



Spapium Little Prairie Farm

Spapium Little Prairie Farm

*Thompson Rivers University A
Marketing Case Study*

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Introduction

Representing another example of TRU's case studies on Indigenous businesses and their marketing approaches, this case study investigates the marketing activities and issues for a small farm in the Lytton area of British Columbia.



Figure 1 – Homepage of the business. Source <https://spapiumfarm.ca/>. This image may be subject to copyright and doesn't fall under the CC licensing of this OER

It is rooted in sustainable agricultural practices, combined with a strong traditional focus based on the Nl̓eʔkepmx culture and history of the land it is located on. Topics such as agricultural and tourism marketing, Indigenous business ownership,

business growth, sustainable agriculture, target markets, and marketing trends are addressed in this case study.

As a significant and important niche business in British Columbia and across Canada, Indigenous business ownership is growing and flourishing. The following case outlines the current situation for Spapium “Little Prairie” Farm (SF), setting the scene for students to assess marketing opportunities, justify marketing recommendations, and rationalize strategic marketing approaches.

Teachers Resources

Course Fit

Analyzing the marketing challenges presented in this case encourages students to conduct research into topics such as Indigenous businesses, unique marketing challenges, approaches to create strong brand identities, product selection, and sustainable food production and its marketing. Students will suggest marketing strategies that take into consideration the factors outlined, to help SF grow and succeed into the future. By analyzing this case, students will be exposed to the following marketing topics:

- Marketing Strategy
- Marketing Research
- Competitive Advantage
- Brand Identity
- Brand Loyalty
- Indigenous Business
- Tourism Marketing
- Food Marketing
- Positioning
- Consumer Behaviour
- Decision-Making Processes
- Marketing Communications

The analysis opportunities given through this case fit any intermediate and advanced marketing course, whether graduate or undergraduate, assuming students have had exposure to basic marketing courses as well as specific marketing topics such as marketing strategy, marketing research, and consumer behaviour.

Suggestions for Use

The information in this case is suitable for specific assignment questions in multiple marketing areas. Instructors using this case may provide students with their own questions, based on the topic of their courses and the content they have already covered. Below are some suggestions on the topics that can be evaluated through an analysis of this case.

Consumer Behaviour:

- Assess emotional and mental responses of consumers who experience SF at its remote location
- Apply decision-making concepts and steps to this case
- Apply attitude models to this situation and target audience
- Apply concepts of cultural values and reference groups to this case
- Identify suitable subcultures to be targeted
- Determine where these subcultures can be found and engaged
- Identify cultural influences on the behaviour of SF's customers

E-Commerce:

- Investigate the benefits of spending time and money to expand the e-commerce operations
- Evaluate the benefits of outsourcing e-commerce services versus in-house solutions
- Identify the need for e-commerce processes based on target markets

- Assess how a co-packing arrangements could affect SF's e-commerce
- Research the objectives for an improved website
- Research opportunities to tie into other e-commerce operations
- Assess how e-commerce operations can address the Indigenous history and ownership of the farm
- Identify competitors in the e-commerce setting

Advertising:

- Determine appropriate information to be included on potential highway signage
- Evaluate research on the effectiveness of radio advertising for local businesses
- Design an advertising plan and budget for social media ads
- Investigate additional directories and partners that could be beneficial for SF
- Investigate specific opportunities, such as rack cards or ads in the Backroad Mapbooks of BC.

Tourism Marketing:

- Suggest additional products and services that could appeal to tourists
- Identify triggers for travellers to stop and explore locally
- Determine appropriate channels for marketing the farm
- Research the success of other tourism options with an Indigenous focus in BC
- Investigate current trends in tourism marketing

Teaching Notes

Below, please find some select marketing ideas that students can be prompted to identify and research, especially if the case is used in a classroom setting:

- Using the website to sell items that can be shipped easily, providing customers the opportunity to research before a visit
- Pursuing a connection with the Rocky Mountaineer business, currently only stopping in Kamloops, that brings many tourists to the area
- Establishing ties with other tourism and food providers in the area
- Collecting contact information from visitors to the farm, such as email, by using a guest book
- Tailoring the social media content to the typical age of the customer
- Dipping into the RV market by expanding on the camping options
- Focusing on collecting reviews, such as on Google or TripAdvisor
- Weighing environmental concerns against custom-printed packaging to establish a brand identity

Sample Instructions for Students

Considering the information given in this case study, your task is to apply marketing concepts to recommend a marketing strategy and approach for Spadium “Little Prairie” Farm.

