March

2016

Final Report

Florida Blueberry Producers' Marketing Strategies: Direct Marketing And Marketers

Florida Blueberries Growers Association

UF|IFAS UNIVERSITY of FLORIDA
Center for Public Issues Education

PIE2015/16-4b

For More Information

Contact the Center for Public Issues Education at piecenter@ifas.ufl.edu or 352-273-2598

Suggested Citation

Qu, S., & Rumble, J. (2016). Florida blueberry producers' marketing strategies: Direct marketing and marketers. PIE2015/16-4b. Gainesville, FL: University of Florida/IFAS Center for Public Issues Education.

About the Authors

Shuyang Qu – Graduate assistant, Department of Agricultural Education and Communication
Joy Rumble, Ph.D. – Assistant professor, Department of Agricultural Education and Communication and UF/IFAS Center for Public Issues Education

Acknowledgments

Alexa Lamm, Ph.D. – Associate Director, UF/IFAS Center for Public Issues Education; Assistant professor, Department of Agricultural Education and Communication
Allen Wysocki, Ph.D. – Associate Dean, UF/IFAS, College of Agricultural and Life Sciences
Tori Bradley –Graduate assistant, Food and Resource Economics Department
Sonia Tighe – Executive Director, Florida Specialty Crop Foundation

This research was funded by an FDACS specialty crop block grant and was completed in collaboration with the Florida Specialty Crop Foundation.

Contents

List of Figures

List of Tables

Executive Summary

The Florida Blueberry Growers Association /Florida Blueberry Producers' Marketing Strategies
March 2016

Introduction

The Center for Public Issues Education partnered with the Florida Blueberry Growers Association aimed to enhance marketing tools for Florida blueberry growers. Florida blueberries have a short three-month harvest and marketing window, which overlaps with blueberry production from other states such as Georgia and other countries such as Chile. Due to the short season and increasing competition, it is essential to have effective marketing tools and strategies to increase demand for Florida blueberries during this time.

Florida blueberry growers commonly use two different strategies to promote their blueberries, direct marketing and working with a marketer. To provide insights on how to effectively market Florida blueberries, the Center for Public Issues Education initiated a survey to examine Florida blueberry producers' experiences using direct marketing and/or marketers to market their blueberries and their perceived results of using these marketing methods. Specifically, this survey assessed Florida blueberry producers' experiences, challenges, perceived success of using the two strategies, the resources used to learn about both strategies, and reasons for selecting or not selecting certain strategies.

Findings

Blueberry producers using both a marketer and direct marketing

Their experience using a marketer:

- Most of these producers had a positive attitude toward the outcome of working with a marketer.
- More than half of these producers were loyal to their marketers and would recommend their marketer to others.
- Even though a few respondents did not have positive experience communicating with their marketers, most of the producers indicated their marketers communicated sufficiently with them and valued their opinions.
- The majority of the respondents communicated with their marketers by telephone, face-to-face, or email. Most of these respondents indicated they were very or extremely satisfied with these communication methods. Face-to-face communication received highest satisfaction.
- These respondents had a positive attitude toward their marketer's business ethics in terms of the marketers being responsible, honest, ethical, respectful, trustworthy, fair, and open.
- These respondents had a positive attitude toward their marketer's work quality in terms of being experienced, well-informed, competent, easy to work with, efficient, and effective.

Their experience using direct marketing:

- The majority of these respondents used u-pick to direct market their blueberries (70%), followed by direct sale to retailers (43.3%), direct sale to wholesalers (36.7%), and farmers market (33.3%).
- Among 21 respondents who indicated using a U-pick to direct market their blueberries, U-pick was generally considered to have an ease of access, compliance of rules and regulations, transportation, relationship building with buyers, and promotion of blueberries.
- Thirteen respondents directly marketed their blueberries through direct sale to retailers. Direct sale to retailers was generally considered more difficult to access and to build relationships.

- More than half of the respondents promoted blueberries using their resources of past experiences and other individuals such as family members, relatives, neighbors or friends. Many (43.3%) of the respondents also used resources provided by Florida Blueberry Growers Association.
- Respondents' answers varied when asking their agreement or disagreement toward having sufficient resources to learn about promoting their blueberries. The number of answering strongly agree/agree, strongly disagree/ disagree, and neither agree nor disagree was almost equal.
- The majority of the respondents (83.3%) used Word of Mouth to promote their blueberries, followed by a business Facebook page (53.3%), and their own website (46.7%).
- Many respondents did not use mass media, such as magazines, television, newspapers, billboards, and radio to promote their blueberries, because these advertisements were *too expensive*.
- Most of the respondents agreed that they face competition pressure in terms of price from blueberry producers from other countries and from the U.S. including Florida.

Blueberry producers who only use marketers to promote their blueberries

- The majority (70.6%) of the blueberry producers who only used a marketer chose a marketer from friends' or other fellow producers' recommendations.
- These respondents generally had a positive attitude toward the outcome of working with a marketer.
- More than half of these respondents indicated loyalty to their marketers and reported that their marketers had high quality communication, business ethics, and a high quality business.
- Most of these respondents and their marketers communicated through email, followed by telephone, and face-to-face. Face-to-face communication received the highest satisfaction.
- Most of these respondents agreed that they faced competition pressure from blueberry producers from the U.S. and other countries.
- Most of these respondents identified lack of time as their reason for not direct marketing their blueberries, followed by difficulty gaining access to buyers and identifying buyers.

Blueberry Producers who only use Direct Marketing to promote their blueberries

- All four respondents used U-pick and one respondent used direct to individual sales for direct marketing of their blueberries.
- None of the respondents indicated that it was difficult or very difficult to gain access, comply with rules and regulations, transport blueberries, build relationships, or promote blueberries using their direct marketing methods (*U-pick* and *direct sale to individuals*).
- Two of four respondents indicated using past experiences to learn about promoting blueberries.
- All four respondents agreed or strongly agreed that they have access to sufficient resources to learn about promoting their blueberries.
- All four respondents used word of mouth, and three respondents used business Facebook page, and their own business website to promote their blueberries
- Some respondents agreed or strongly agreed that they face competition pressure in terms of both price and buyers being able to choose product from other Florida blueberry producers, U.S. blueberry producers outside of Florida, and blueberry producers from other countries.

Background

In 2015, the Center for Public Issues Education partnered with the Florida Blueberry Growers Association to enhance marketing tools for Florida blueberry growers. With 1,040 farms growing 7,377 acres of tamed blueberries, the Florida blueberry industry is valued at more than $47 million dollars, and is ranked seventh in blueberry production throughout the nation (Putnam, 2012). However, Florida blueberries have a short three-month harvest and marketing window, which overlaps with blueberry production from other states such as Georgia and other countries such as Chile. Due to the short season and increasing competition, it is essential to have effective marketing tools and strategies to increase demand for Florida blueberries during this time.

Florida blueberry growers commonly use two different strategies to promote their blueberries. One strategy is to directly marketing blueberries through channels such as farmers markets, community supported agriculture, *U-pick*, etc. The second strategy is to hire a marketing agent (marketer) who buys blueberries from several producers and distributes the products for them, commonly to retail or wholesale establishments. This report details Florida blueberry producers' experiences using direct marketing and/or marketers to market their blueberries and their perceived results of using these marketing methods.

Methods

The research aimed to provide insights on how to effectively market Florida blueberries. To fulfill the purpose, this research examined Florida blueberry growers' marketing strategies through direct marketing channels or the use of a marketer. Specifically, the researchers examined Florida blueberry producers' experiences, challenges, and perceived success of using the two strategies. Additionally this research assessed the information resources used to learn about both strategies and reasons for selecting or not selecting certain strategies.

In August 2015, an online survey was distributed to current Florida blueberry growers via email from the research team. The list of blueberry producers was obtained from the Florida Blueberry Growers Association. The producers were first sent the survey on August 13th. They received four reminders after that and were sent a final reminder the morning of September 24th and the survey closed later that day. The survey was sent to 173 producers, 64 respondents started the survey, and 51 respondents provided complete and usable answers, resulting in a response rate of 29.5%. Data were split into three sections for descriptive analysis using SPSS.

- Respondents who were engaged in both marketing strategies to promote blueberries
- Respondents who only used a marketer
- Respondents who only engaged in direct marketing

Results

For presentation in this report, results are divided into three parts. The first part focuses on the respondents who have used or have considered using both direct marketing and marketers. These respondents received survey questions regarding both their direct marketing and marketer experiences. The second part shows the results of the respondents who have only considered or have only been using marketers. The third part presents the results of the respondents who have only considered or have only been using direct marketing.

Producers using a Marketer and Direct Marketing ($N = 30$)

A total of 30 out of 51 respondents indicated that they used or were considering using both direct marketing and a marketer to promote their blueberries. Among the 30 respondents, 20 (66.7%) indicated they were currently using direct marketing and ten (33.3%) were currently considering using direct marketing. Twenty-five (83.3%) indicated they were currently using a marketer and five (16.7%) were currently considering using a marketer.

Description of the Respondents' Demographics

Respondents were asked to answer demographics questions including their age, sex, education level, ethnicity, and race. Most of these respondents are between 50 and 69 years old. A majority of the respondents received some college education or four-year college degree, and were non-Hispanic white males (See Table 1).

Table 1. Demographics of the Respondents

Source of Information	*f*	%
Age		
18-29	0	0.0
30-39	5	16.7
40-49	3	10.0
50-59	10	30.0
60-69	8	26.7
70-79	3	10.0
>80	0	0.0
Did not provide a response	1	3.3
Sex		
Male	26	86.7
Female	3	10.0
Did not provide a response	1	3.3
Education level		
Less than 12th grade (did not graduate high school)	1	3.4
High school graduate (includes GED)	3	10.3
Some college, no degree	10	34.5
2-year college degree (Associate, Technical, etc.)	5	17.2
4-year college degree (Bachelor's etc.)	7	24.1
Graduate or professional degree (Master's, Ph.D, MD, MBA, etc.)	3	10.3
Did not provide a response	1	3.3
Ethnicity		
Hispanic/Latino(a)/Chicano(a)	1	3.3
Not Hispanic/Latino(a)/Chicano(a)	29	96.7
Race (could select more than one)		
American Indian or Alaskan Native	2	6.7

White	29	96.7

Description of the Respondents' Blueberry Growing Characteristics

Most of the respondents grew more than 20 acres of blueberries in the last year and had been growing blueberries between one and ten years. Most of the respondents only grew blueberries (See Table 2).

Table 2. Farming characteristic of respondents

Farming characteristics	*f*	%
Acres of blueberries grown last year		
<1	0	0
1-5	7	23.3
6-10	6	20.0
11-15	3	10.0
16-20	1	3.3
>20	13	43.3
Years of growing blueberries		
<1	2	6.7
1-5	10	33.3
6-10	10	33.3
11-15	4	13.3
>15	4	13.3
Other commodities grown (could select more than one)		
Only blueberries	19	63.3
Other berry varieties	6	20.0
Non-berry fruit commodities	5	16.7
Vegetable commodities	4	13.3
Livestock	4	13.3
Row crops	2	6.7
Others	0	0

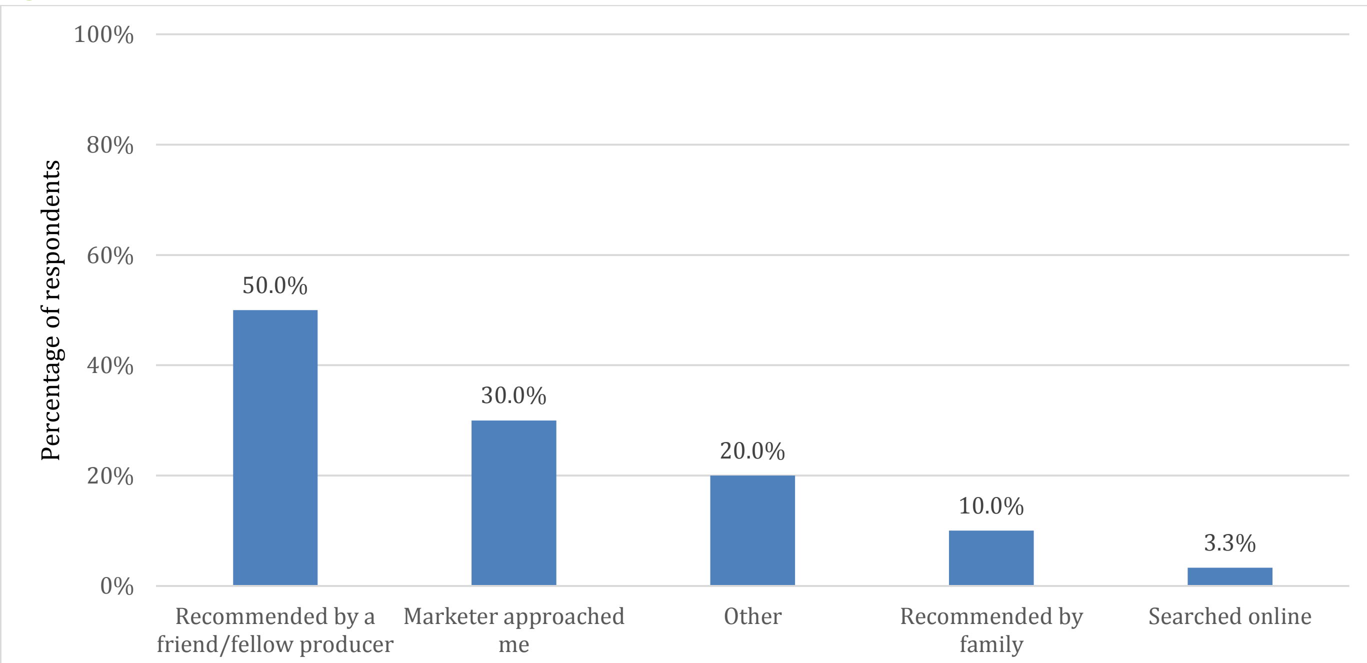
Marketer Experience

Blueberry producers who were engaged in direct marketing and used a marketer answered questions regarding their experiences using a marketer. Among the 30 respondents who indicated that they were engaged in both direct marketing and used a marketer to promote and sell their blueberries, 25 (83.3%) currently used a marketer and 5 (16.7%) were considering using a marketer.

How did Blueberry Producers Choose their Marketers

Respondents were asked how they chose their marketers. Half of the respondents indicated their marketers were recommended by a friend or fellow producer. A few respondents chose other, and specified their way of choosing marketers. Those responses included: "I am familiar with the marketers," "I use from being in the citrus business," "I knew them from citrus. Interviewed them all, historical data," "Knew of many marketers through trade shows and contact with other growers," "Met with multiple marketers and reached an agreement with marketer that we are current associated with," "We created our own marketing company."

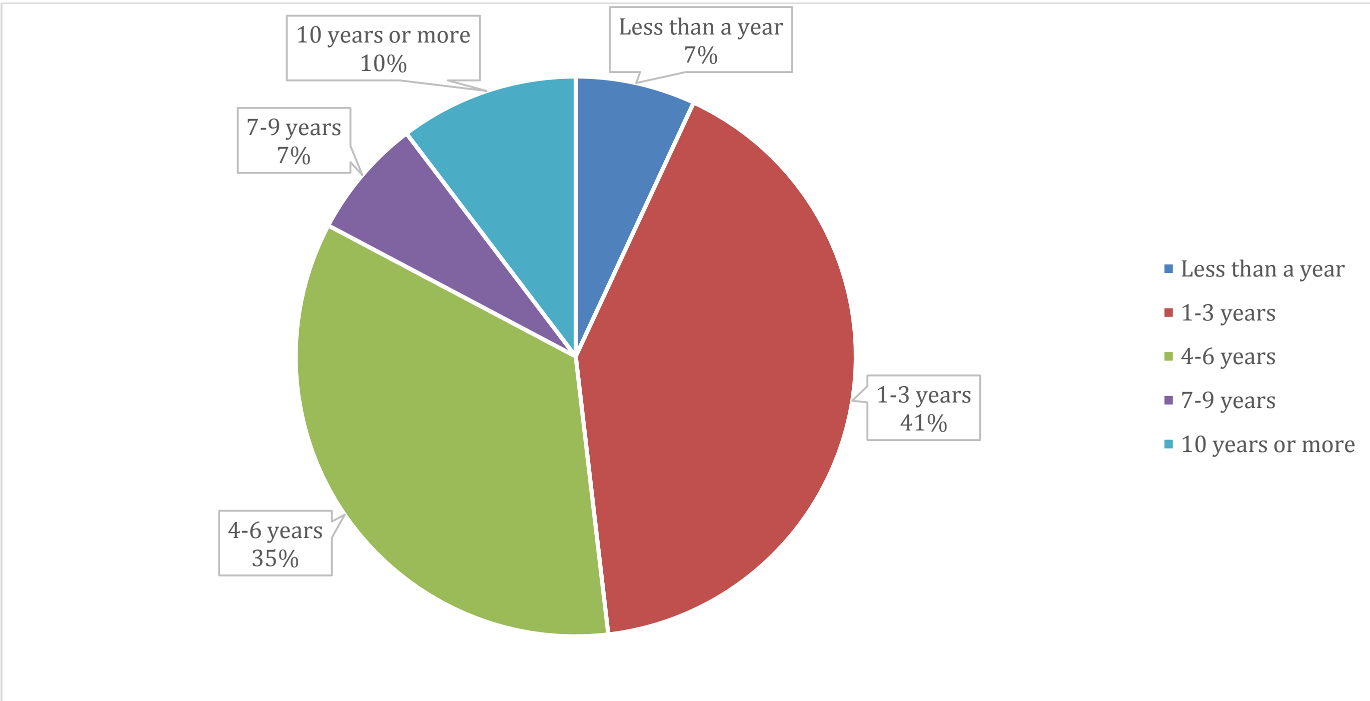
Figure 1. Marketer Selection



Number of Years Producers had Worked with their Marketer

Next, respondents were asked how long they have worked with their marketers. Most of the respondents worked with current marketers for one to three or four to six years.

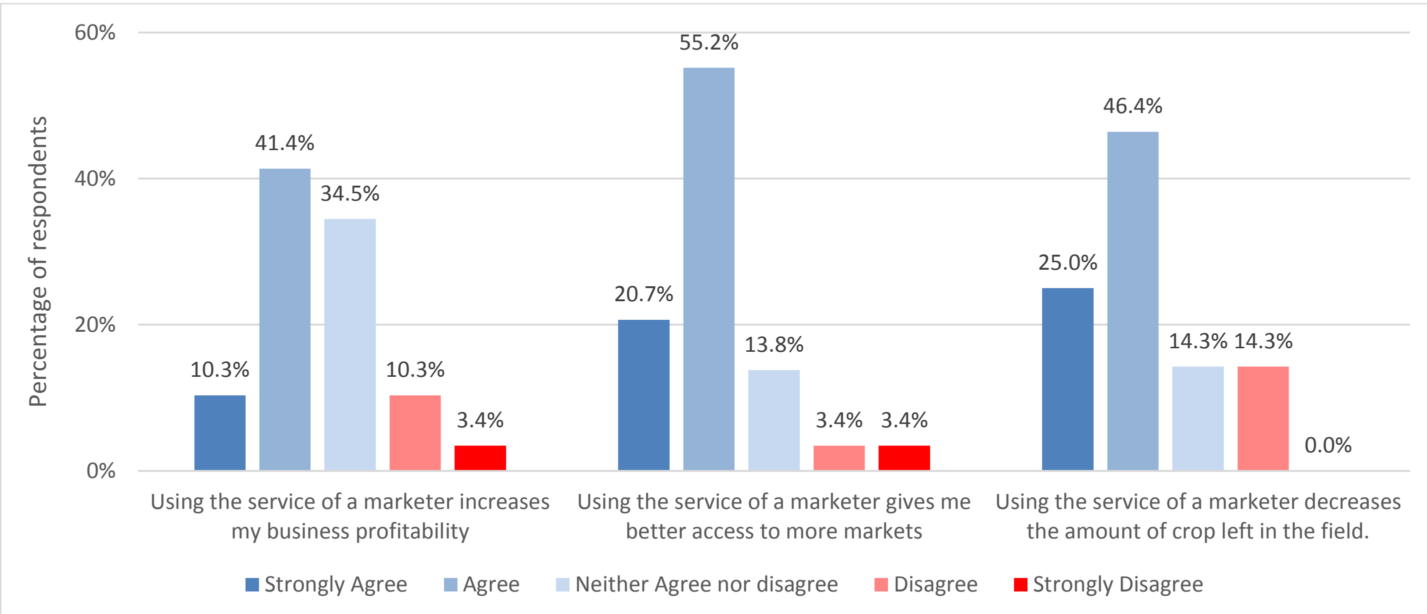
Figure 2. Number of Years Producers had Worked with their Marketer



Attitude toward the Outcome of Working with a Marketer

To measure producers' attitude toward the outcome of working with a marketer, respondents were asked to indicate their level of agreement or disagreement with three statements regarding profitability, access to more markets, and amount of crop left in the field. The statements were measured on a five-point Likert-type scale (1 = strongly disagree; 2 = disagree; 3 = neither disagree nor disagree; 4 = agree; 5 = strongly agree). About half of the respondents agreed or strongly agreed that using a marketer increased their business profitability. A total of 75.9% of the respondents agreed or strongly agreed that using a marketer gave them better access to more markets. Similarly, 71.4% of the respondents agreed or strongly agreed that using a marketer decreased the amount of crop left in their field.

