but also leading the effort to rebuild the region's local meat system. "Nobody's been more surprised than we have," Sandford admits.

The Piggery started as a side business to the couple's homestead when they began to take fresh and traditionally preserved meats to the Ithaca Farmers' Market six years ago. "Our first week at the market we didn't quite sell out," Sandford remembers. "I thought, oh, I hope people are into our stuff. But by the sixth week we had a line of about 40 people before the bell went off. And it didn't stop from there."

The lines spoke a clear language, and Sandford and Marshall listened, opening The Piggery retail store and restaurant in 2010 to provide their heritage meats and such goodies as the best-selling pulled pork sandwiches all week during regular store hours. Many customers were disappointed to see the restaurant portion close last year, but The Piggery has been growing and changing to offer a new set of products and services. "We were thinking about how to be a sustainable business in the long run," Sandford explains. "My instinct was that with so many great restaurants in town, we really needed to focus on the meat."

In the front of the shop, additional cases provide more space for pork, as well as other meats and a few grocery staples from some 40 local producers that match The Piggery's sustainable methods. Sheep farmer Maryrose Livingston of Northland Sheep Dairy, for one, is grateful that she can focus on raising her animals rather than having to spend precious time standing at the farmers' market. "Plus, I usually just hide away for the winter because it's very hard for me to get off the farm, so my customers were just thrilled when I told them that my meat and cheeses were going to be available at the Piggery," she says.

Behind the scenes, the shop has grown by several thousand square feet of cooler space in order to become a USDA-certified processing facility in the near future. Once approved, The Piggery will be allowed to wholesale meat to grocery stores and restaurants, giving more buyers access to their pastured pork and, on the flipside, helping to support a "family of up-and-coming farms" that raise pigs to their specifications.

Though Sandford and Marshall keep moving forward with new projects—among them are to become food justice certified and accept food stamps—every so often they take a step back and look at what they've created so far. "I think about all of the things that need to happen to keep the business going," Marshall says, "from farrowing piglets to feeding pigs, to getting them to the slaughterhouse, to bringing them back, to making all the recipes, to manning the sales counter. And I'm amazed that we actually manage to pull this off every day."

423 Franklin Street, Ithaca, 607.272.2276, [thepiggery.net](http://thepiggery.net)

ediblefingerlakes.com 49





# DAILY NEWS ARTICLE:

3 of 6 DOCUMENTS



February 21, 2010 Sunday  
SPORTS FINAL EDITION

## TRIP FROM PIG TO PORK CHOP Upstate farm stresses humane treatment and quality meat

BYLINE: BY KATIE NELSON DAILY NEWS WRITER

SECTION: NEWS; Pg. 12

LENGTH: 505 words

THIS LITTLE PIGGY went to Brooklyn.

A family farm north of **Ithaca** raises hogs on 70 sprawling acres, supplying meat for a program that puts pork on New York City tables.

The **Piggery**, run by husband-and-wife team Brad Marshall and Heather Sanford, has about 130 pigs. They raise them in an open-air barn and allow them to roam grassy pastures - beginning a process that ends with bacon and pork chops in the Big Apple.

"Knowing they are treating the animals as humanely as possible makes a difference to me," said customer Emily Hanhan, a 25-year-old fashion designer from Clinton Hill, Brooklyn. "Knowing their heart and soul is behind their products is a really nice feeling - knowing they are trying their hardest to give you, the customer, the best of everything."

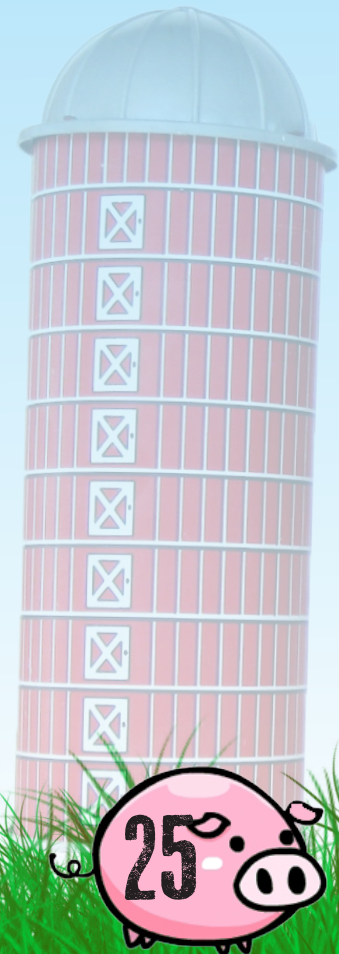
The meat-only community-supported agriculture program is the first of its kind in the city. Most of the 45 participants in the winter enrollment ending this month are from Brooklyn.

Marshall, who raises sows with names like Pig Salad, Chunkette and Big Mama, said he's proud of the humane treatment animals get at the farm. But buying pork from the **Piggery** comes down to taste.

"Probably the best reason is it's delicious," the co-owner said proudly.

"We're raising heirloom breeds of pig that have a lot more flavor than modern factory-raised pigs," Marshall, 34, told the Daily News. "We raise them to larger sizes than would be typical, which gives you a much richer flavor."

The concept of community-supported agriculture programs began in Japan and Europe, but their popularity has exploded in New York in recent years. More than 80 vegetable, fruit and dairy programs operate within the five boroughs. The meat-only version began in December.



# APPENDIX

## SOCIAL MEDIA EXAMPLES:



**The Piggery**  
4.7 ★★★★★ (205 ratings)  
3,665 likes · 234 talking about this · 415 were here

Butcher  
423 Franklin Street, Ithaca, New York 14850



**THE PIGGERY**



Ithaca's only local butcher. Where **#MeatMatters**.

**The Piggery**  
4.7 ★★★★★ (205 ratings)  
3,644 likes · 200 talking about this · 413 were here

Butcher  
423 Franklin Street, Ithaca, New York 14850

Verizon 3G 3:22 PM 82%

**ithacapiggery** 23m

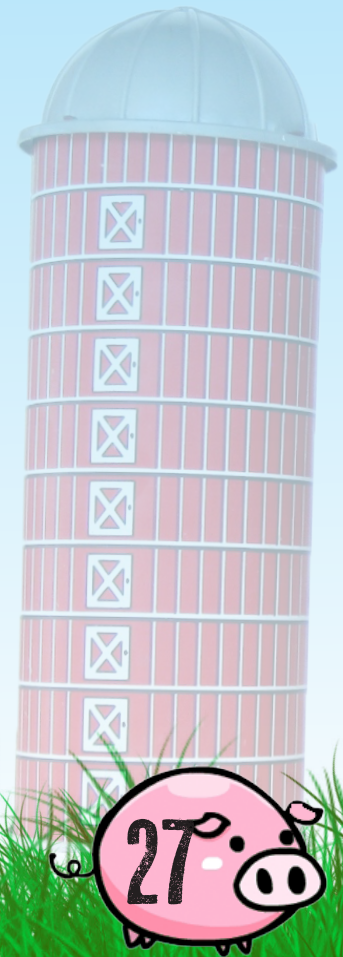


**ithacapiggery** Just one of the many delicious sandwiches we offer at The Piggery! Always freshly prepared and always made with local, pasteurized meat! #piggery #yum #meatmatters





PROMOTIONAL STICKER EXAMPLE:





# APPENDIX

## WEBSITE BEFORE AND AFTER:





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