Please note that the goal is not to find out what was actually done but to research options. Explain and justify your decisions, and elaborate on your chosen marketing approach. The

emphasis is on justifying your choices by utilizing your knowledge of marketing theories and concepts, as well as supporting your choices with academic sources.

Time frame: 2 years

Budget: CA\$ 3,000 per year

Components: Marketing channels, messages, timing/schedule, brand personality, target audience, advertising media

The goal is to increase exposure for Spapium Farm by applying marketing concepts in various areas (e.g., consumer behaviour), keeping in mind the limited budget and human resources available. Students should also focus on suggestions that create brand loyalty and form long-term relationships for SF.

All recommendations should be based on a detailed analysis of the location as well as the target audience, including creating a persona. Key performance metrics should be recommended and justified. Benefits and challenges for any suggestions and recommendations need to be clearly stated. Students are expected to research marketing concepts, assess brand positioning, analyze competitors, and justify any product strategy modifications. Recommendations should integrate multiple marketing channels with a combination of mass communications—such as advertising, promotions, or events—as well as personal communications—such as direct marketing, word of mouth, or personal selling.

1. Overview of the Business

Location

Spapium “Little Prairie” Farm is a Nlaka’pamux farm situated in a remote location near Lytton, in the Fraser Canyon of BC. It is south of town and the confluence of the Thompson River and Fraser River. To get to the farm, visitors either have to take a two-car ferry across the Fraser River north of Lytton or walk from the train bridge south of town. It is an area that features many trails, and the famous Stein Valley Nlaka’pamux Heritage Park is just a few kilometers from the farm.

History

The farm has been in the family since 1882 and includes water rights that allow for farming on the property. A long tradition of the family interacting with this land has created a special relationship that encourages sustainable farming methods. Technologies and practices are used that are gentle on the land and consider the water resources. It is a healing destination that was left to the current owner by her grandfather.

The farm is run by Paula Cranmer-Underhill, her husband Brian, and daughters Brianna and Danielle. Lytton is their ancestral land, and the farm was originally founded by Paula’s great-grandparents, Kanu and Isobel Thom, who cleared and fenced the land in 1882. Paula, as a multi-generational residential school survivor, grew up in Vancouver and lived for

a long time in Chilliwack since her parents and grandparents were not able to continue farming on the land during the residential school programs. Paula moved to the area and started operating the farm near Lytton in 2015.

From the website:

Spapium is located at a historic meeting place, TlkemchEEn. Lytton was an important place of peacemaking in the early history of what is now British Columbia. Guests will leave enriched, not by the gold historically sought on the Gold Rush Trail by others, but by the cultural understandings shared through unique Nl̓eʔkepmx culture and history experiences on the land facilitated by your hosts.

Since the inception of the farm, it joined Community Supported Agriculture (CSA) that helps with the challenges of farming. Starting with farming three acres in 2017, which included a diverse orchard with many different fruit varieties, the owners have since added more land and many fruit trees. The location also provides access to wild foods and medicines, such as elderberry, as well as water access from Nicheyeah Creek. Additional land to expand operations is available.

From the website:

There is a need to get back to the land for physical, emotional, and spiritual health, and

farming will provide opportunities to increase personal and community health as well as provide local food security and encourage economic development.

Tourists interested in agriculture, the Nl̓eʔkepmx culture, and the history of the land are educated through the farm's products, services, and story telling. At the same time, the community—especially the youth—benefits from life skills and knowledge created through the farming.

Paula and her family share their Indigenous background and culture by showcasing special items they can interpret, from food to medicine to cedar weaving, teaching visitors how to make bracelets or ropes, and even offering small basket weaving workshops, passing on the teachings they have received from their family. They also always introduce themselves by naming their parents and grandparents, the traditional way of introduction that determines your “place” in the Indigenous culture.

2. Products

Selection and Services

From the website:

We create abundance with a strong social outlook and Potlatch with each harvest to others who need good nutritious food to fuel a healthy life.

Spapium Farm grows fruits and vegetables on their Lytton farm. Freshly harvested, they are sold directly to consumers at the gate, at farmers' markets, and at special events, both at the farm and elsewhere. In the past, veggie boxes were available through subscription. Products offered currently and in the past also include herbs and spices, jams, and teas made from farm products.

Other foods here are tseweta, which is our first green in the spring. [...] You can preserve it like that at that point in time. When it grows out a little more, it blossoms. So, you've got these beautiful blossoms to add to your soups and stews, and when those grow up, they turn into the seeds that we pick for medicine, and some people use them in the sweat lodges and long houses.