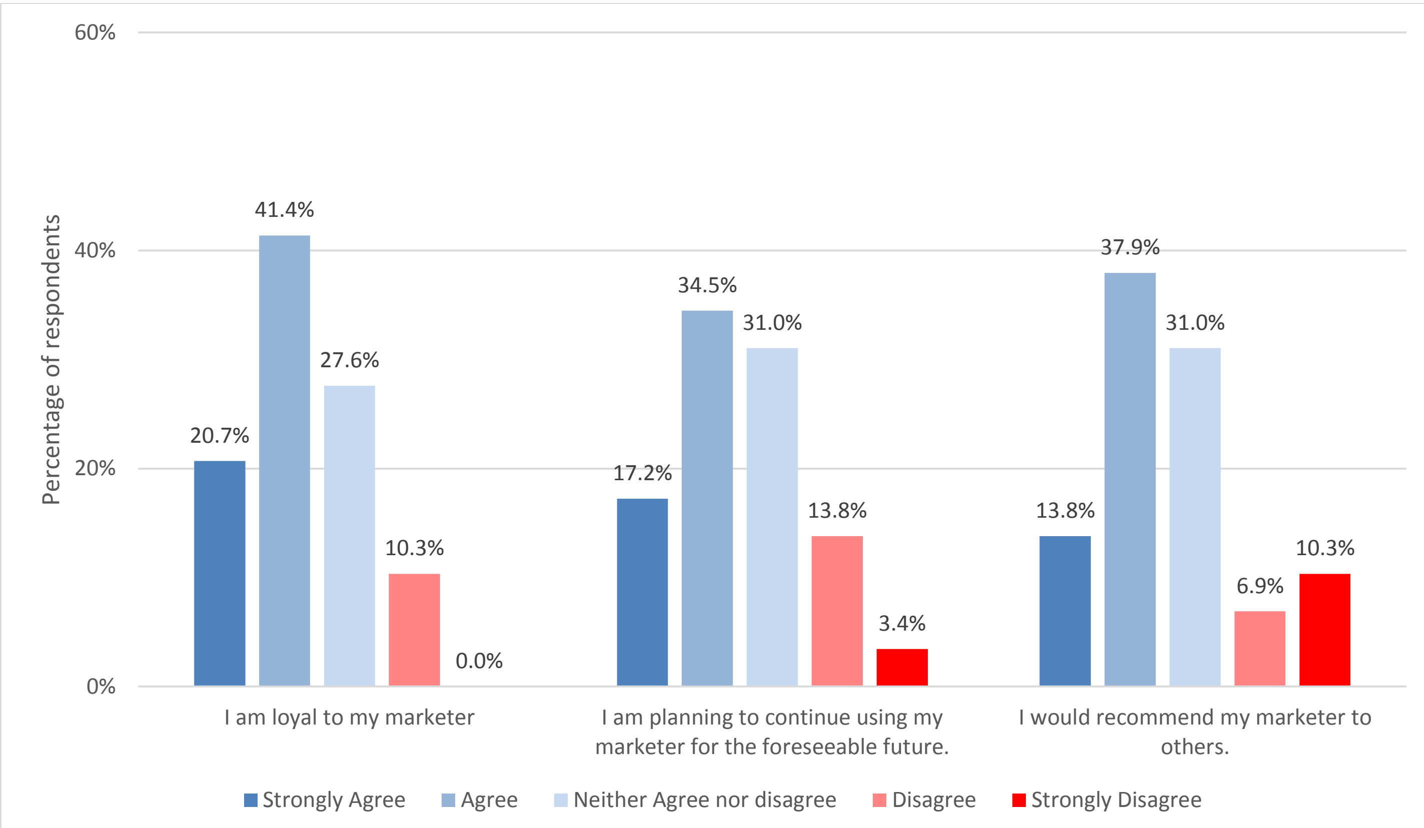
Figure 3. Attitude toward the Outcome of Working with a Marketer



Loyalty to the Marketer

Loyalty to the marketer was measured on a five-point Likert-type scale (1 = strongly disagree; 2 = disagree; 3 = neither disagree nor disagree; 4 = agree; 5 = strongly agree). More than half of the respondents agreed or strongly agreed with the statements regarding loyalty to the marketer. A total of 62.1% respondents agreed or strongly agreed that they were loyal to their marketer. About half of the respondents agreed or strongly agreed that they plan to continue using their marketer for the foreseeable future, and they would recommend their marketer to others.

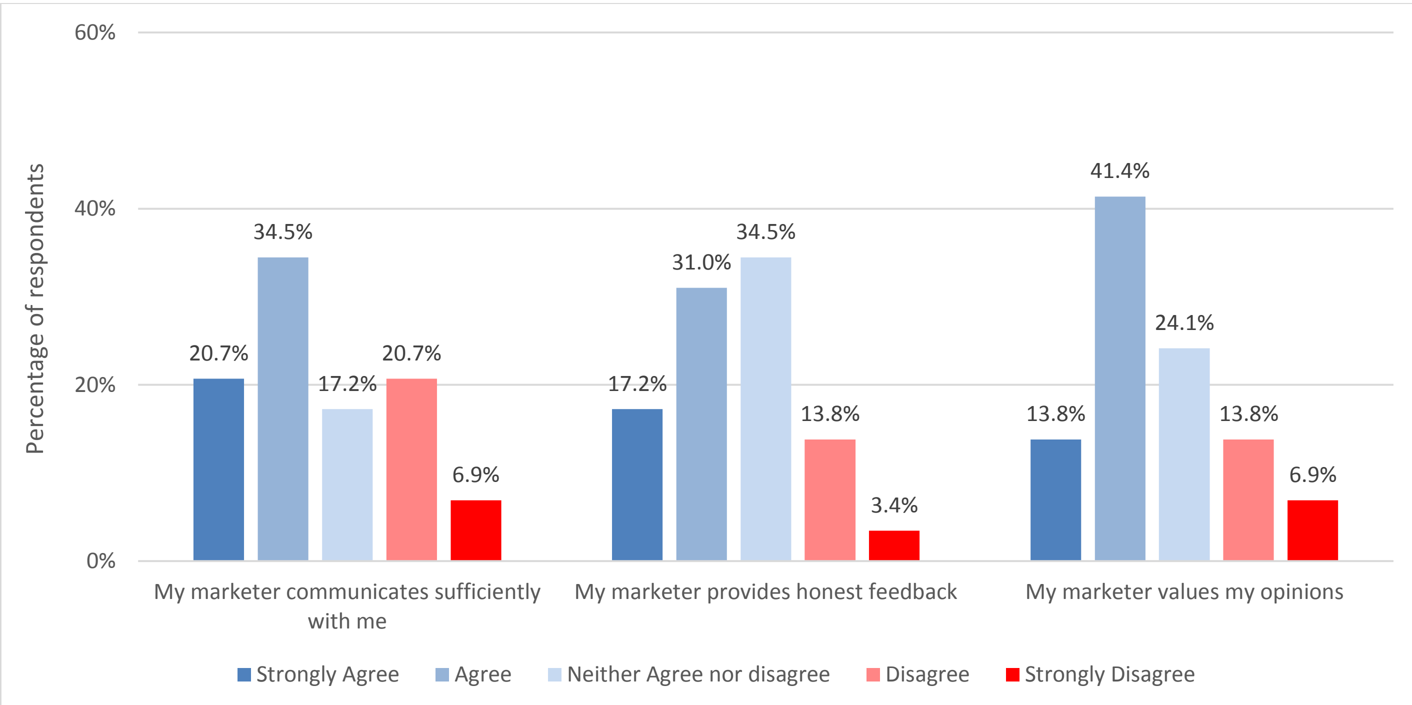
Figure 4. Loyalty to the Marketer



Communication Quality with the Marketer

Respondents were asked to indicate their level of agreement or disagreement with the following statements regarding communication with their marketer (1 = strongly disagree; 2 = disagree; 3 = neither disagree nor disagree; 4 = agree; 5 = strongly agree). Results showed more than half of the respondents agreed or strongly agreed with the statements "*My marketer communicates sufficiently with me*" and "*My marketer values my opinions.*" Just under half of the respondents (48.2%) agreed or strongly agreed with the statement *"My marketer provides honest feedback."*

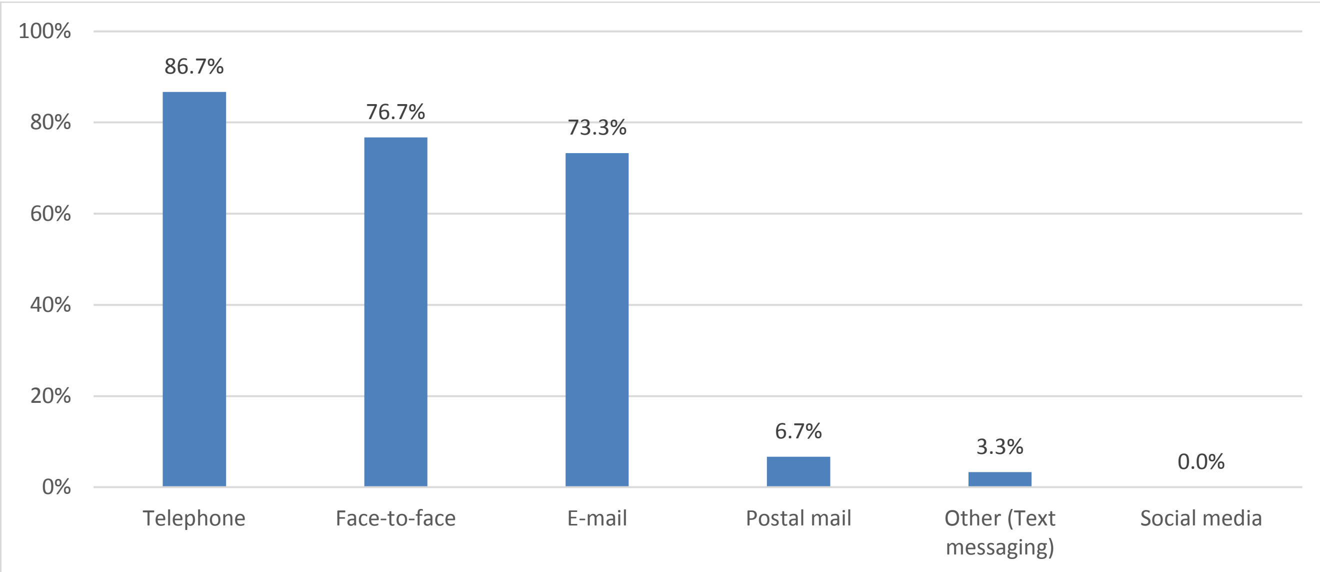
Figure 5. Communication Quality with the Marketer



Communication Methods between Blueberry Producers and Marketers

Respondents were asked which methods they used to communicate with their marketer. Telephone, face-to-face, and email were used by most of the respondents.

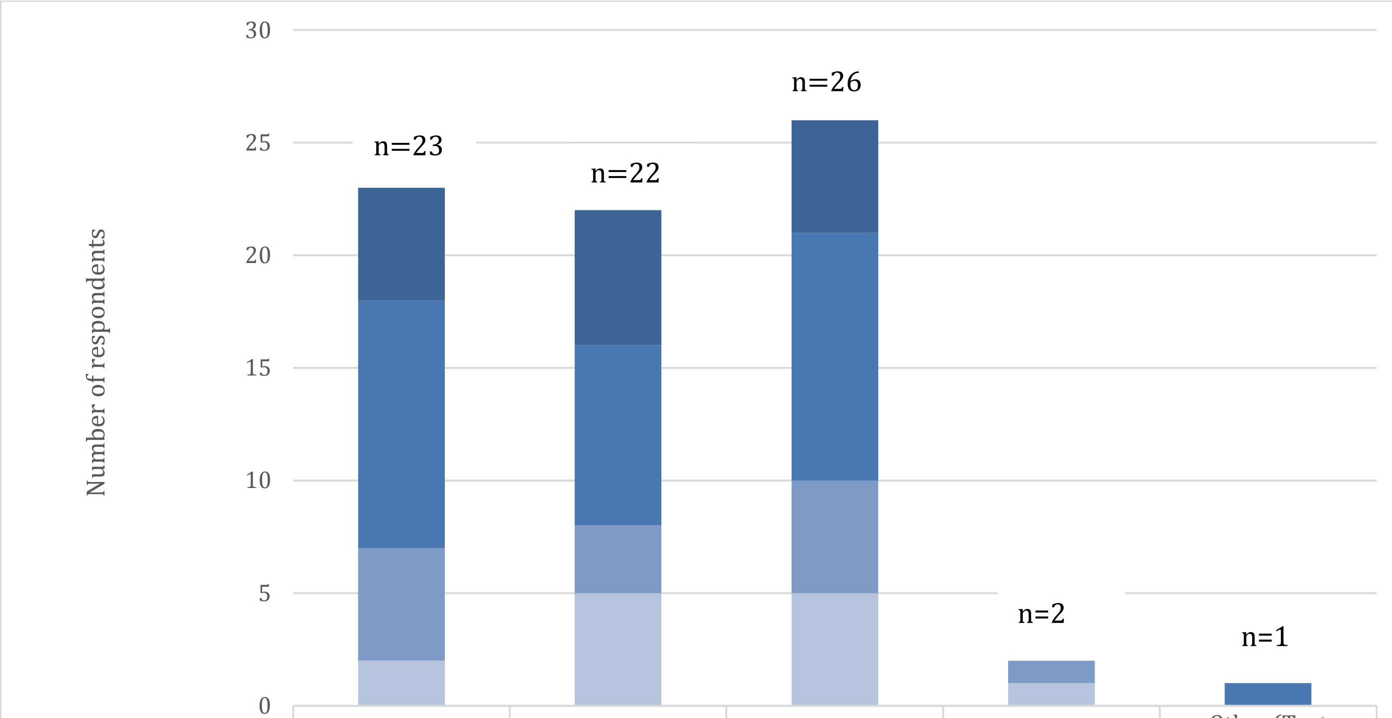
Figure 6. Communication Methods between Blueberry Producers and Marketers



Satisfaction of Communication Methods with Marketers

After respondents selected the communication methods they used to communicate with their marketer, respondents were asked to indicate their satisfaction level with the selected communication methods. Satisfaction was measured on a five-point Likert-type scale (1 = *Not at all satisfied*, 2 = *Slightly satisfied*, 3 = *Moderately satisfied*, 4 = *Very satisfied*, 5 = *Extremely satisfied*). Sixteen out of 23 respondents (70.0%) who communicate face-to-face with their marketers indicated they were very satisfied or extremely satisfied with face-to-face communication methods. Similarly, 63.6% (14 out of 22) of the respondents using email to communicate with marketers and 61.5% (16 out of 26) of the respondents using telephone to communicate with marketers indicated very or extremely satisfied with the communication methods.

Figure 7. Satisfaction Level of Communication Methods with Marketers



	Face-to-face	E-mail	Telephone	Postal mail	Other (Text messaging)
Extremely satisfied	5	6	5	0	0
Very satisfied	11	8	11	0	1
Moderately satisfied	5	3	5	1	0
Slightly satisfied	2	5	5	1	0

Marketers' Business Ethics

To measure respondents' attitude toward their marketer's business ethics, respondents were asked to select the adjectives that best describe their marketers' business ethics on a five-point differential scale (1 = lowest; 5 = highest). On average, respondents agreed that their marketer had high business ethics.

Table 3. Attitude toward Marketers' Business Ethics

	M	*SD*
My marketer is…		
Irresponsible (1): Responsible (5)	3.93	1.07
Dishonest (1): Honest (5)	3.86	1.16
Unethical (1): Ethical (5)	3.83	1.17
Disrespectful (1): Respectful (5)	3.83	1.14
Not Trustworthy (1): Trustworthy (5)	3.76	1.22
Unfair (1): Fair (5)	3.62	1.15
Secretive (1): Open (5)	3.55	1.24
Overall Average	3.77	1.09

Attitude toward Marketers' Business Quality

Respondents were asked to indicate the adjectives on a five-point differential scale that best describe their attitude toward their marketers (1 = most negative; 5 = most positive). On average, respondents had a positive attitude toward their marketers' work.

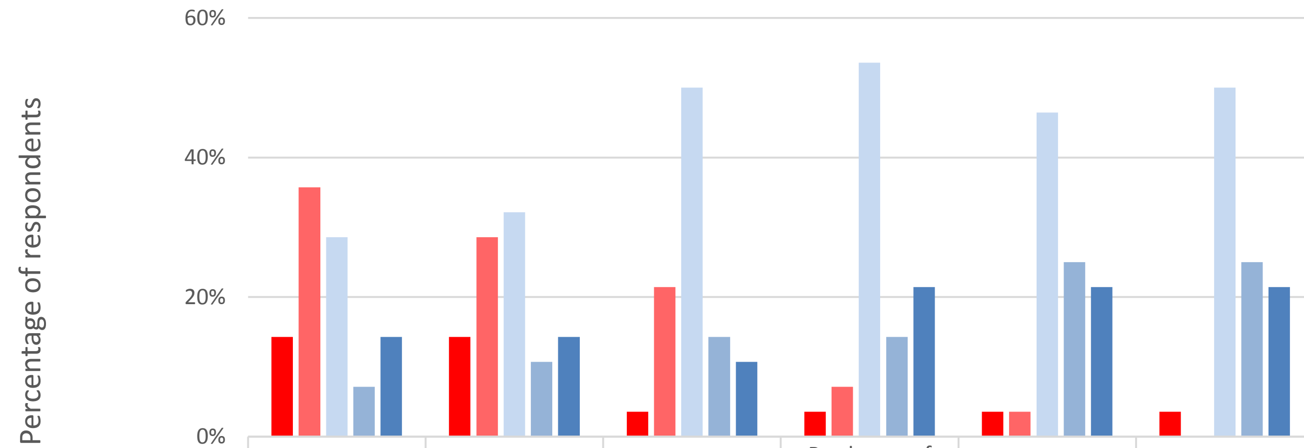
Table 4. Attitude toward Marketers' Quality

	M	*SD*
My marketer is…		
Inexperienced (1): Experienced (5)	4.14	.743
Ill-informed (1): Well-informed (5)	3.90	1.012
Incompetent (1): Competent (5)	3.72	1.162
Difficult to work with (1): Easy to work with (5)	3.72	1.066
Inefficient (1): Efficient (5)	3.69	1.137
Ineffective (1): Effective (5)	3.55	1.242
Overall Average	3.79	.958

Competition Pressure when using a Marketer

Respondents were asked to indicate their agreement or disagreement with a statement regarding competition pressure from the following competitor groups. The statement was "*When selling my blueberries through a marketer, I have experienced losing sales because my marketer has chosen to source product from….*"Results showed, 50% of respondents agreed or strongly agreed that they faced the competition pressure from blueberry producers in other countries when using a marketer. A total of 42.9% of respondents agreed or strongly agreed that they faced competition pressure from U.S. blueberry producers when using a marketer.

Figure 8. Competition Pressure when using a Marketer (N = 28)



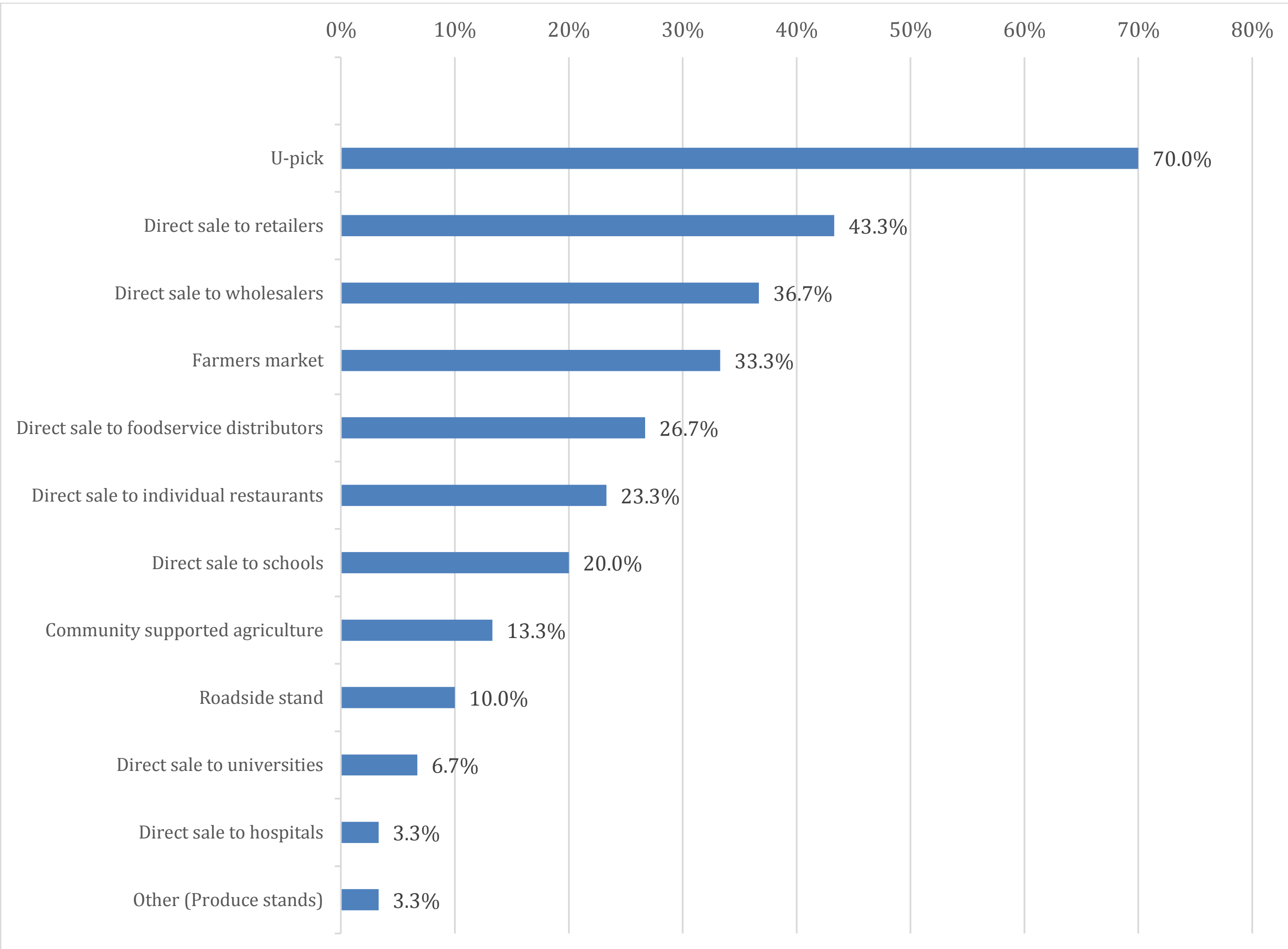
	Blueberry producers from other countries	U.S. blueberry producers outside of Florida	Other Florida blueberry producers	Producers of other berry varieties (e.g. strawberries, raspberries, blackberries, etc.)	Non-berry fruit commodities	Vegetable commodities
Strongly Agree	14.3%	14.3%	3.6%	3.6%	3.6%	3.6%
Agree	35.7%	28.6%	21.4%	7.1%	3.6%	0.0%
Neither Agree nor disagree	28.6%	32.1%	50.0%	53.6%	46.4%	50.0%
Disagree	7.1%	10.7%	14.3%	14.3%	25.0%	25.0%
Strongly Disagree	14.3%	14.3%	10.7%	21.4%	21.4%	21.4%

Direct Marketing

Direct Marketing Methods

Respondents were asked what specific methods they used or considered using to directly market their blueberries. Seventy percent of the respondents used *U-pick*, followed by *direct sale to retailers* and *direct sale to wholesalers*.

