Unit 3: Aquaculture

Lesson 14: Developing Public Awareness of American Alligator Production through Effective Marketing

Scenario:
A marketing plan is a critical part of a business plan. The revenue for your business comes from its customers. So, your business must serve a customer need and serve it well enough to be paid. A marketing plan can also identify the best potential markets and find the most effective and efficient means of getting its products to these markets.

1. Alligator producers are currently facing a myriad of production and marketing-related issues. A portion of the marketing-related issues relate to a lack of consumer awareness about commercial alligator production. What do you think could be the source of some of this lack of knowledge? How could producers work to overcome this barrier? What advice could you, as a “marketing consultant”, provide to a producer who desires to expand his/her market share and power?

2. Wildlife management remains an ever-present topic on the minds of many Americans. As a result, commercial alligator production enterprises face this “perceptions” issue as a barrier to expansion. In four to six sentences, how would you advise a producer who wishes to better inform the public of his/her proactive management strategies that promote environmental stewardship and responsible animal handling?
Unit 3: Aquaculture

3. Read through the AgMRC’s webpage on alligators. Then, work with a partner (or two) to address the following scenario:

An alligator producer, Mr. Smith, has approached your consulting firm (XYZ Commodity Marketing Consultants, Inc.) with a request for a marketing program that works to address consumers’ negative perceptions of southeastern Louisiana alligator production. The issues that he has laid out include negative reactions to alligator hide production, the fact that American alligators continue to be considered “endangered”, and the lack of awareness regarding sustainable management programs.

Now, consider and address the following questions: What advice would your group provide to him regarding short- and long-term marketing solutions? What implications could your ideas hold for other producers? Where, in your opinion, could some other solutions to Mr. Smith’s concerns potentially lie?