Cedar weaving products and workshops complement the food offerings. These workshops have included 12–15 people, but

Paula considers four participants to be the optimal number to be manageable and provide the best service. Paula also creates products from roots that she gently and responsibly extracts from the forest, avoiding damaging techniques that are prevalent elsewhere.

Watch Video Clip 1 – Product Selection ([Transcript Available](#)) (CC BY-NC-ND 4.0):



A video element has been excluded from this version of the text. You can watch it online here:

<https://spapiumlittleprairiefarm.pressbooks.tru.ca/?p=30>

The farm offered eggs in the past and recently succeeded in a small business acceleration program application. With these funds, they will revive the egg production, building a chicken coop for 100 chickens by March 2021. Other products previously sold include jars of pickles, beets, and bread-and-butter pickles. Paula also still has clothing merchandise available with designs she printed a few years ago; she has plans to do more screen printing in the future.

Besides mostly selling their own original products, SF also promotes products from other artists and creators, such as jade or an artistic paddle by artist Casey Paul made of Juniper and representing the 'Nām̓gis heritage. Paula has also collected baskets from the Sts'ailes, where she used to work, and showcases them together with other intricate baskets from Nuu-chah-nulth.

All of SF's products promote Indigenous culture through the owners' sharing of stories and their encouragement to respect and honour the earth. Every interaction with customers is an opportunity to endorse this gentle treatment of nature and

engage the visitors with local knowledge keepers. The farm itself is conscious of the materials they use (e.g., no plastic bags, reduce waste and chemicals, etc.) and the way they use the land.

Some products feature pictographs that represent the area's non-written history left on the rocks, with the Stein Valley being one of the largest pictograph sites in Canada.

Our ancestors laid all those down there for us, so that we'd remember, and so we have some places to go back to.



Figure 2 – Contributed by the business owner. This image may be subject to copyright and doesn't fall under the CC licensing of this OER

Watch Video Clip 2 – Explaining Pictographs ([Transcript Available](#)) (CC BY-NC-ND 4.0):



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<https://spapiumlittleprairiefarm.pressbooks.tru.ca/?p=30>

In addition, SF currently has options for rustic camping on the five acres next to the main farm, which they also hope to expand into cabins, teepees, or canvas tents in the future—still rustic, but it’s closer to the “glamping” (i.e., glamorous camping) experience that some visitors are looking for. Providing an option for visitors to stay in comfortable accommodations will mean that those visitors can immerse themselves in the healing aspect of this destination, allowing them to learn, relax and create friendships. The property features multiple benches as well as walking trails and a rock outcrop.

While SF and the Indigenous community of Lytton are happy to share their culture and background, there are certain experiences and items (e.g., sweat lodges) that are historically too sensitive to share with tourists. However, resources such as an Elder at a neighbouring creek are available, one who teaches others about the sweat lodge, including at schools in Vancouver. Any interested customer with respect for the culture could be referred to other knowledge keepers to build a relationship and to learn about special traditions.

Possible ideas for the future include offering natural dyes, shirts dyed with natural materials from the area, as well as a storefront on the property. The remote location limits how many people can access the farm, but more and more tourists on excursions and adventures in the summer time are visiting the farm side of the river.

Distribution

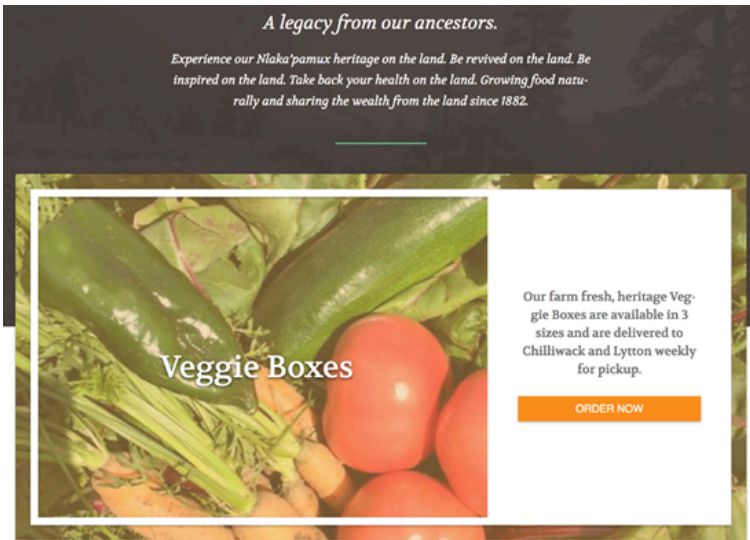


Figure 3 – Business Website. Source <https://spapiumfarm.ca/>. This image may be subject to copyright and doesn't fall under the CC licensing of this OER