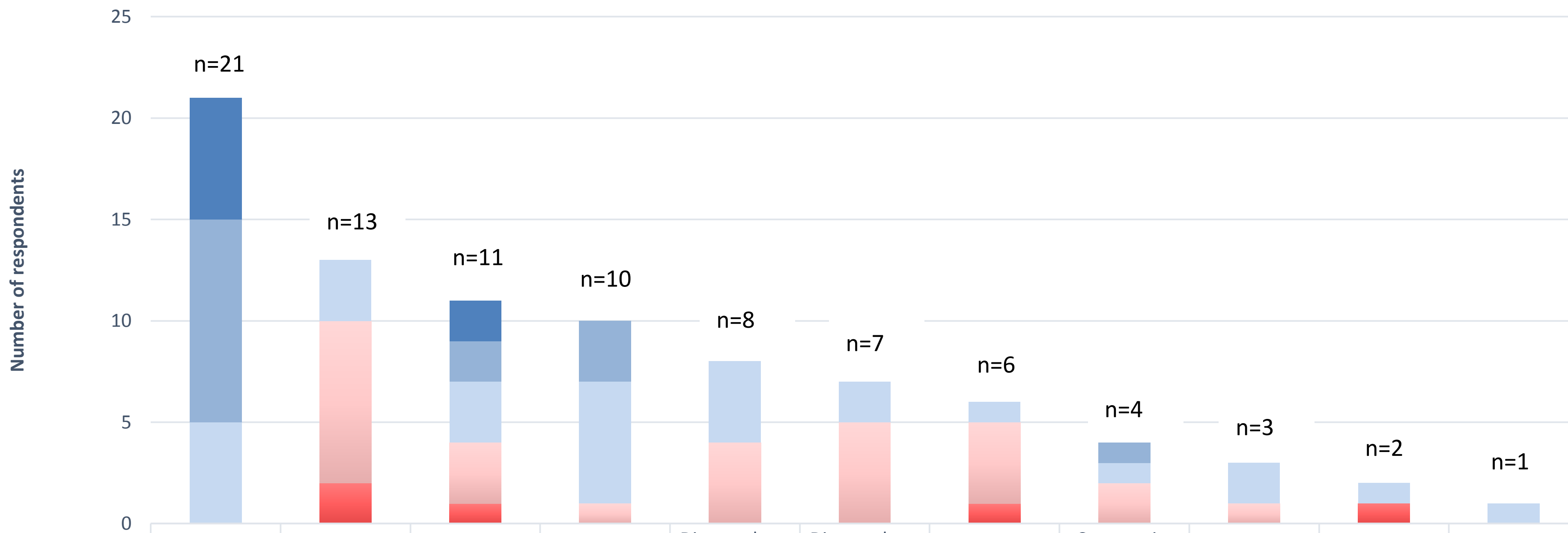
Figure 9. Direct Marketing Methods



Gaining Access to Direct Marketing Channels

Respondents were asked to indicate how easy or difficult it was to gain access to direct marketing channels on a five-point Likert scale (1 = very difficult, 2 = difficult, 3 = neutral, 4 = easy, 5 = very easy). Sixteen out of 21 (76.1%) *U-pick* users indicated gaining access to *U-pick* is easy or very easy. Ten out of 13 direct to retailer users (76.9%) indicated gaining access to retailers was difficult or very difficult. Similarly, most of the *direct sale to individual restaurants* users and *direct sale to schools* users indicated it was difficult or very difficult to gain access to these direct marketing channels.

Figure 10. Ease of Access to Direct Marketing Channels

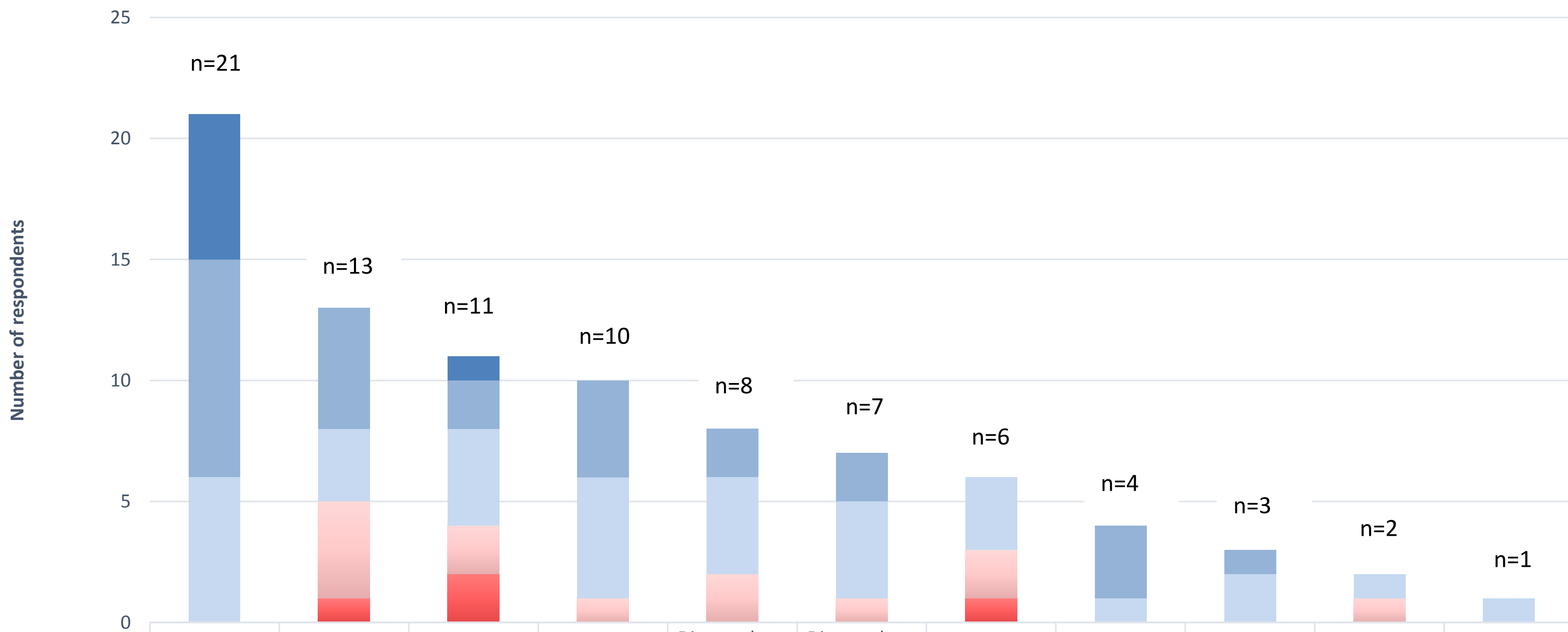


	U-pick	Direct sale to retailers	Direct sale to wholesalers	Farmers market	Direct sale to foodservice distributors	Direct sale to individual restaurants	Direct sale to schools	Community supported agriculture	Roadside stand	Direct sale to universities	Direct sale to hospitals
Very easy	6	0	2	0	0	0	0	0	0	0	0
Easy	10	0	2	3	0	0	0	1	0	0	0
Neutral	5	3	3	6	4	2	1	1	2	1	1
Difficult	0	8	3	1	4	5	4	2	1	0	0
Very difficult	0	2	1	0	0	0	1	0	0	1	0

Ease of Complying with Rules and Regulations of Direct Marketing Channels

Respondents were asked how easy or difficult it was to comply with the rules and regulations of the direct marketing channels on a 5-point Likert-type scale. Fifteen respondents who were engaged in *U-pick* (71.4%) indicated it was easy or very easy to comply with rules and regulations of *U-pick*. Three respondents (75%) who have engaged in a *CSA* indicated easy or very easy to follow *CSA* rules and regulations. Three out of six (50%) of the respondents who had engaged *in direct sales to schools*, five out of 13 (38.5%) of the respondents engaging in *direct sales to retailers*, and four out of 11 (36.4%) in *direct sales to wholesalers* indicated it was difficult or very difficult to comply with rules and regulations of these channels.

Figure 11. Ease of Complying with the Rules and Regulations of Direct Marketing Channels

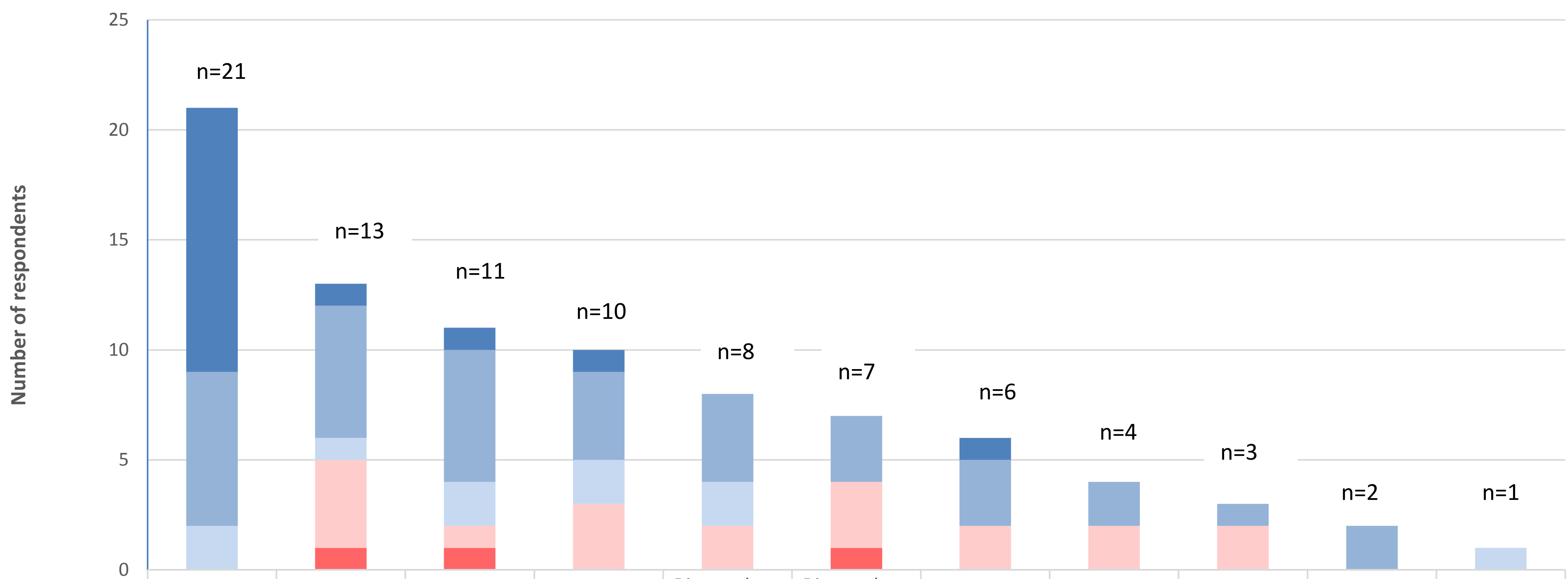


	U-pick	Direct sale to retailers	Direct sale to wholesalers	Farmers market	Direct sale to foodservice distributors	Direct sale to individual restaurants	Direct sale to schools	CSA	Roadside stand	Direct sale to universities	Direct sale to hospitals
Very easy	6	0	1	0	0	0	0	0	0	0	0
Easy	9	5	2	4	2	2	0	3	1	0	0
Neutral	6	3	4	5	4	4	3	1	2	1	1
Difficult	0	4	2	1	2	1	2	0	0	1	0
Very difficult	0	1	2	0	0	0	1	0	0	0	0

Ease of Blueberry Transportation to Direct Marketing Channels

Respondents were also asked how easy or difficult it was to transport blueberries to direct marketing channels. Nineteen respondents out of 21 (90.5%) who have engaged in *U-pick* indicated it was easy or very easy to transport their blueberries. Four respondents out of seven (57.1%) respondents engaging in direct sales to individual restaurants indicated it was difficult or very difficult to transport blueberries to individual restaurants.

Figure 12. Ease of Blueberry Transportation of Direct Marketing Channels

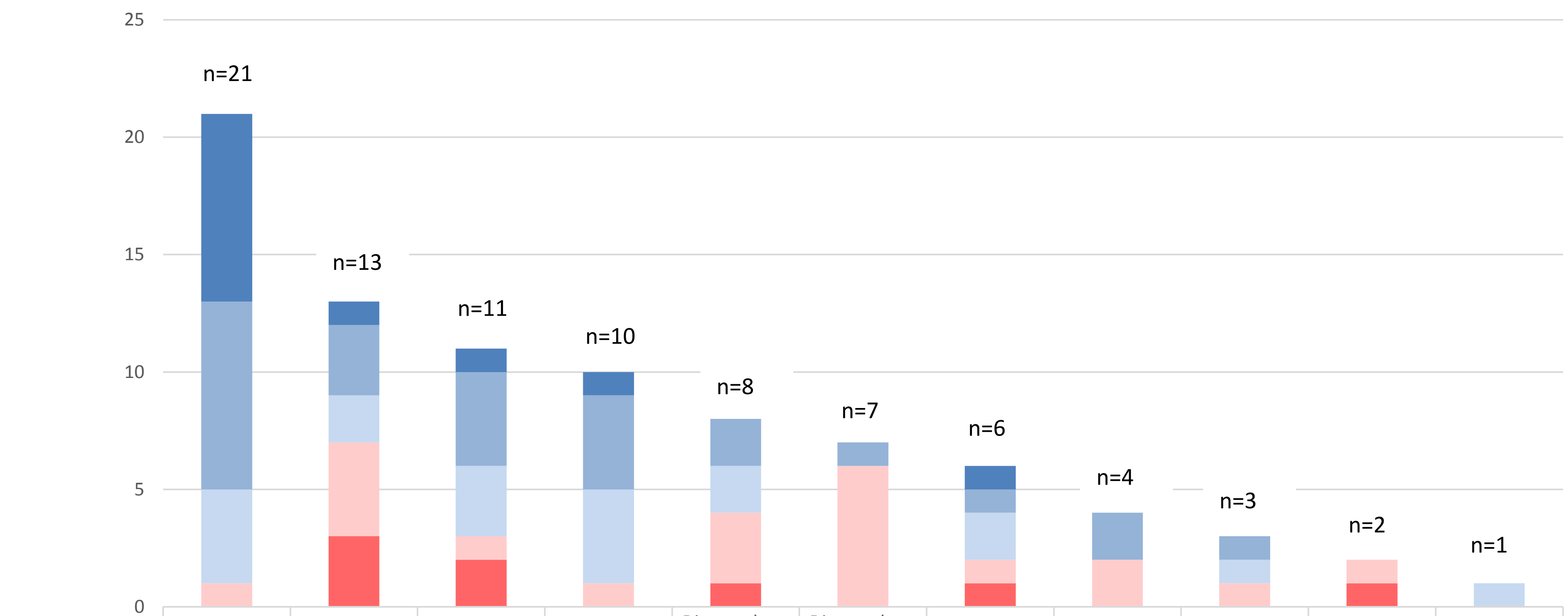


	U-pick	Direct sale to retailers	Direct sale to wholesalers	Farmers market	Direct sale to foodservice distributors	Direct sale to individual restaurants	Direct sale to schools	CSA	Roadside stand	Direct sale to universities	Direct sale to hospitals
Very easy	12	1	1	1	0	0	1	0	0	0	0
Easy	7	6	6	4	4	3	3	2	1	2	0
Neutral	2	1	2	2	2	0	0	0	0	0	1
Difficult	0	4	1	3	2	3	2	2	2	0	0
Very difficult	0	1	1	0	0	1	0	0	0	0	0

Building Relationship with Buyers within each Direct Marketing Channel

Sixteen respondents engaging in *U-pick* (76.2%) indicated it was easy or very easy to build relationship with buyers through this channel. *Direct sale to retailers, direct sale to foodservice distributors, direct sale to individual restaurants,* or *direct sale to universities* were identified as difficult or very difficult to build relationships with buyers from over half of their users.

Figure 13. Ease of Building Relationships with Buyers in Direct Marketing Channels

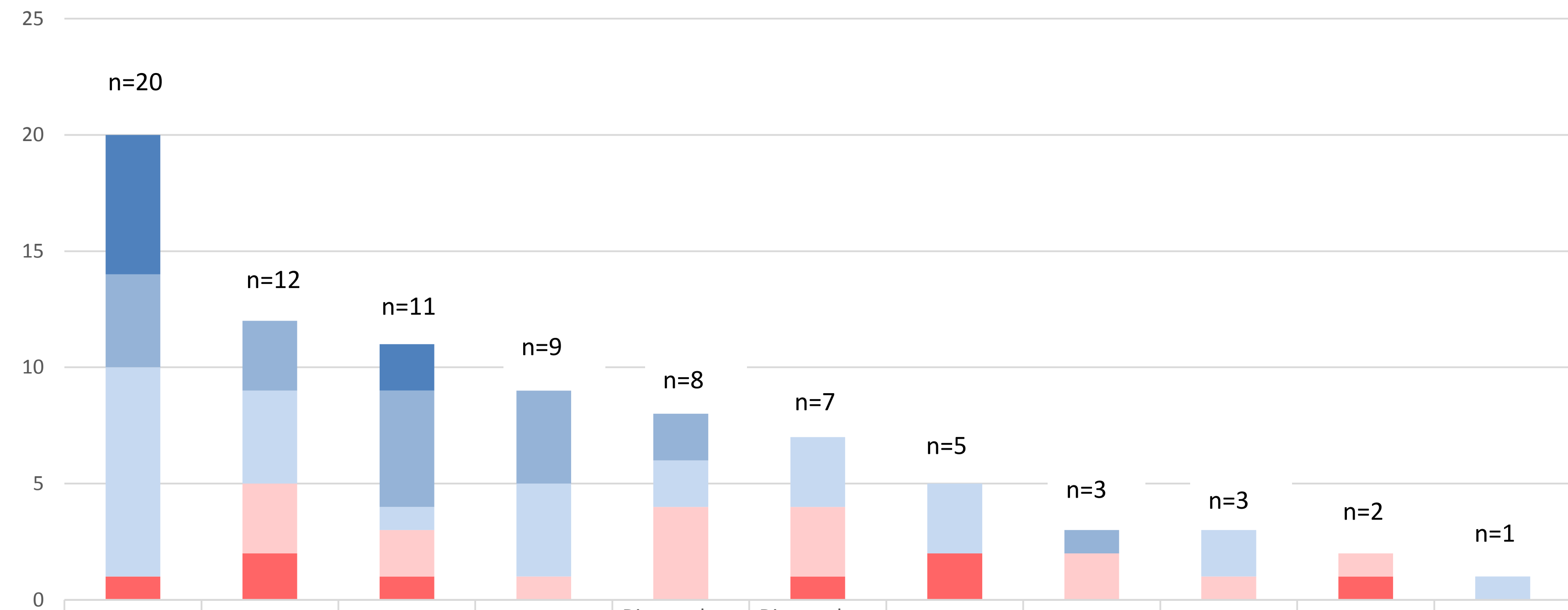


	U-pick	Direct sale to retailers	Direct sale to wholesalers	Farmers market	Direct sale to foodservice distributors	Direct sale to individual restaurants	Direct sale to schools	CSA	Roadside stand	Direct sale to universities	Direct sale to hospitals
Very easy	8	1	1	1	0	0	1	0	0	0	0
Easy	8	3	4	4	2	1	1	2	1	0	0
Neutral	4	2	3	4	2	0	2	0	1	0	1
Difficult	1	4	1	1	3	6	1	2	1	1	0
Very difficult	0	3	2	0	1	0	1	0	0	1	0

Ease of Promoting Blueberries within each Direct Marketing Channel

Respondents were asked to indicate how easy or difficult it was to promote blueberries within the direct marketing channel(s) they use. Seven out of 11 respondents (63.6%) who used *direct sale to wholesalers* indicated it was easy or very easy to promote blueberries through this channel. Ten out of 20 respondents who have used *U-pick* indicated it was easy or very easy to promote blueberries through this channel. *CSA*, *direct sale to restaurants*, and *direct sale to universities* received difficult or very difficult from more than half to their users.

Figure 14. Ease of Promoting Blueberries using Direct Marketing Channels

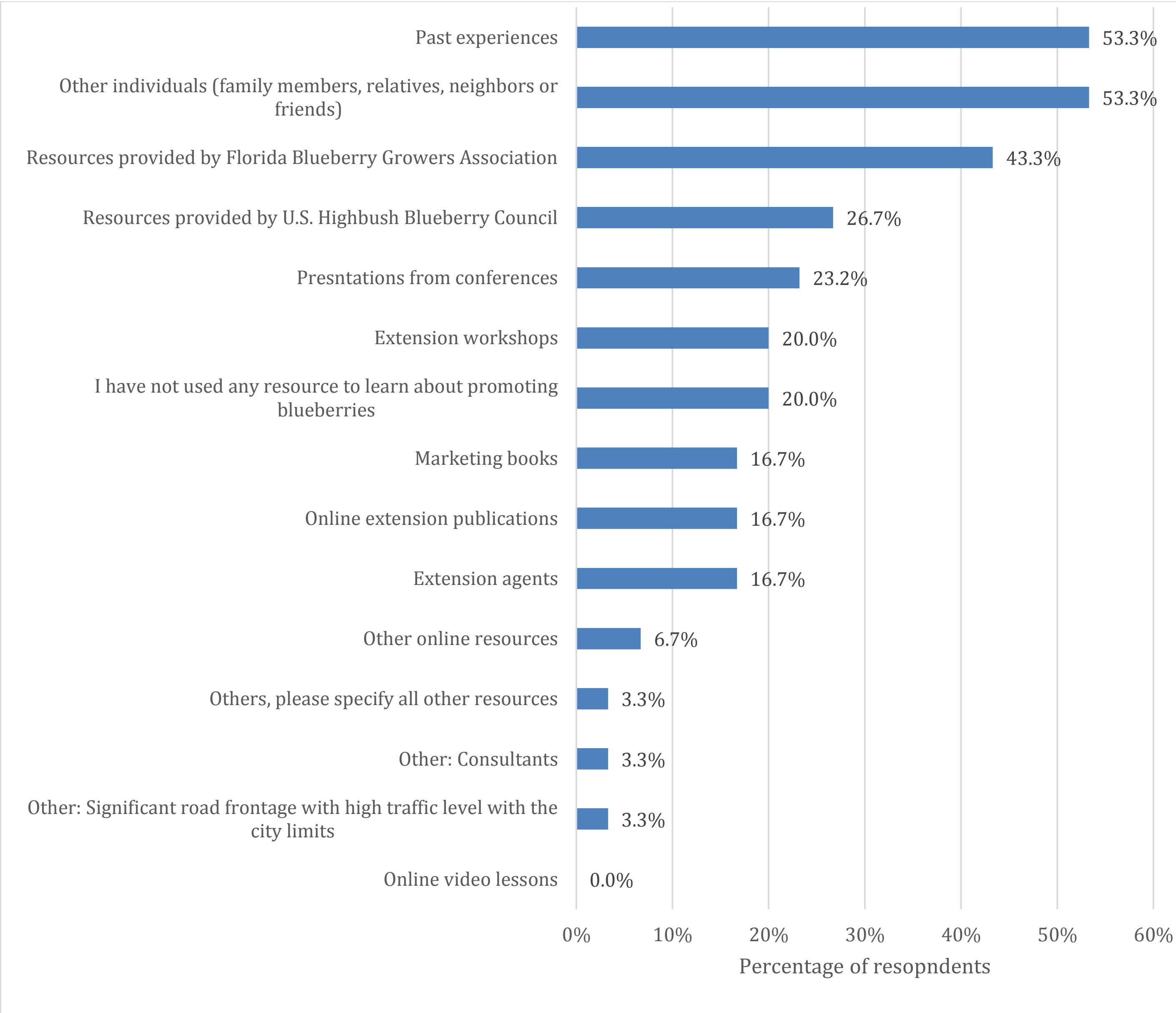


	U-pick	Direct sale to retailers	Direct sale to wholesalers	Farmers market	Direct sale to foodservice distributors	Direct sale to individual restaurants	Direct sale to schools	CSA	Roadside stand	Direct sale to universities	Direct sale to hospitals
Very easy	6	0	2	0	0	0	0	0	0	0	0
Easy	4	3	5	4	2	0	0	1	0	0	0
Neutral	9	4	1	4	2	3	3	0	2	0	1
Difficult	0	3	2	1	4	3	0	2	1	1	0
Very difficult	1	2	1	0	0	1	2	0	0	1	0

Resources used to Learn about Promoting Blueberries

The survey asked those using or considering direct marketing what resources they had used to learn about promoting blueberries. Past experiences and other individuals were the most selected resources, followed by resources provided by the Florida Blueberry Growers Association. Only one respondent indicated he/she learned about promoting blueberries from extension agents.

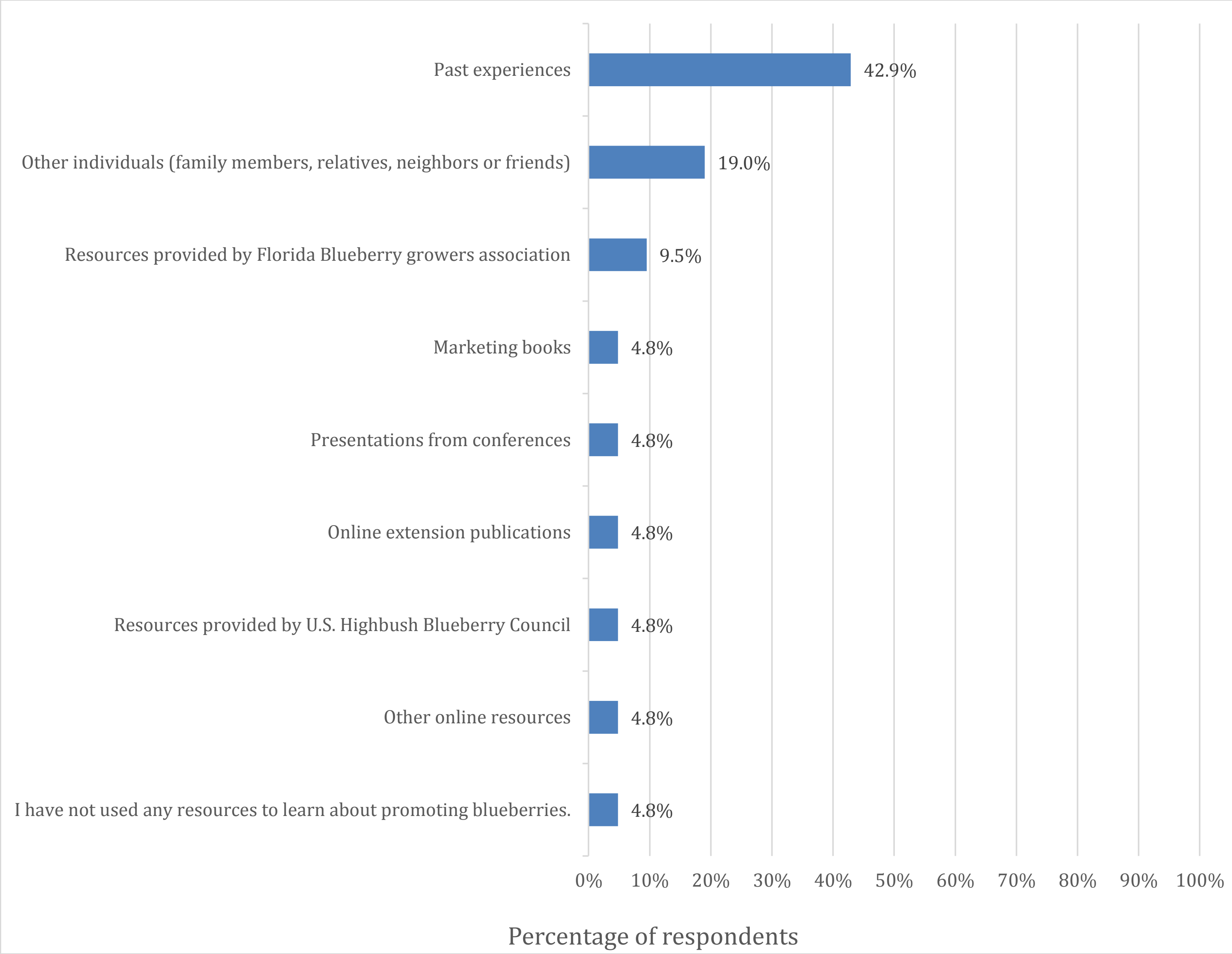
Figure 15. Resources used to Learn about Promoting Blueberries



Most Useful Resources

Next, respondents were asked to select the most useful resource out of the resources they were using. 42.9% of respondents indicated *past experiences* were the most useful resource, followed by other individuals.

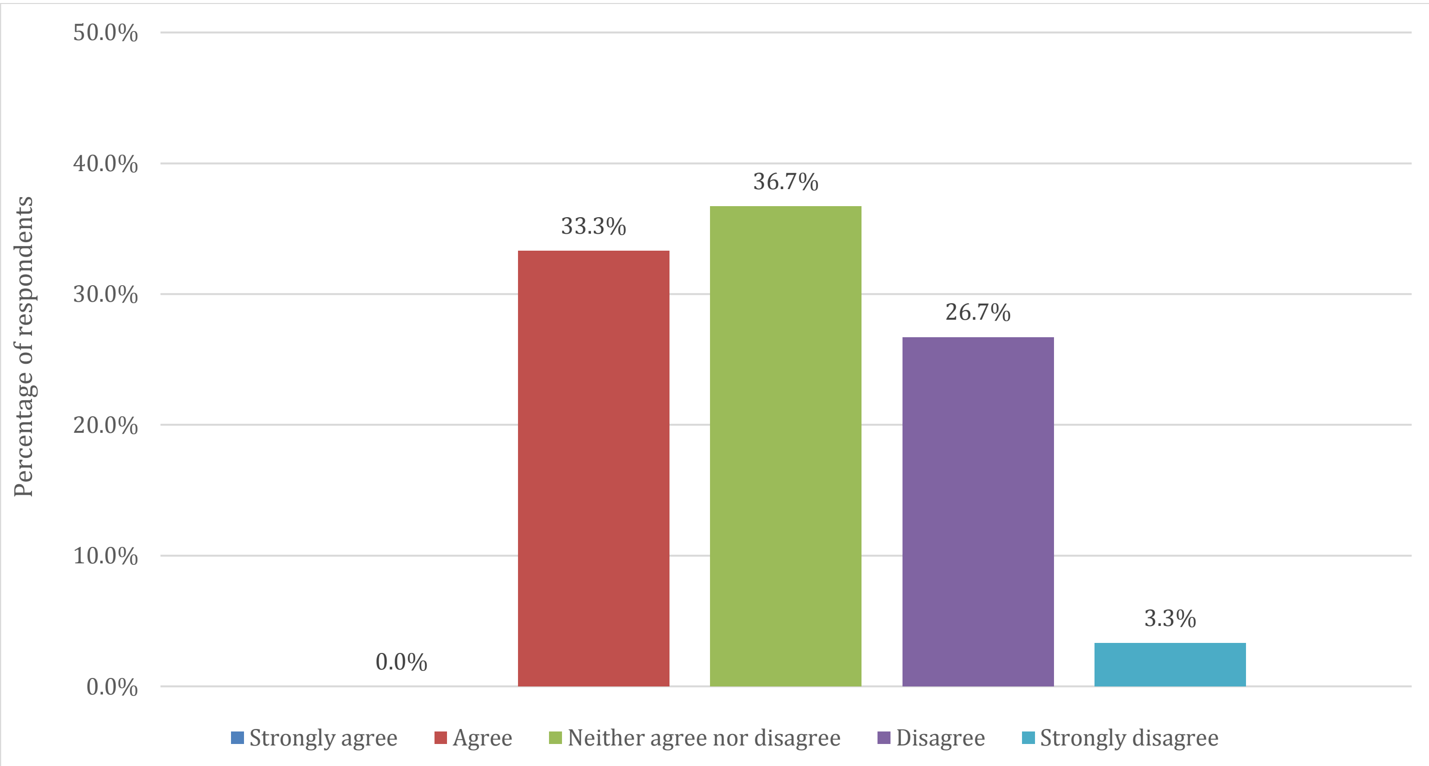
Figure 16. Most Useful Resources to Learn about Promoting Blueberries



Sufficient Resources

Respondents were asked to indicate whether or not they had access to sufficient resources to learn about promoting their blueberries. Nine respondents (30%) disagreed or strongly disagreed with the statement. Eleven respondents (36.7%) neither agreed nor disagreed that they had access to sufficient resources. Ten respondents (33.3%) agreed with the statement. None of the respondents strongly agreed that they had sufficient access to resources.

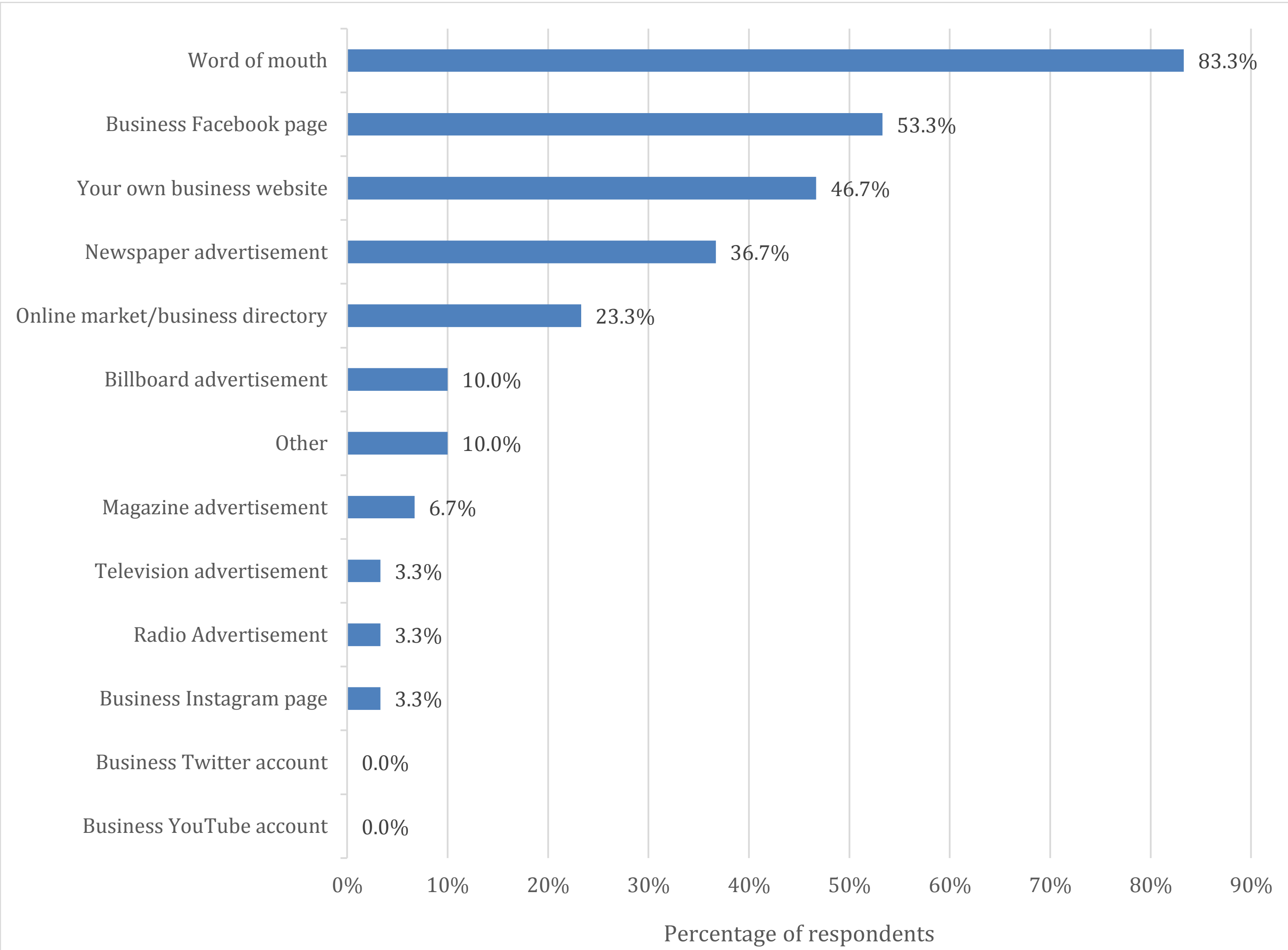
Figure 17. Agreement or Disagreement toward the Statement: "I have access to sufficient resources to learn about promoting blueberries"



Communication Channels used to Promote Blueberries

Respondents were asked what communication channels they had used to promote their blueberries. A list of communication channels was provided. A majority of respondents indicated they used *Word of mouth* to promote blueberries, followed by *Business Facebook page* and their *Own business website*. Those who indicated that they used other channels to promote their blueberries were using *direct marketing through e-mail* and *signage.*

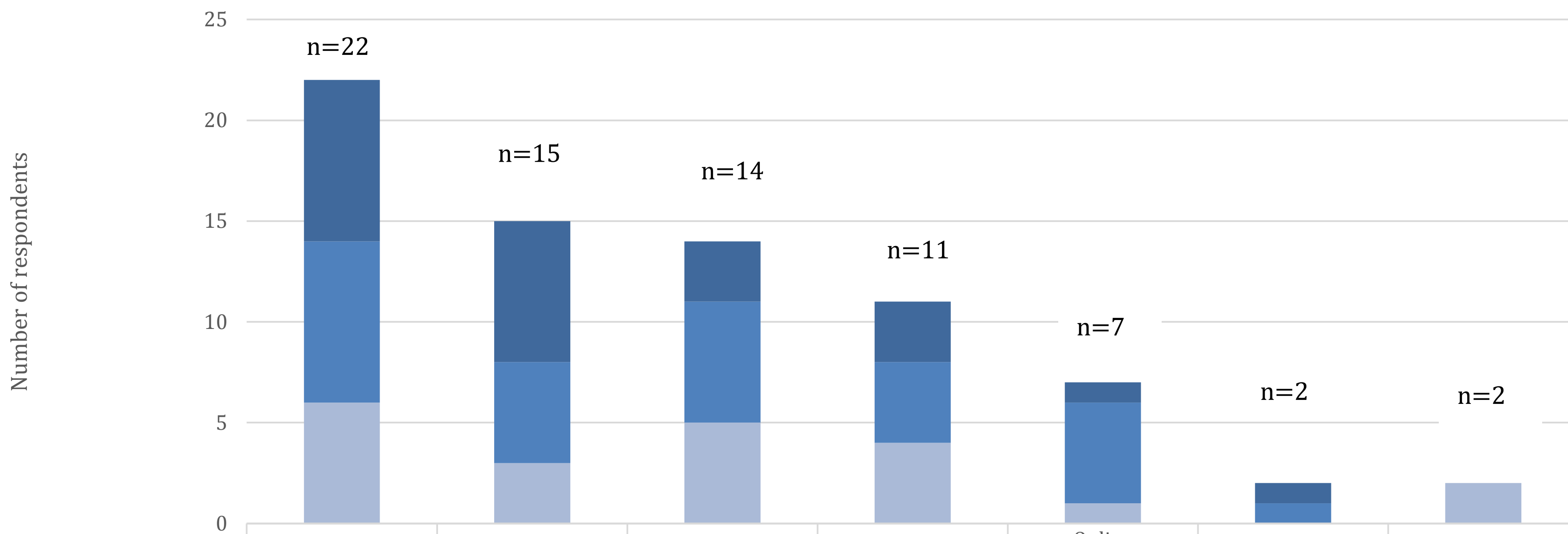
Figure 18. Communication Channels used to Promote Blueberries



Success of the Communication Channels

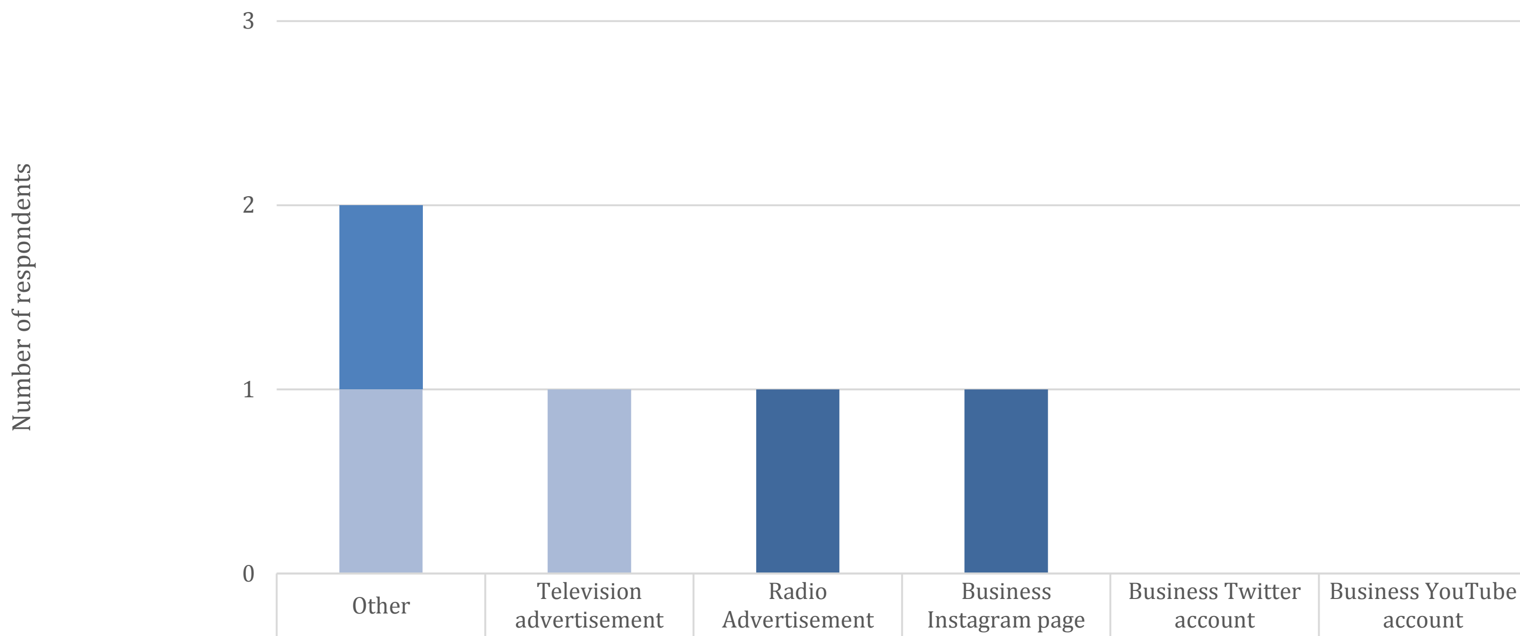
Of the communication channels each respondent indicated using, they were asked to rate the level of success each channel had provided to promote their blueberries. They were asked to rate the success on a four-point Likert-type scale (1 = unsuccessful, 2 = somewhat successful, 3 = moderately successful, 4 = very successful). All communication channels were rated as at least somewhat successful.