SF maintains a website but mostly sells directly to consumers at farmers' markets, such as the Lytton Two Rivers Farmers Market. The nature of some of the products sold (e.g., perishable, heavy, etc.) means that shipping is usually cost-prohibitive; the exception being tea and some weaving products. SF has plans to work with the YeKm Food Hub and their commercial kitchen to eventually co-pack and ship products together, following safety regulations. To support sales, the owners also visit a variety of conferences and workshops in different communities.

Their offerings are also distributed and promoted through cultural tours, such as partnering with other food vendors at Klahkamich, which is just outside of Lytton, and offering cedar

weaving as part of a tour for about 20 people. Other tour participants were reached by working with Princess Cruises for a shore trip out of Vancouver.

Previously, SF has provided vegetable boxes on a subscription basis (e.g., \$20/week subscription for 10 weeks) to Chilliwack and Agassiz residents but discontinued this service. During that time, they also participated in other farmers' markets, such as Ashcroft and Chilliwack.

Pricing

Paula compares prices of produce in the area, mostly with other providers at farmers' markets, but also grocery stores and online. She tries to establish benchmark prices for her products, comparing even with supermarkets. SF's prices are competitive and in line with other options for consumers. People come to the farm knowing the quality of produce they are going to receive and also knowing that there is no markup for these products. If produce is left over, Paula might offer it to customers to try something new.

Most people are more than happy to pay the prices that we're setting.

Prices for unique experiences and cedar weaving opportunities have also been positively reviewed, and Paula affirms that "I've never had anybody complain to me about prices for anything that we're offering." They are considered good value for the money. As an example, at a festival in Merritt, Paula and her family set up a teepee and offered cedar weaving workshops for bracelets, charging \$20—and customers "had no problem" paying that price.

Prices are consistent and do not vary much. The farm doesn't

offer any discounts but will consider their supply and harvest at specific times of the year.

Maybe not our prices going lower, but around harvest time, if we have an abundance of something and we have those customers at the farmer's market, you know, we'll give them a little bit more.

They also donate extra food they may have to a community member in need, a foodbank, or a school. They have donated to Ruth and Naomi's Mission in Chilliwack before as well.

3. Customers

The owners' assessment of their typical customer differs, depending on the products sold. The typical customer for food and produce would be middle to older age and lower to middle income. For the experiences, the typical customer is a bit younger and "middle level of income," including families.

Environmental consciousness and waste reduction is important to SF. As funds allow, the farm tries to promote responsible practices by using compostable materials or reduce packaging and avoid plastic bags. This connects the business with a special type of customer showing an awareness of and effort for environmental issues.

Therefore, both identified customer groups are environmentally responsible, or at least have an interest to choose environmentally conscious products and services. This makes them appreciate SF's low-waste approach and options. Paula classifies them as "lovers of nature and outdoors." They are also respectful of the Indigenous culture and their lands.

To reach those customers, the business would go through local interest groups, finding out where these types of people spend time and what hobbies, lifestyles, and experiences they are interested in. For example, they might be frequenting the Friendship Centre or the local museum. Spapium Farm could also work with one of the local providers of Indigenous tours and ask to be included as a stop on a trail or farm tour. This would access markets including visitors from other provinces and countries.

On social media, most potential customers follow SF on Facebook, but the farm also uses Instagram. Facebook seems to be the best way to reach their target market online.

SF's approach to their customers also clearly focuses on education. For example, some in the Indigenous community

worry that exposing special sites, such as pictographs, opens the door for mistreatment and vandalism, even just touching sacred sites. Paula believes that the customers are interested and open to learn from the knowledge keepers to be respectful to the land and to teach them the values, which they then share with others.

4. Competitors

The immediate, direct competitor for any food item is the local grocery store, the Lytton Market. Other vendors at the farmers' markets compete with SF, as do farm stands along the highway that tourists or local residents might be driving by, though no particular one was identified by SF.

With regards to activities like farm tours, SF competes with companies that offer other activities in the area. For example, Kumsheen Rafting Resort is nearby and very busy in the summer. SF is also on the Gold Rush Trail and, therefore, competing with other local businesses along that trail. Potential customers can always choose non-organized activities like hiking as well.