Figure 19a. Success of Communication Channels with Promoting Blueberries



	Word of mouth	Business Facebook page	Your own business website	Newspaper advertisement	Online market/business directory	Billboard advertisement	Magazine advertisement
Very successful	8	7	3	3	1	1	0
Moderately successful	8	5	6	4	5	1	0
Somewhat successful	6	3	5	4	1	0	2

Figure 19b. Success of Communication Channels with Promoting Blueberries

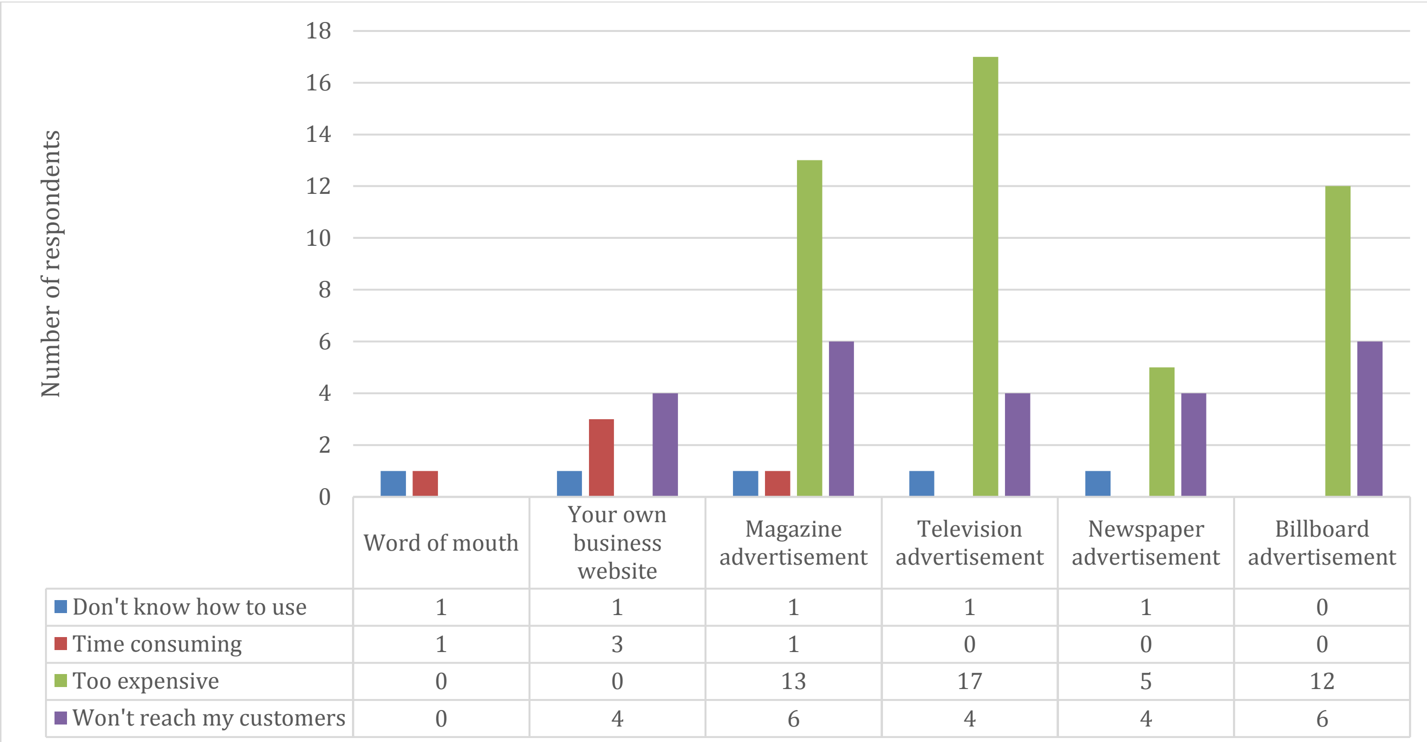


	Other	Television advertisement	Radio Advertisement	Business Instagram page	Business Twitter account	Business YouTube account
Very successful	0	0	1	1	0	0
Moderately successful	1	0	0	0	0	0
Somewhat successful	1	1	0	0	0	0

Reasons Why Not Using Certain Communication Channels

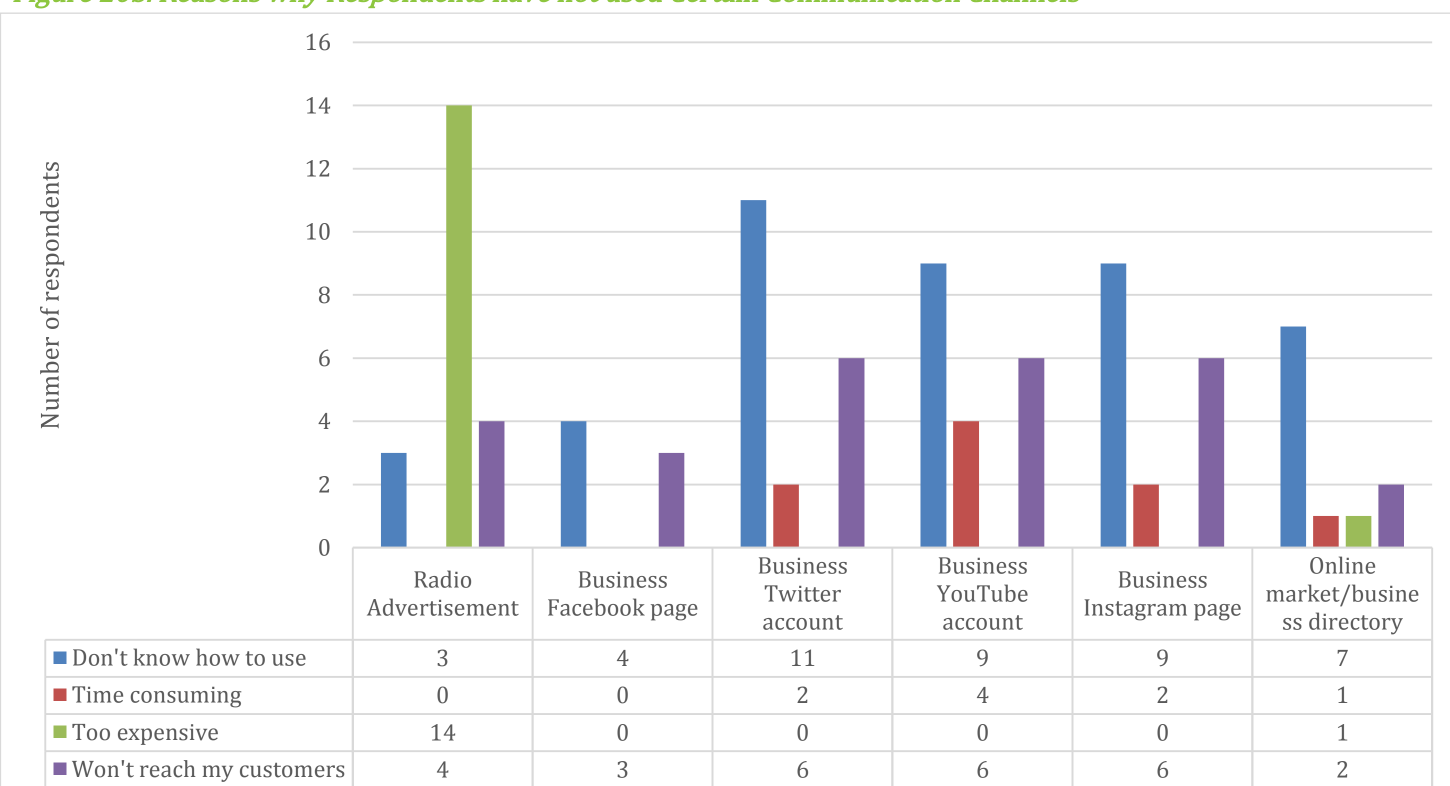
After respondents indicated what communication channels they used to promote their blueberries, they were asked why they did not use other channels. Four pre-drafted reasons were listed: *Don't know how to use, time consuming, too expensive,* and *won't reach my customers though this channel*. Generally, media advertisements were viewed as too expensive and respondents did not know how to use social media channels.

Figure 20a. Reasons why Respondents have not used Certain Communication Channels



	Word of mouth	Your own business website	Magazine advertisement	Television advertisement	Newspaper advertisement	Billboard advertisement
Don't know how to use	1	1	1	1	1	0
Time consuming	1	3	1	0	0	0
Too expensive	0	0	13	17	5	12
Won't reach my customers	0	4	6	4	4	6

Figure 20b. Reasons why Respondents have not used Certain Communication Channels



	Radio Advertisement	Business Facebook page	Business Twitter account	Business YouTube account	Business Instagram page	Online market/business directory
Don't know how to use	3	4	11	9	9	7
Time consuming	0	0	2	4	2	1
Too expensive	14	0	0	0	0	1
Won't reach my customers	4	3	6	6	6	2

Attitude toward Promoting Blueberries

To measure respondents' attitudes toward promoting their blueberries, the survey asked respondents to complete the sentence "Promoting my blueberries is…." by selecting the adjective on five-point differential scales (1 = most negative, 5 = most positive). The mean attitude score was 3.77 (*SD* = .89), indicating a positive attitude toward promoting blueberries.

Table 5. Attitude toward Promoting Your Blueberries

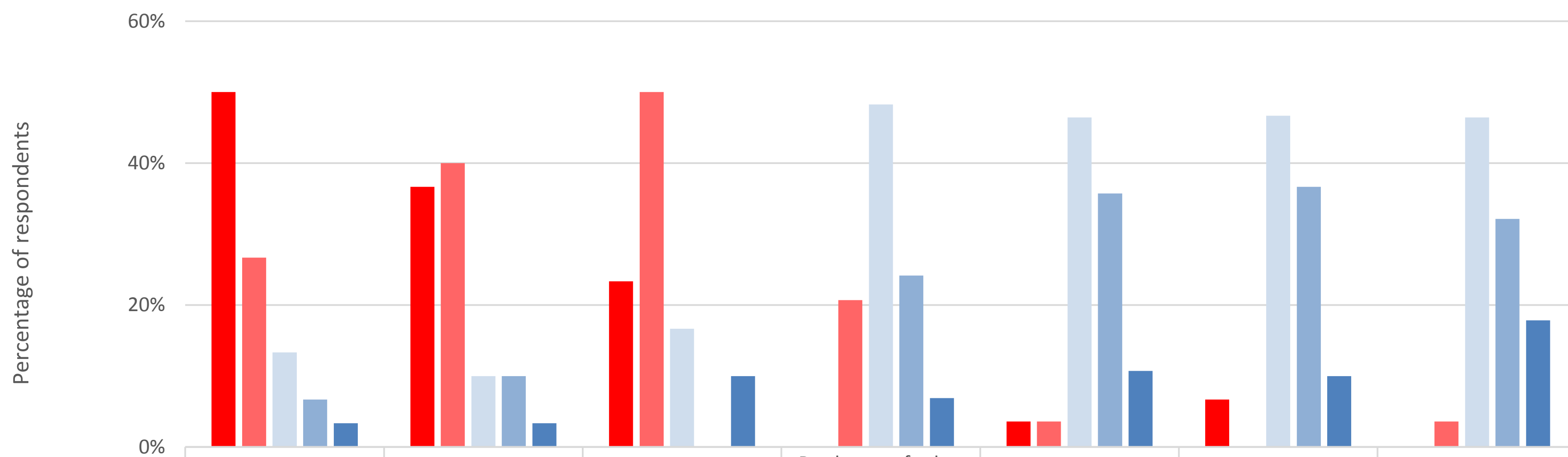
	M	*SD*
Promoting my blueberries is…		
Not up to me (1): Up to me (5)	4.24	1.02
Not important to me (1): Important to me (5)	4.17	1.10
Not necessary for me to do (1): Necessary for me to do (5)	3.97	1.30
Not Beneficial to me (1): Beneficial to me (5)	3.86	1.19
Not possible for me (1): Possible for me (5)	3.72	1.25
Not In my control (1): In my control (5)	3.66	1.14
Not Cost effective for me to do (1): Effective for me to do (5)	3.31	1.20
Not easy for me to do (1): Easy for me to do (5)	3.21	1.21
Overall Average	3.77	0.89

Competition Pressure

The survey measured the competition pressure from blueberry growers from other states or countries and other commodity growers in terms of price and buyer choices. Respondents were asked to indicate their level of agreement or disagreement of two statements on a five-point Likert-type scale (1 = *Strongly disagree*, 2 = *Disagree*, 3 = *Neither agree nor disagree*, 4 = *Agree*, 5 = *Strongly agree*). The first statement was "*I face competition pressure in terms of price from the following competitors.*" The second statement was "*I face competition pressure in terms of buyers being able to choose product from the following competitors.*"

A total of 76.7% of the respondents agreed or strongly agreed that they faced competition of price from blueberry producers from other countries and U.S. blueberry producers outside of Florida. Most of the respondents (73.3%) agreed or strongly agreed that they face competition from other Florida blueberry producers. About 20% of the respondents agreed that they faced price competition from producers of other berry varieties. Less than 10% of the respondents agreed or strongly agreed that they face price competition from non-berry fruits, vegetable commodities, and processed foods (See Figure 13).

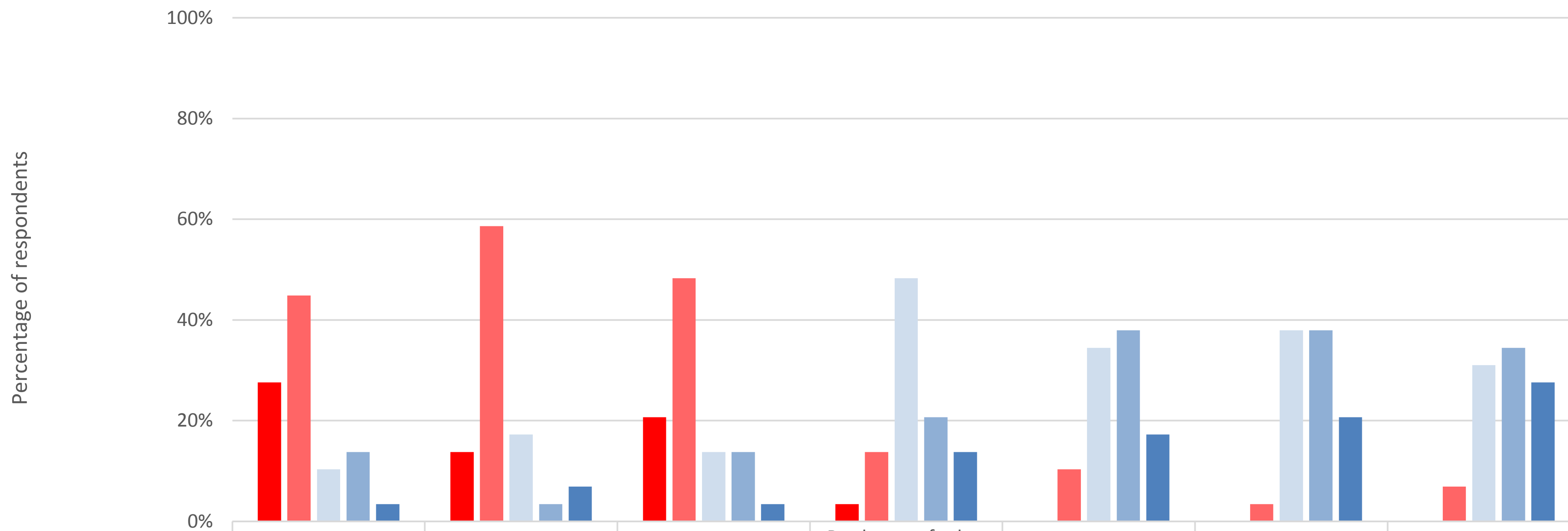
Figure 21. Competition Pressure in Term of Price from the Following Sources



	Blueberry producers from other countries	U.S. blueberry producers outside of Florida	Other Florida blueberry producers	Producers of other berry varieties (e.g. strawberries, raspberries, blackberries, etc.)	Non-berry fruit commodities	Vegetable commodities	Processed foods
Strongly Agree	50.0%	36.7%	23.3%	0.0%	3.6%	6.7%	0.0%
Agree	26.7%	40.0%	50.0%	20.7%	3.6%	0.0%	3.6%
Neither Agree Nor Disagree	13.3%	10.0%	16.7%	48.3%	46.4%	46.7%	46.4%
Disagree	6.7%	10.0%	0.0%	24.1%	35.7%	36.7%	32.1%
Strongly Disagree	3.3%	3.3%	10.0%	6.9%	10.7%	10.0%	17.9%

In terms of competition pressure of buyers being able to choose other product from another grower, 72.4% of the respondents agreed or strongly agreed that they face competition pressure from blueberry producers from other countries, 72.4% agreed or strongly agreed that they face competition pressure from other Florida blueberry producers, and 69% agreed or strongly agreed that they face competition pressure from U.S. blueberry producers outside of Florida. Over half of the respondents disagreed or strongly disagreed that they faced competition pressure from other commodities including other berries, non-berry fruits, vegetable commodities, and processed foods.

Figure 22. Competition Pressure in Term of Buyers Being Able to Choose Product from the Following Competitors



	Blueberry producers from other countries	Other Florida blueberry producers	U.S. blueberry producers outside of Florida	Producers of other berry varieties (e.g. strawberries, raspberries, blackberries, etc.)	Non-berry fruit commodities	Vegetable commodities	Processed foods
Strongly Agree	27.6%	13.8%	20.7%	3.4%	0.0%	0.0%	0.0%
Agree	44.8%	58.6%	48.3%	13.8%	10.3%	3.4%	6.9%
Neither Agree nor disagree	10.3%	17.2%	13.8%	48.3%	34.5%	37.9%	31.0%
Disagree	13.8%	3.4%	13.8%	20.7%	37.9%	37.9%	34.5%
Strongly Disagree	3.4%	6.9%	3.4%	13.8%	17.2%	20.7%	27.6%

Blueberry producers who only use marketers ($N = 17$)

A total of 17 out of 64 respondents indicated they only used a marketer, not direct marketing methods, to promoted their blueberries. Among the 17 respondents, 16 indicated they currently use a marketer, one was considering using a marketer.

Description of the Respondents' Demographics

Those producers only using a marketer answered demographic questions including age, sex, education level, ethnicity, and race.

Table 6. Demographics of Respondents using a Marketer

	f	%
Age ($N = 16$)		
18-29	0	0.0
30-39	3	18.8
40-49	2	12.5
50-59	5	31.3
60-69	3	18.8
70-79	2	12.5
>80	1	6.3
Sex ($N = 17$)		
Male	14	84.3
Female	3	15.7
Education level ($N = 17$)		6.0
Less than 12th grade (did not graduate high school)	0	0.0
High school graduate (includes GED)	4	23.5
Some college, no degree	0	0.0
2-year college degree (Associate, Technical, etc.)	3	17.6
4-year college degree (Bachelor's etc.)	8	47.1
Graduate or professional degree (Master's, Ph.D, MD, MBA, etc.)	2	11.8
Ethnicity		
Hispanic/Latino(a)/Chicano(a)	1	5.9
Not Hispanic/Latino(a)/Chicano(a)	16	94.1
Race		
American Indian or Alaskan Native	0	0.0
White	16	94.1

Description of the Respondents' Blueberry Growing Characteristics

Marketer users were also asked their farming characteristics including how many acres of blueberries they grew last year, how many years they had been growing blueberries, and what other commodities they grew besides blueberries.

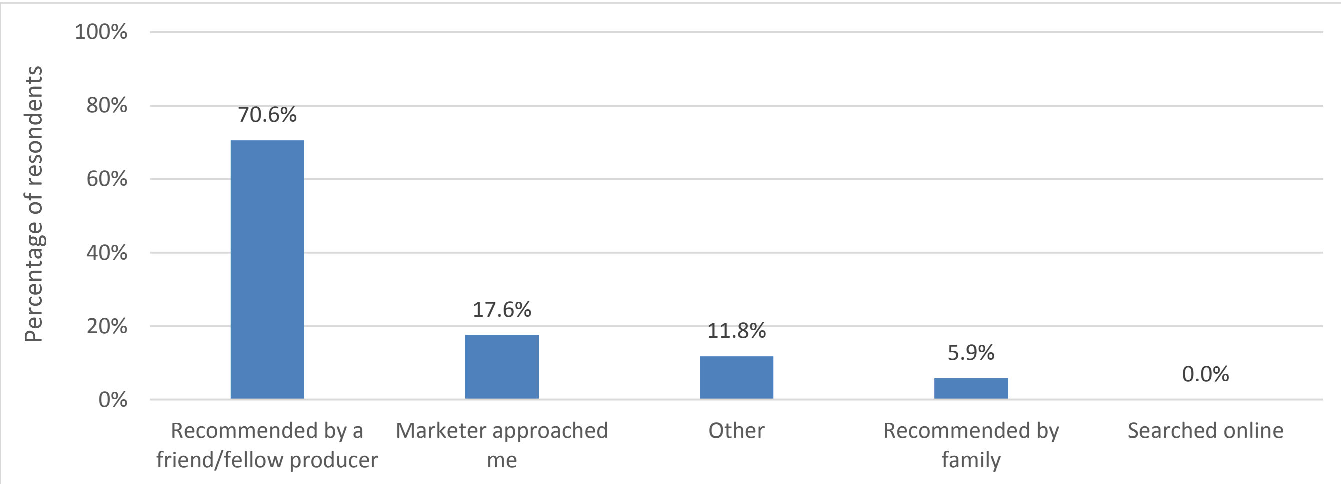
Table 7. Farming Characteristic of Respondents using a Marketer

Farming characteristics	*f*	%
Acres of blueberries farmers grew last year		
<1	0	0.0
1-5	2	11.8
6-10	3	17.6
11-15	2	11.8
16-20	2	11.8
>20	8	47.1
Years of growing blueberries		
<1	0	0.0
1-5	6	35.3
6-10	3	17.6
11-15	4	23.5
>15	4	23.5
Other commodities farmers grow besides blueberries		
Other berry varieties	1	5.9
Non-berry fruit commodities	2	11.8
Vegetable commodities	1	5.9
Row crops	1	5.9
Livestock	1	5.9
Others	0	0.0
Only blueberries	14	69.2

How did Blueberry Producers Choose their Marketers

Next, respondents were asked how they chose their marketers. The majority (70.6%) of the blueberry producers, who only used a marketer, chose a marketer from friends' or other fellow producers' recommendations, followed by being approached by a marketer (17.6%). Two respondents indicated *other* for this question. Specifically, one chose his/her marketer from Florida Blueberry conference in Plant City, the other had not chosen a marketer yet.

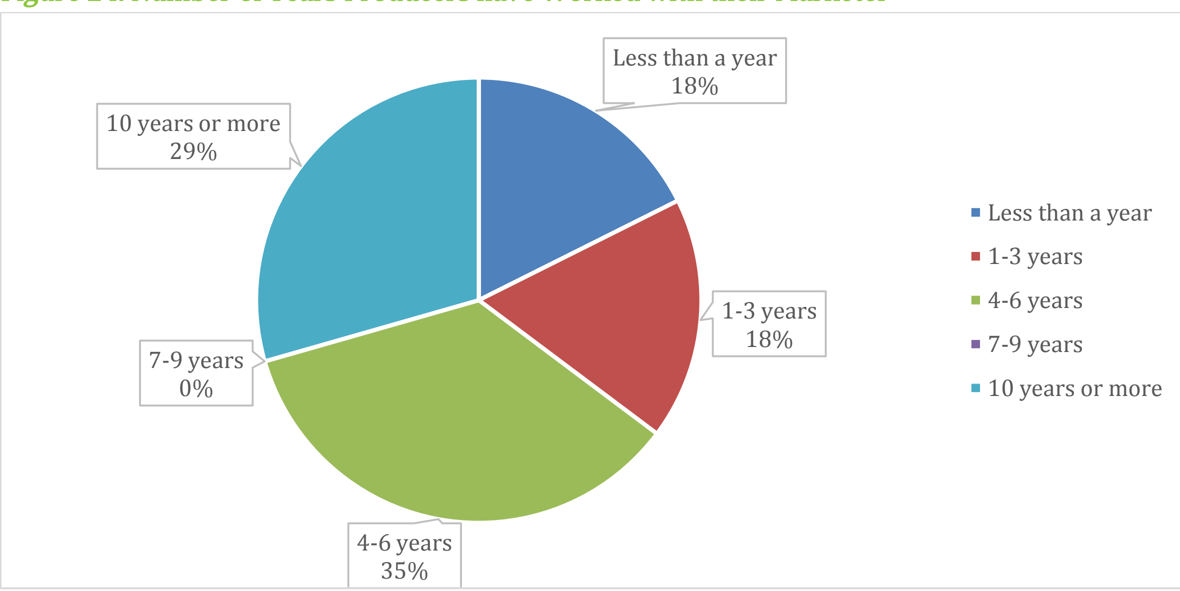
Figure 23. Marketer Selection



Number of Years Producers have Worked with their Marketer

Most of the blueberry producers have worked with their marketers for 4-6 years, followed by 10 years or more.

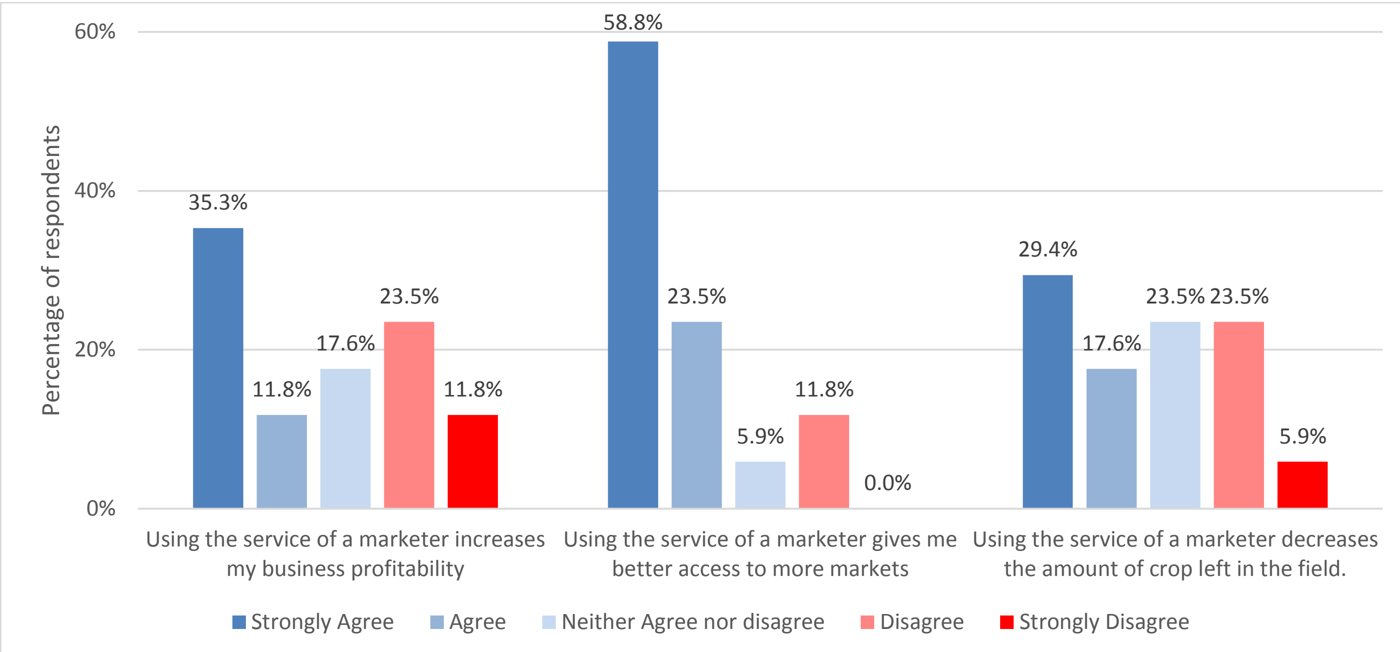
Figure 24. Number of Years Producers have Worked with their Marketer



Attitude toward the Outcome of Working with a Marketer

Respondents were asked to indicate their attitudes toward the outcome of working with a marketer. A total of 82.3% agreed or strongly agreed that using marketers gave them better access to more markets. Just under half (47.1%) of the respondents agreed or strongly agreed that using a marketer increased their business profitability, and decreased the amount of crop left in the field (47.0%).

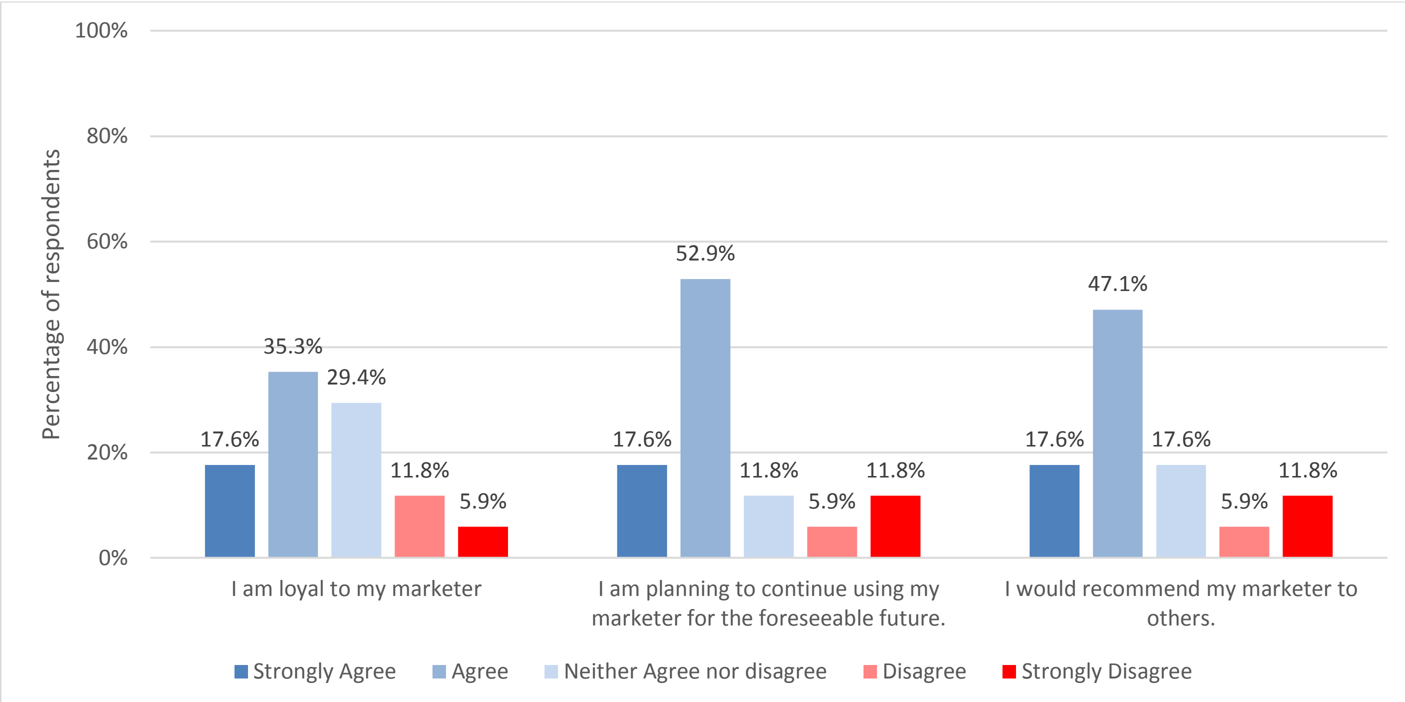
Figure 25. Attitude toward the Outcome of Working with a Marketer



Loyalty to the Marketer

More than half of the respondents (52.9%) agreed or strongly agreed that they were loyal to their marketers. The majority of the respondents agreed or strongly agreed that they plan to continue using their marketer for the foreseeable future (70.5%), and would recommend their marketer to others (64.7%).

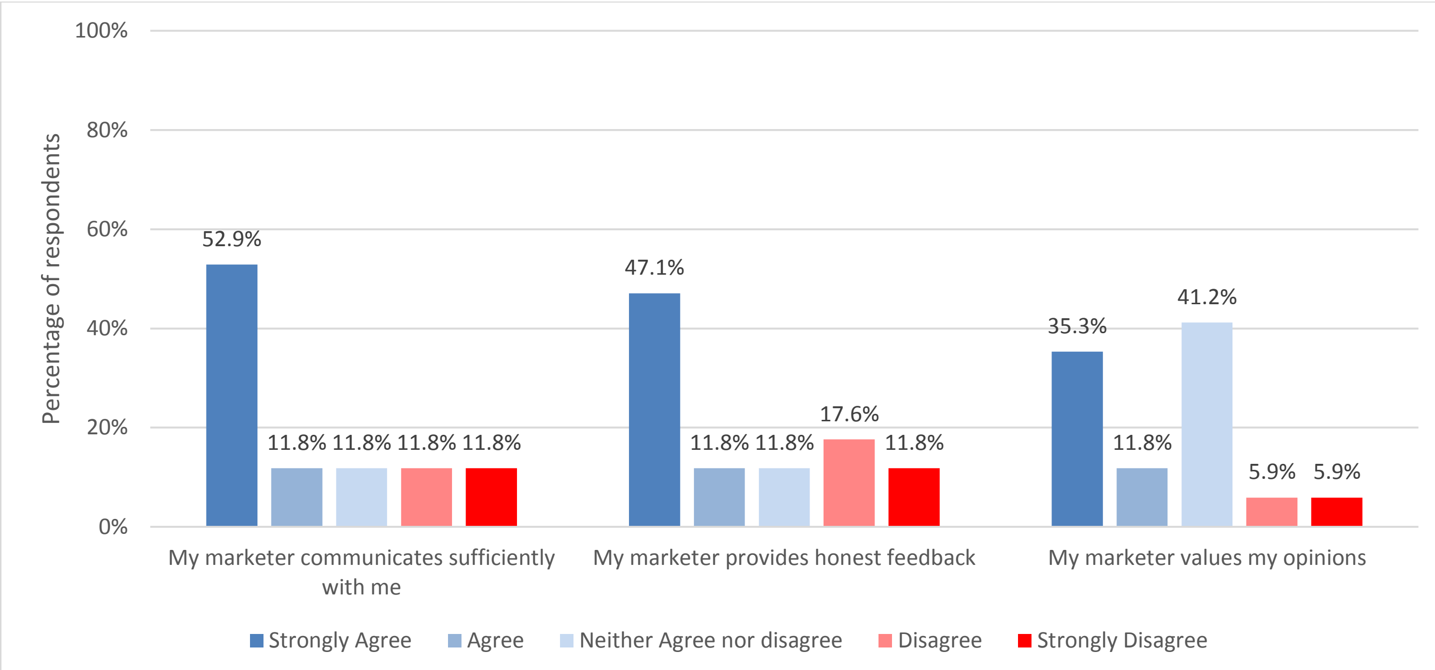
Figure 26. Loyalty to the Marketer



Communication Quality with the Marketer

Most of the respondents agreed or strongly agreed that their marketer communicated sufficiently with them (64.7%) and provided honest feedback (58.9%). Almost half of the respondents agreed or strongly agreed with the statement "*my marketer values my opinion.*"

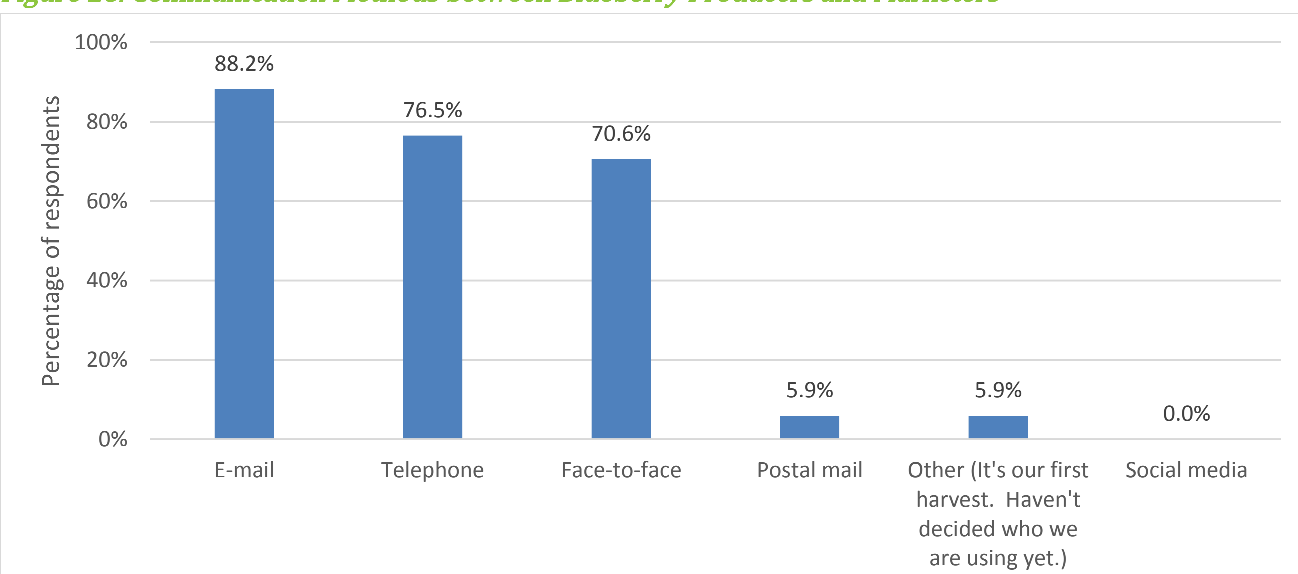
Figure 27. Communication Quality with the Marketer



Communication Methods between Blueberry Producers and Marketers

Most of the respondents and their marketers communicated through email, followed by telephone, and face-to-face.

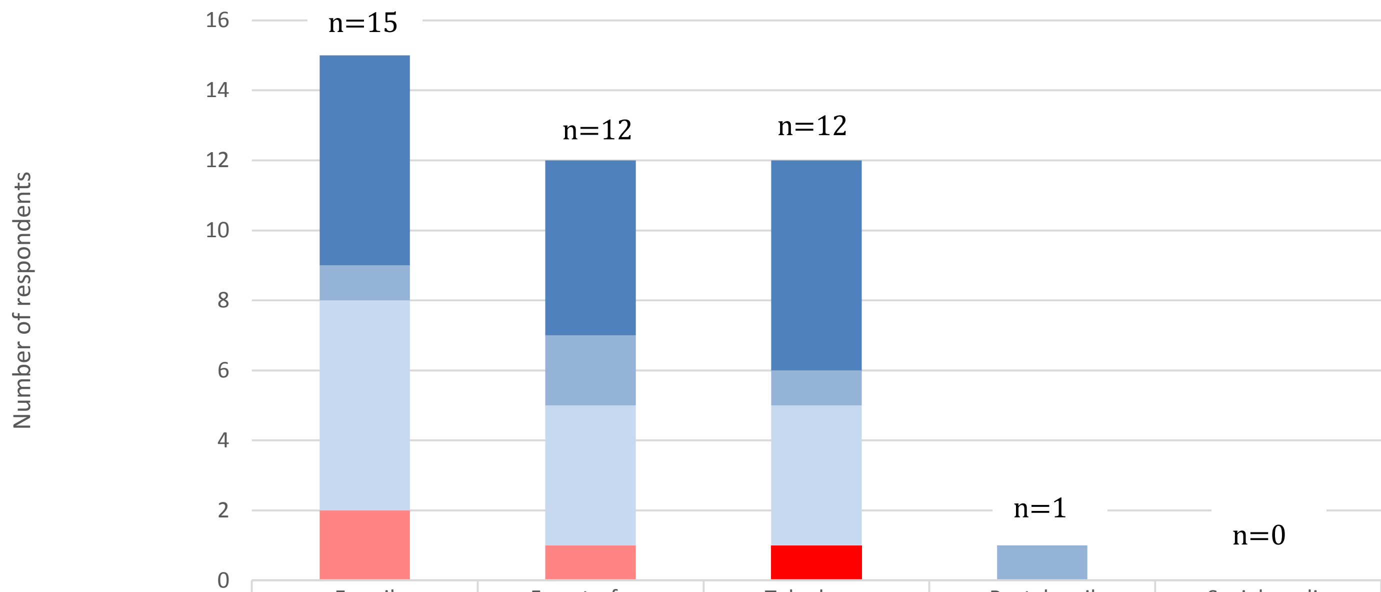
Figure 28. Communication Methods between Blueberry Producers and Marketers



Satisfaction of Communication Methods with Marketers

Seven out of 12 of the respondents (58.3%) who have communicated with their marketer through face-to-face and through telephone indicated they were very or extremely satisfied with these communication channels. Just under half of the respondents (46.7%) who used email to communicate with marketers indicated they were very or extremely satisfied with communicating through Email.

Figure 29. Satisfaction Level of Communication Methods with Marketers



	E-mail	Face-to-face	Telephone	Postal mail	Social media
Extremely satisfied	6	5	6	0	0
Very satisfied	1	2	1	1	0
Moderately satisfied	6	4	4	0	0
Slightly satisfied	2	1	0	0	0
Not at all satisfied	0	0	1	0	0

Why Dissatisfied?

For the respondents who indicated, "not at all satisfied" to one more communication channels used to communicate with marketer, they were asked why they were not satisfied. One respondent indicated he/she was not at all satisfied with telephone. The respondent wrote the reason that he/she was not satisfied was: "Lack of timely returned calls and no response to text messages."

Marketers' Business Ethics

Respondents were asked to rate their marketers' business ethics from a list of adjectives with 1 (most negative) to 5 (most positive). On average, respondents' attitude toward their marketers' business ethics was more positive than negative.

Table 8. Attitude toward Marketers' Business Ethics

	M	*SD*
Unethical (1): Ethical (5)	4.50	.894
Dishonest (1): Honest (5)	4.31	1.014
Disrespectful (1): Respectful (5)	4.38	.957
Irresponsible (1): Responsible (5)	4.13	1.204
Not Trustworthy (1): Trustworthy (5)	4.13	1.147
Unfair (1): Fair (5)	3.94	1.340
Secretive (1): Open (5)	3.81	1.424
Overall Average	4.17	1.018

Attitude toward Marketers' Business Quality

Similarly, respondents also had a positive attitude toward their marketers' business quality.

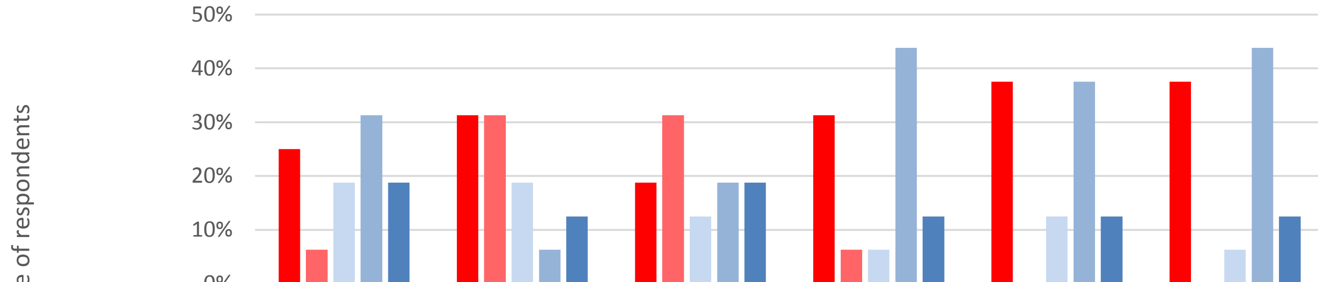
Table 9. Attitude toward Marketers' Quality

	Mean	*Std. Deviation*
My marketer is…		
Inexperienced (1): Experienced (5)	4.31	1.138
Incompetent (1): Competent (5)	4.13	1.147
Difficult to work with (1): Easy to work with (5)	4.13	1.125
Ill-informed (1): Well-informed (5)	4.06	1.289
Ineffective (1): Effective (5)	3.94	1.436
Inefficient (1): Efficient (5)	3.75	1.291
Overall Average	4.00	1.182

Competition Pressure when Working with a Marketer

Respondents were asked to indicate their agreement or disagreement on the statement with a statement regarding competition pressure from various competitor groups. The statement was "*When selling my blueberries through a marketer, I have experienced losing sales because my marketer has chosen to source product from…"* Results showed most respondents agreed or strongly agreed that they felt competition pressure from U.S. blueberry producers outside of Florida and blueberry producers from other countries. On the other hand, most respondents disagreed or strongly disagreed with competition pressure from producers of other berry varieties and vegetable commodities.

Figure 30. Competition Pressure when using a Marketer (N = 16)

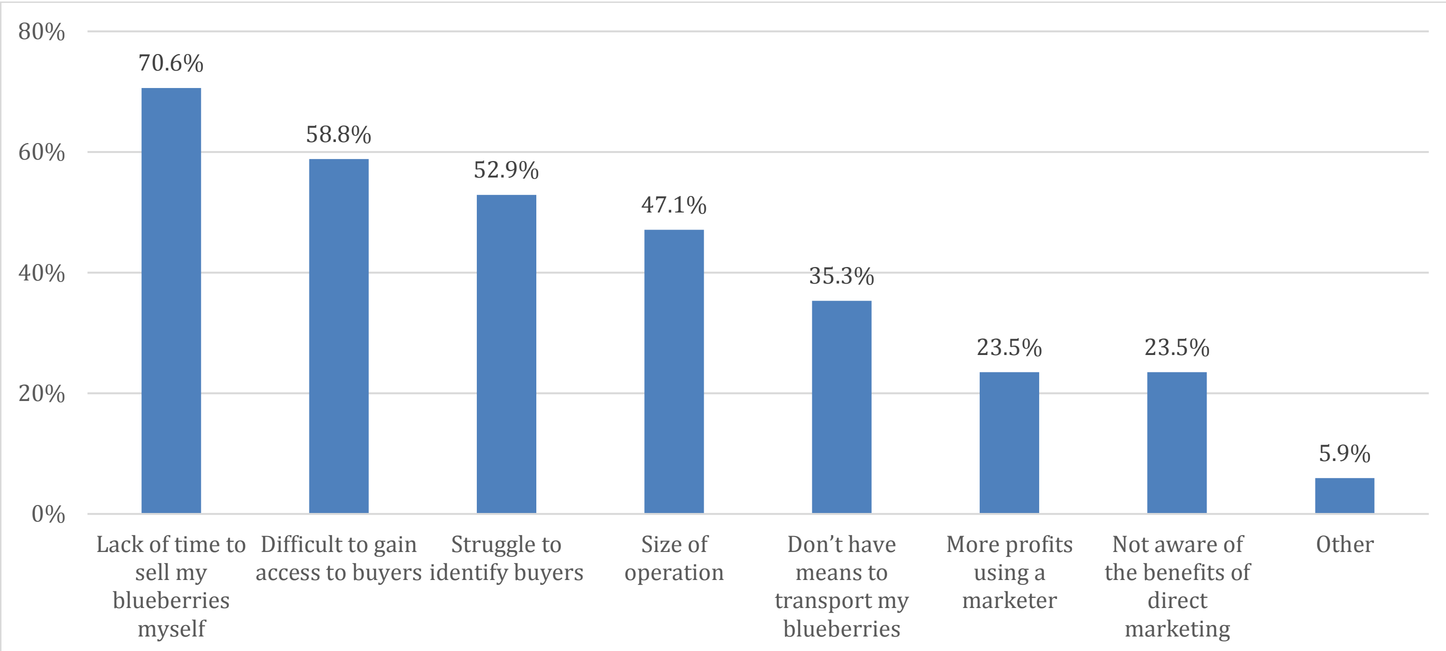


	Other Florida blueberry producers	U.S. blueberry producers outside of Florida	Blueberry producers from other countries	Producers of other berry varieties (e.g. strawberries, raspberries, blackberries, etc)	Non-berry fruit commodities	Vegetable commodities
Strongly agree	25.0%	31.3%	18.8%	31.3%	37.5%	37.5%
Agree	6.3%	31.3%	31.3%	6.3%	0.0%	0.0%
Neither agree nor disagree	18.8%	18.8%	12.5%	6.3%	12.5%	6.3%
Disagree	31.3%	6.3%	18.8%	43.8%	37.5%	43.8%
Strongly disagree	18.8%	12.5%	18.8%	12.5%	12.5%	12.5%

Reasons why not Direct Marketing Blueberries

More than half of the respondents indicated *lack of time, difficult to access to buyers, and struggles to identify buyers* as their reasons for not direct marketing their blueberries.

Figure 31. Reasons for not Direct Marketing Blueberries



Blueberry Producers who only use Direct Marketing ($N = 4$)

Only four respondents were solely engaged in direct marketing. Two of the respondents used to use a marketer, but no longer use one. The other two respondents indicated that they have never used marketer.

Description of the Respondents' using Direct Marketing

Table 10. Demographics of the respondents using Direct Marketing

Source of Information	*f*	%
Age		
18-29	0	0.0
30-39	0	0.0
40-49	1	25.0
50-59	1	25.0
60-69	1	25.0
70-79	1	25.0
>80	0	0.0
Sex		
Male	2	50.0
Female	2	50.0
Education level		6.0
Less than 12th grade (did not graduate high school)	0	0.0
High school graduate (includes GED)	1	25.0
Some college, no degree	0	0.0
2-year college degree (Associate, Technical, etc.)	1	25.0
4-year college degree (Bachelor's etc.)	2	50.0
Graduate or professional degree (Master's, Ph.D, MD, MBA, etc.)	0	0.0
Ethnicity		
Hispanic/Latino(a)/Chicano(a)	1	25.0
Not Hispanic/Latino(a)/Chicano(a)	3	75.0
Race		
White	4	100.0
Other	1(mestizo mix)	1.9

Description of the Respondents' Blueberry Growing Characteristics

Table 11. Farming characteristic of the respondents using Direct Marketing

Farming characteristics	*f*	%
Acres of blueberries farmers grew last year		
<1	1	25.0
1-5	2	50.0
6-10	1	25.0
11-15	0	0.0
16-20	0	0.0
>20	0	0.0
Years of growing blueberries		
<1	0	0.0
1-5	1	25.0
6-10	0	0.0
11-15	2	50.0
>15	1	25.0
Other commodities farmers grow besides blueberries		
Other berry varieties	1	25.0
Non-berry fruit commodities	0	0.0
Vegetable commodities	0	0.0
Row crops	0	0.0
Livestock	0	0.0
Others (Hay)	1	25.0
Only blueberries	2	50.0

Direct Marketing Methods

The survey asked the respondents what direct marketing methods they used. All four respondents used *U-pick*, one stated also using *Direct to individuals* for direct marketing.

Ease of Using Direct Marketing Channels

Of the direct marketing channels used, each respondent was asked how difficult or easy it was to use the direct marketing channels in terms of five aspects: 1. gaining access to the market, 2. complying with the rules and regulations, 3. transportation, 4. building relationship with buyers, and 5. promoting blueberries. The rating was on a five-point Likert scale (1 = very difficult, 2 = difficult, 3 = neutral, 4 = easy, 5 = very easy). The four respondents indicated their use of *U-pick* and other, which was specified as direct to individuals.

For *U-pick*, respondents indicated either neutral, easy or very easy for all the five aspects. The one respondent who used *direct to individuals* indicated easy or very easy in all the five aspects.

Figure 32. Ease of Access to Direct Marketing Channels

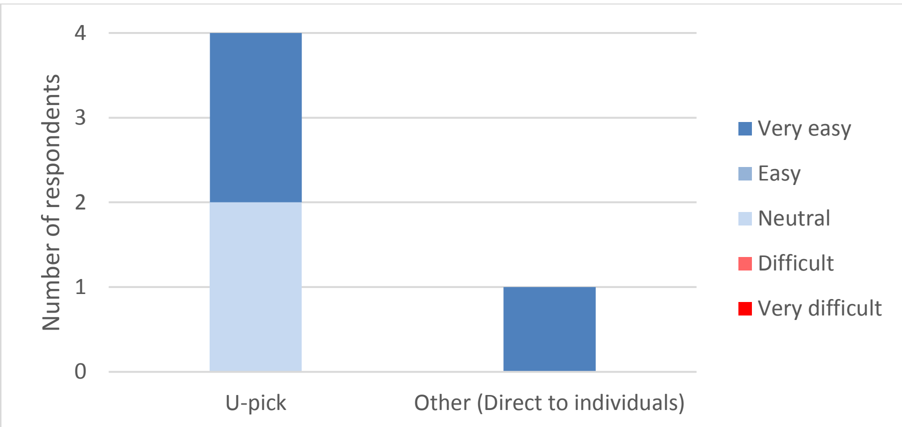


Figure 33. Ease of Complying with the Rules and Regulations of Direct Marketing Channels

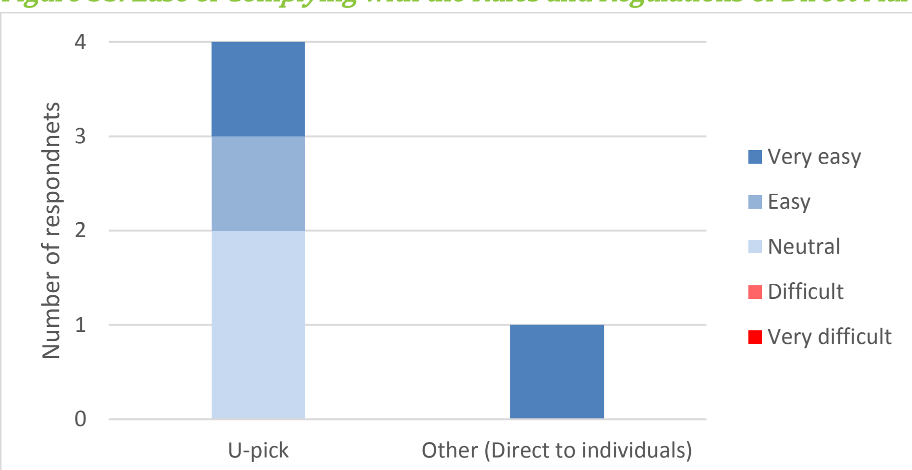


Figure 34. Ease of Blueberry Transportation of Direct Marketing Channels

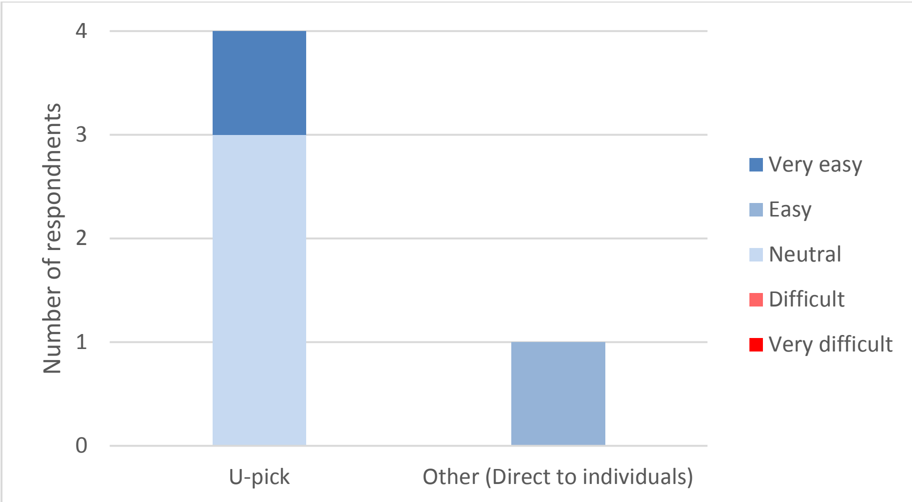


Figure 35. Ease of Building Relationships with Buyers in Direct Marketing Channels

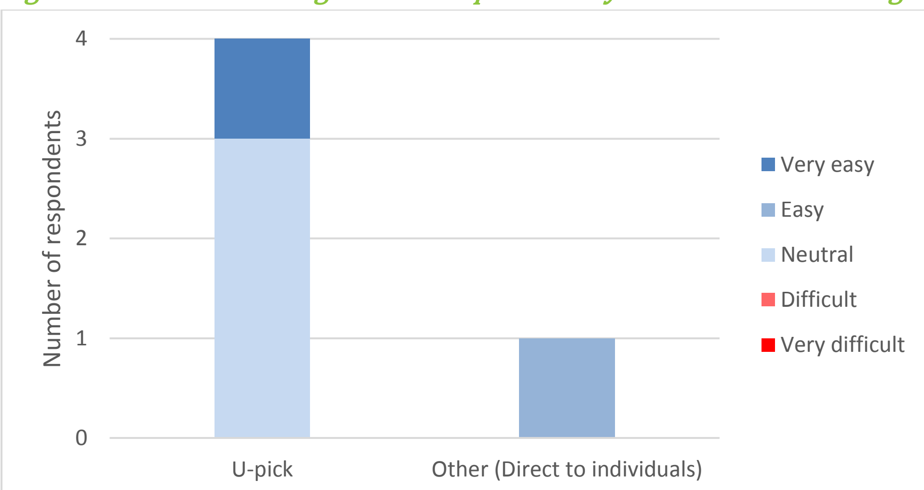
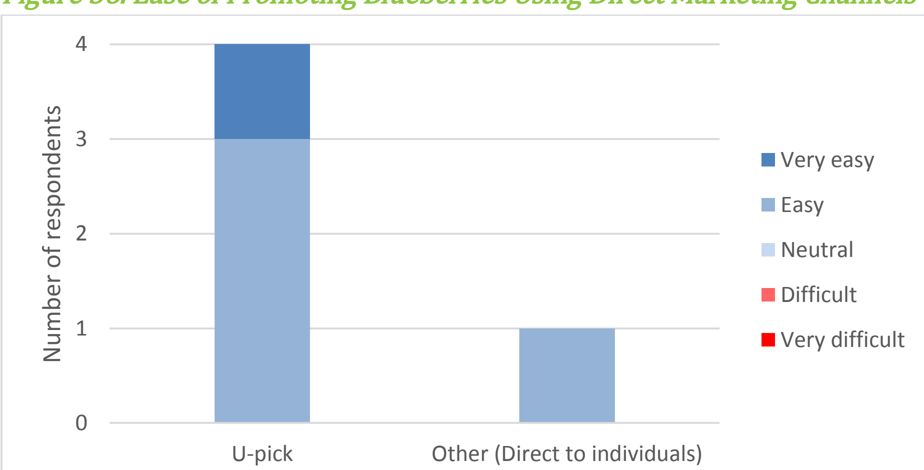


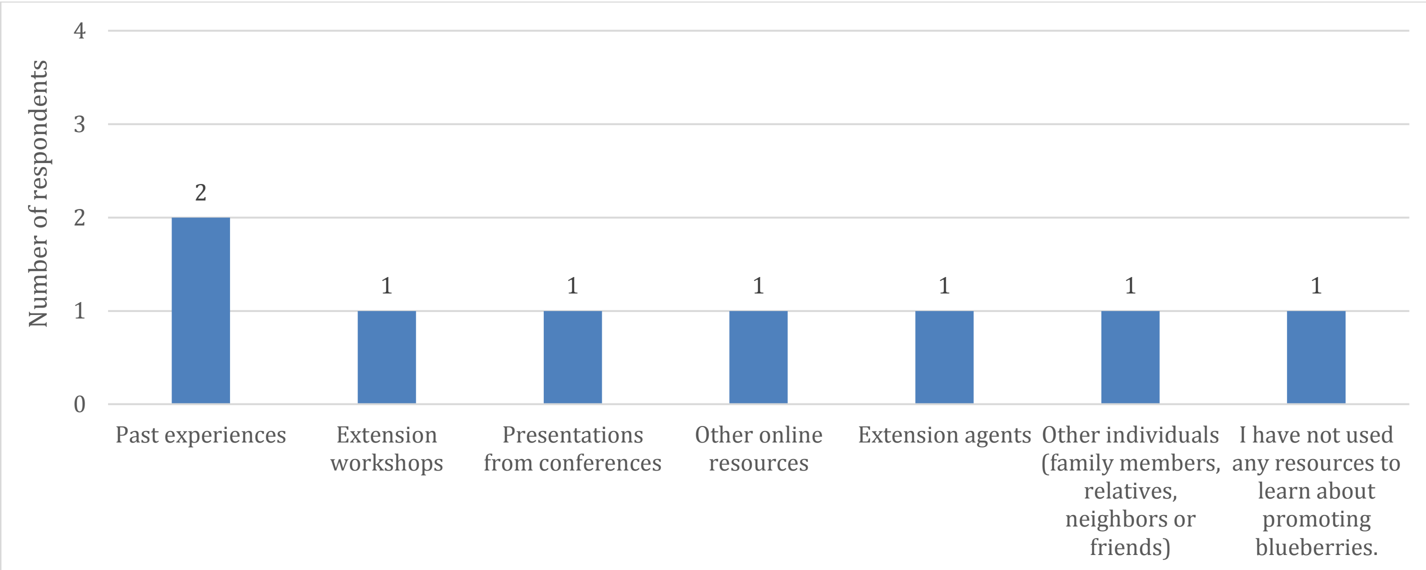
Figure 36. Ease of Promoting Blueberries Using Direct Marketing Channels



Resources to Learn about Promoting Blueberries

Figure 37 shows the resources producers used to learn about promoting blueberries. One of the respondents indicated *Other*, and specified he/she learned about promoting blueberries through *family members, relatives, neighbors or friends.*

Figure 37. Resources Used to Learn about Promoting Blueberries



Most Useful Resources

Three respondents identified which resource was the most useful. Extension workshops, past experiences, and other (*Fresh from Florida, Facebook, our own email list of pickers, our returning customers and word of mouth*) were each selected by one respondent.

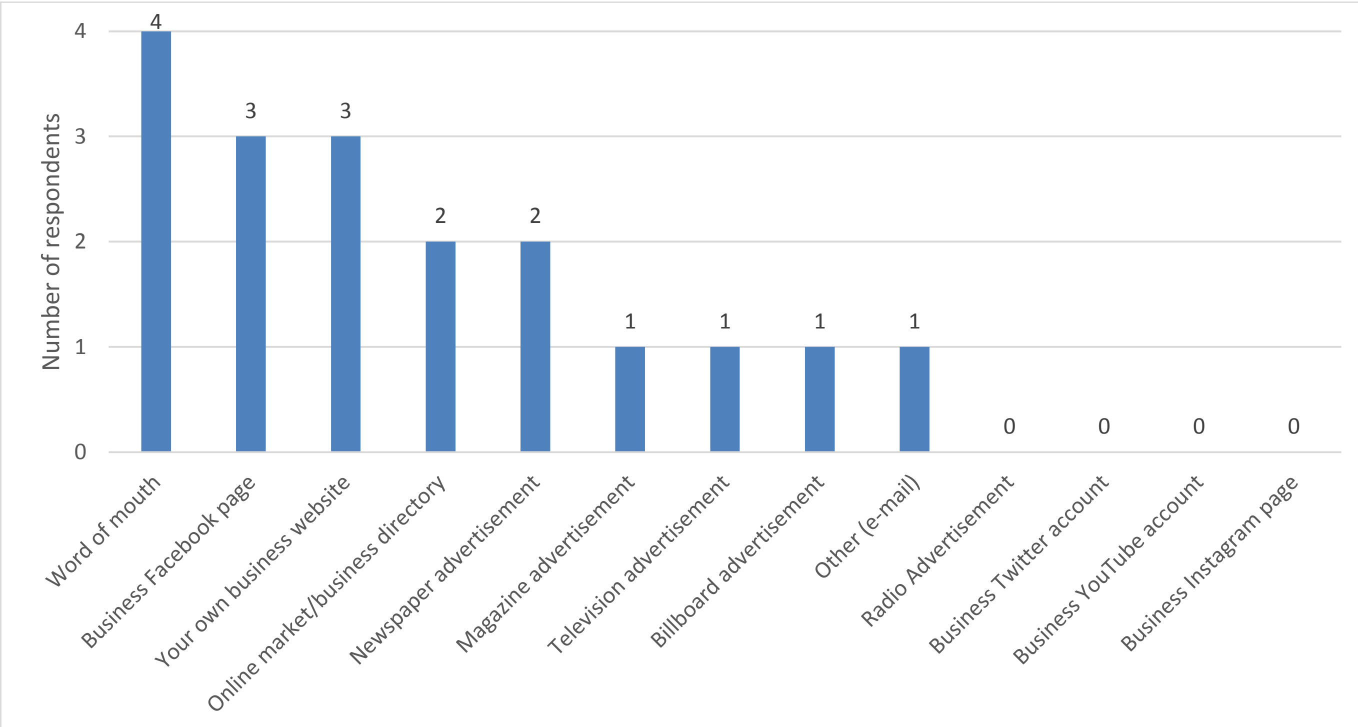
Sufficient Resources

Three respondents agreed, and one respondent strongly agreed to the statement: *I have access to sufficient resources to learn about promoting my blueberries.*

Communication Channels used to Promote Blueberries

Respondents were asked what communication channels they have used to promote their blueberries. All four respondents used word of mouth.

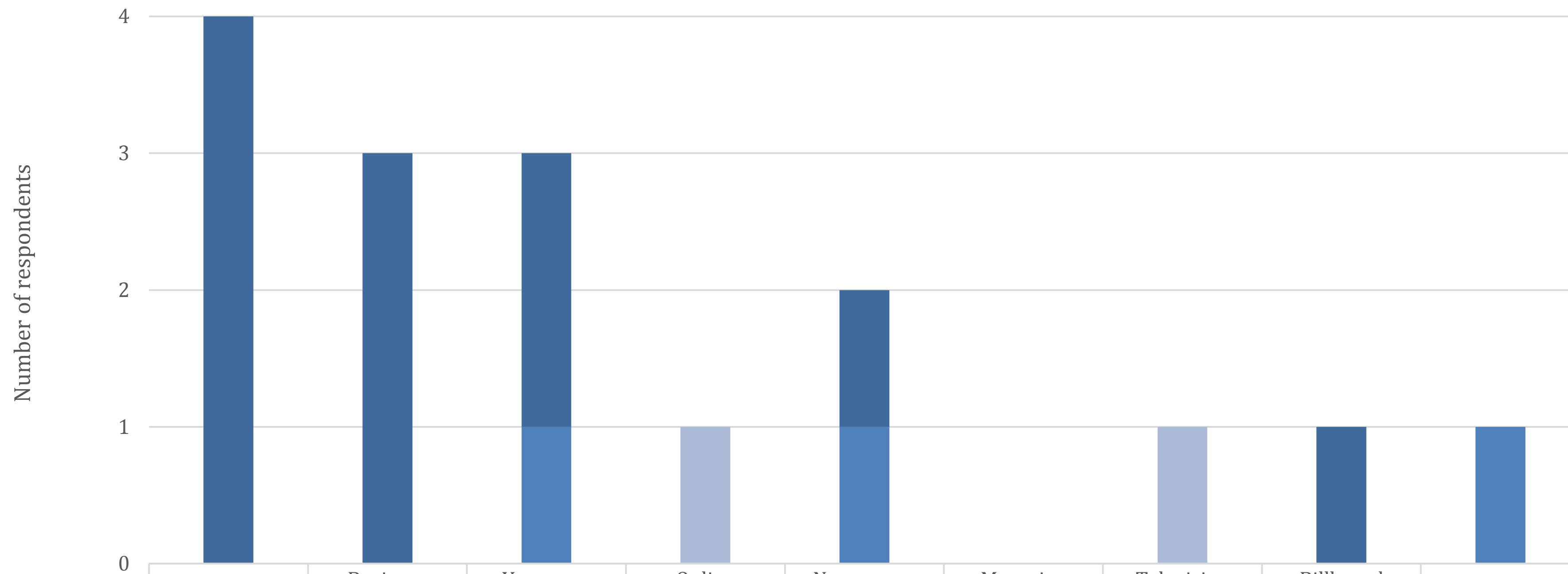
Figure 38. Communication channels used to Promote Blueberries



Success of the Communication Channels

Respondents were asked to indicate how successful each of the communication channels they used was in promoting their blueberries. The success was measured on a four-point Likert-type scale (1 = *unsuccessful*, 2 = *somewhat successful*, 3 = *moderately successful*, 4 = *very successful*). No respondents indicated *unsuccessful* communication channels. Most of the communication sources were very successful or moderately successful. All respondents selected *Very successful* for Word of mouth.

Figure 39. Success of Communication Channels with Promoting Blueberries

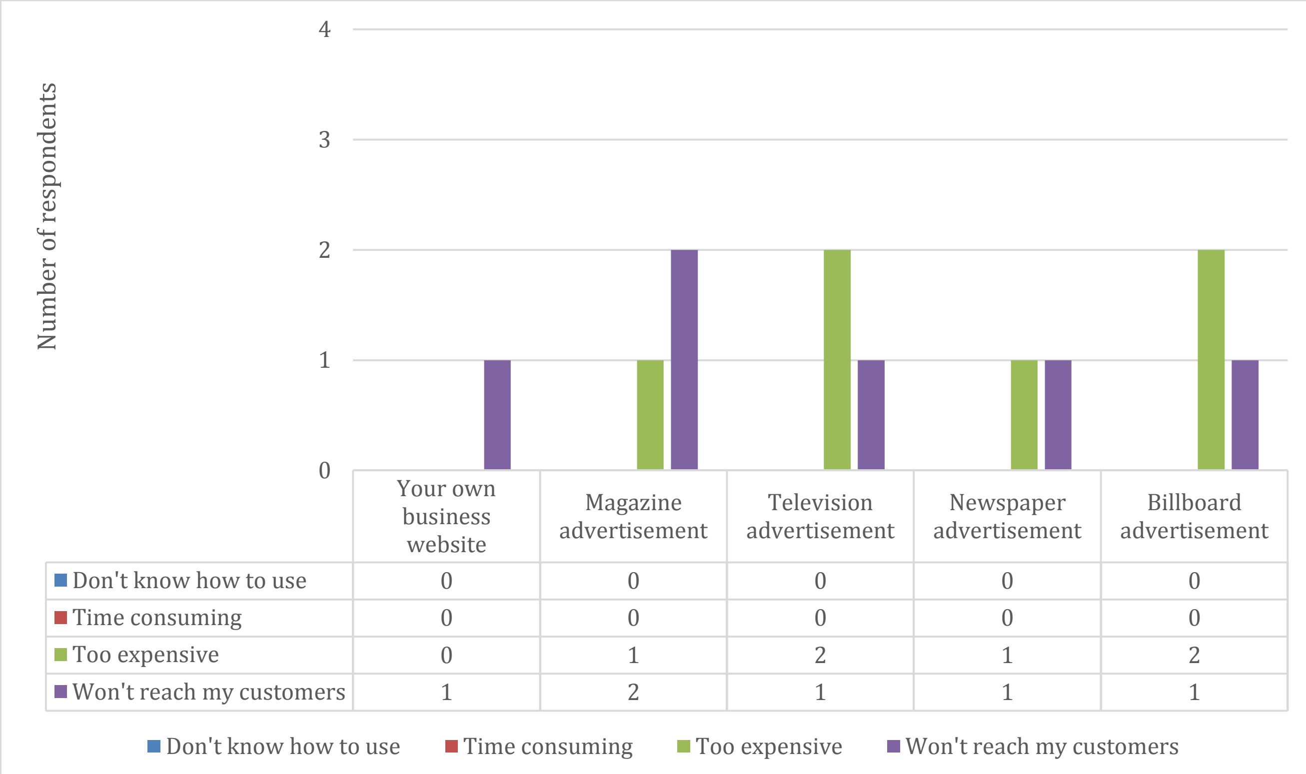


	Word of mouth	Business Facebook page	Your own business website	Online market/business directory	Newspaper advertisement	Magazine advertisement	Television advertisement	Billboard advertisement	Other (e-mail)
Very successful	4	3	2	0	1	0	0	1	0
Moderately successful	0	0	1	0	1	0	0	0	1
Somewhat successful	0	0	0	1	0	0	1	0	0

Reasons why not using Certain Communication Channels

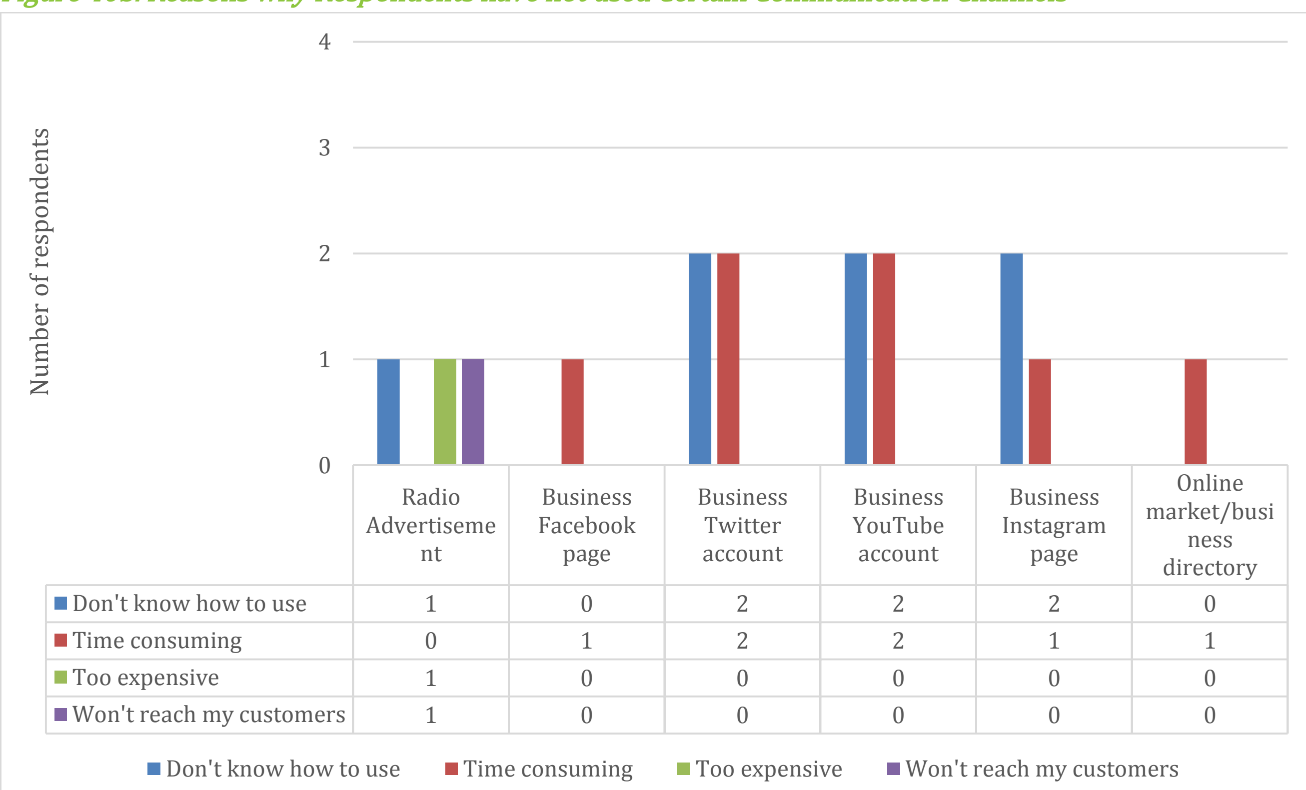
Respondents indicated *Don't know how to use* and *Time Consuming* as their reasons for not using most social media communication channels. Half of the respondents did not use television and billboards for the reason of *Too expensive*. Half of the respondents indicated that magazine advertisements would not reach their customers.

Figure 40a. Reasons why Respondents have not used Certain Communication Channels



	Your own business website	Magazine advertisement	Television advertisement	Newspaper advertisement	Billboard advertisement
Don't know how to use	0	0	0	0	0
Time consuming	0	0	0	0	0
Too expensive	0	1	2	1	2
Won't reach my customers	1	2	1	1	1

Figure 40b. Reasons why Respondents have not used Certain Communication Channels



	Radio Advertisement	Business Facebook page	Business Twitter account	Business YouTube account	Business Instagram page	Online market/business directory
Don't know how to use	1	0	2	2	2	0
Time consuming	0	1	2	2	1	1
Too expensive	1	0	0	0	0	0
Won't reach my customers	1	0	0	0	0	0

Attitude toward Promoting Blueberries

Respondents were asked to select the adjectives that best describe their attitude toward promoting their blueberries on a five-point differential scale (1 = negative, 5 = positive). On average, respondents were positive toward promoting their blueberries.

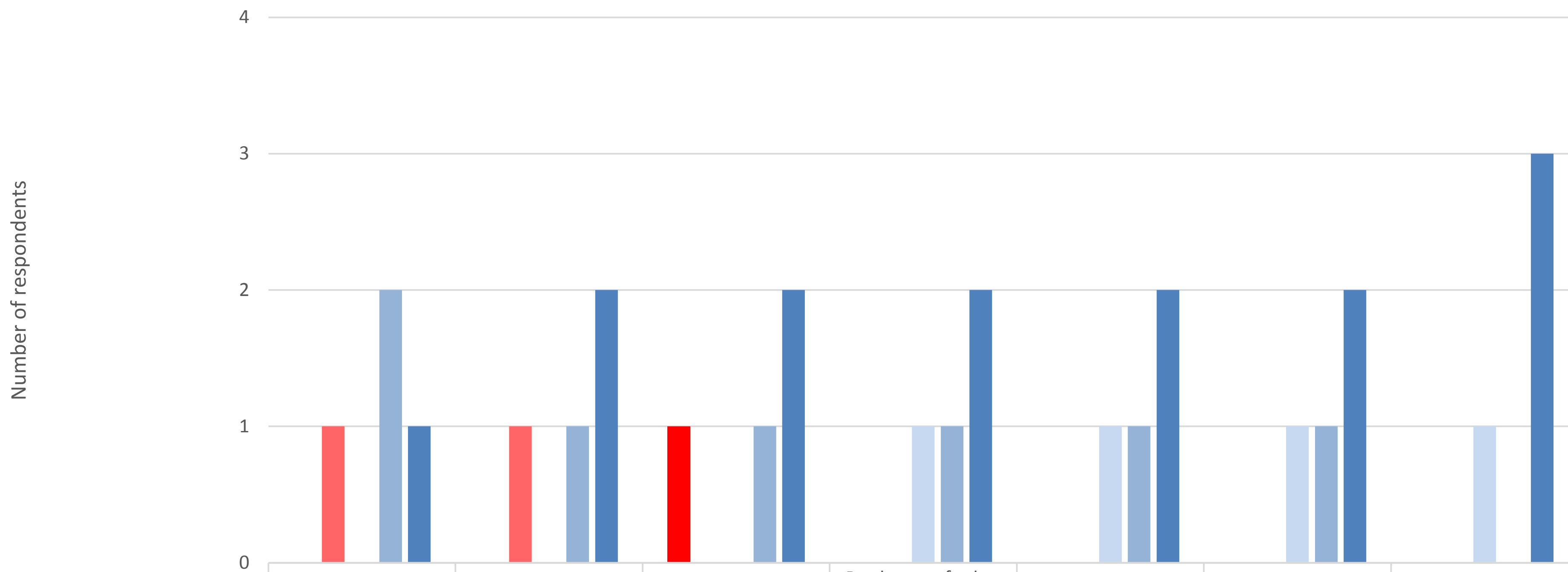
Table 12. Attitude toward promoting your blueberries

	M	*SD*
Not possible for me (1): Possible for me (5)	4.75	.50
Not easy for me to do (1): Easy for me to do (5)	4.75	.50
Not In my control (1): In my control (5)	4.75	.50
Not Beneficial to me (1): Beneficial to me (5)	4.75	.50
Not important to me (1): Important to me (5)	4.75	.50
Not up to me (1): Up to me (5)	4.75	.50
Not necessary for me to do(1): Necessary for me to do (5)	4.75	.50
Not Cost effective for me to do (1): Effective for me to do (5)	4.25	.96
Overall Average	4.69	.47

Competition Pressure

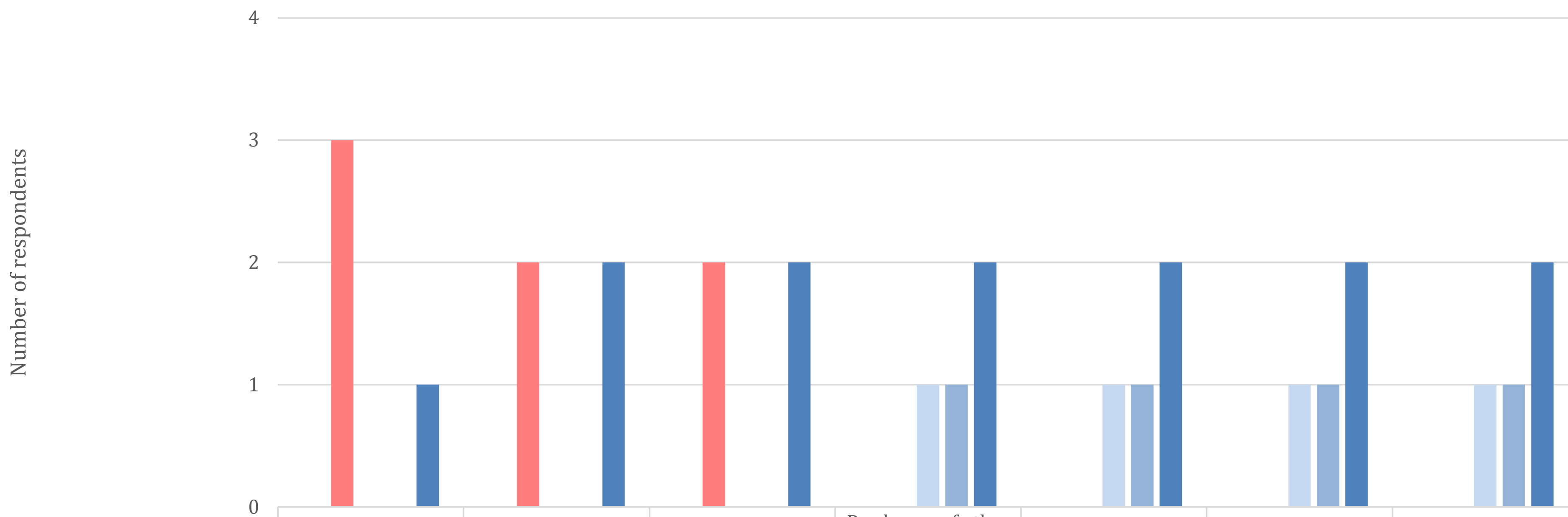
Respondents were asked their agreement or disagreement regarding competition pressure from a list of food production groups in terms of price and buyers being able to choose product from others. Some respondents agreed or strongly agreed that they faced competition pressure in terms of both price and buyers being able to choose product from other Florida blueberry producers, U.S. blueberry producers outside of Florida, and blueberry producers from other countries.

Figure 41. Competition Pressure in Term of Price from the Following Sources



	Other Florida blueberry producers	U.S. blueberry producers outside of Florida	Blueberry producers from other countries	Producers of other berry varieties (e.g. strawberries, raspberries, blackberries, etc.)	Non-berry fruit commodities	Vegetable commodities	Processed foods
Strongly Agree	0	0	1	0	0	0	0
Agree	1	1	0	0	0	0	0
Neither Agree nor disagree	0	0	0	1	1	1	1
Disagree	2	1	1	1	1	1	0
Strongly Disagree	1	2	2	2	2	2	3

Figure 42. Competition Pressure in Term of Buyers being able to choose Product from the Following Competitors



	Other Florida blueberry producers	U.S. blueberry producers outside of Florida	Blueberry producers from other countries	Producers of other berry varieties (e.g. strawberries, raspberries, blackberries, etc.)	Non-berry fruit commodities	Vegetable commodities	Processed foods
Strongly Agree	0	0	0	0	0	0	0
Agree	3	2	2	0	0	0	0
Neither Agree nor disagree	0	0	0	1	1	1	1
Disagree	0	0	0	1	1	1	1
Strongly Disagree	1	2	2	2	2	2	2

Strongly Agree   Agree   Neither Agree nor disagree   Disagree   Strongly Disagree

Reasons for not using a Marketer

All four respondents indicated they enjoy selling blueberries themselves as the reason of not using marketers, followed by their operation was too small.

Figure 43. Reasons for not using a Marketer