However, as discussed further down under "Marketing Opportunities," any competitors in the area always have the potential to become partners, creating inclusive experiences and providing reasons for customers to stay longer.

I would definitely agree that anybody that would be, maybe, considered a competitor would actually be considered an asset because of the fact that it's such a small village. Anything going on is actually benefiting us because it's bringing in people to the village.

SF acknowledged that visitors are used to "glamping" these days, and their camping offers might be too rustic for some. As such, there are plans to upgrade accommodation options so that visitors can join additional activities and also have a comfortable place to stay.

5. Finances

The business was 100% personally financed, including all initial travel to acquire inventory. This is still the case, with the family owning the land and all assets.

The marketing budget for SF to work with is \$2,000 for 2021. While this is a starting point, additional marketing opportunities are evaluated and the benefits considered if they arise.

6. Marketing Approaches

SF's challenge is to attract locals in the area to use the farm to buy food, as well as encouraging visitors to the area to stop, participate, and even spend the night. Given the remote location, that is challenging.

Current and Past Approaches

Apart from the “no-go” year of 2020 due to COVID-19 and associated lack of marketing, SF has marketed themselves through social media, mainly Facebook. They also use Instagram, but the highest number of followers is on Facebook, which they also actively promote when out in the communities (e.g., using business cards at farmers' markets). The farm also maintains a website, accessible at <https://spapiumfarm.ca/>, that provides information about the farm, the market schedule, a small online shop, and information on camping, farm tours, and contact information.

Brochures were printed in the past, but given the environmentally conscious approach of the farm, they moved away from paper-based advertising. This also affects the use of business cards and handouts at markets with their “About Us” story on it.

We don't need to print on paper to let people know about our business, and it doesn't really go along with the low-waste thing we're trying to do.

To avoid the use of paper, they plan to focus mostly on online

promotions through paid advertisements on social media via Facebook and Instagram. They hope to increase traffic to the website this way. In addition, there are plans to include radio ads in their marketing approach as well.

Paula enjoys meeting customers face to face—at markets and events—to have the opportunity to tell them about the farm, their business, their products, and to answer questions in person. This kind of “self-promotion” works well and can be followed up by sending interested customers to the website or Facebook. To date, SF has not kept track of where customers heard about them.

SF is a marketing stakeholder with the Indigenous Tourism Association of British Columbia (ITBC). SF has worked with the association to participate in a cruise shore trip, and ITBC also provides online media training that SF takes advantage of to learn more about the online promotion opportunities and skills. Currently, Brianna manages the online presence, incorporating her skills and ideas, but Paula would like to learn more about it to increase her involvement. Ideas are typically discussed between the two of them; Paula might write up the wording, and then Brianna posts it or creates a paid promotion.

During the uncertainty of COVID-19 times, SF focuses more on story telling and staying on their customers’ radar, rather than promoting products or services and being unable to deliver. Ever-changing restrictions and closures have made it hard to deliver what is advertised, and people are looking to learn what is happening at the farm, what the plans are, how everyone is doing, and so on. Besides social media, this is also accomplished through the channels provided by ITBC.

Besides ITBC, where Paula was formerly a director, Spapium Farm is also a member of the Indigenous Tourism Association of Canada (ITAC), Gold Rush Trail BC, and the Cariboo Chilcotin Coast Tourism Association (CCCTA). Paula volunteers for the board of directors for the CCCTA, the Lytton Two Rivers Farmers Market, the 2 Rivers Remix Society, the Sto:lo Business

Association where she was the founding president, and the piye?wi?x kt/Beeya.wEE.hh kt Language Foundation Society.

As for many other small businesses, word of mouth is critically important and valuable for SF. The owner wants customers to enjoy their visit, have a great personal shopping experience, and then share that with others. Paula mentioned that customers get referred by previous visitors quite often. Sharing of social media posts is also a goal; Brianna makes sure that every post looks professional and is visually pleasing, always including pictures besides the text. Posts are typically of the farm and its products. Currently, they are trying to increase excitement about the 2021 season and spreading awareness of the business.

In the past, Brianna has looked at success metrics provided by Facebook (e.g., views, engagement, etc.) but hasn't been able to compile comparisons and long-term trends. ITBC does not provide such metrics from their promotions. Website metrics are also not used to inform decisions, even though Brianna has looked at them in the past. The current COVID-19 situation, with less exposure of the business in communities and at their location, has resulted in reduced website and social media traffic.

Other marketing approaches of the past include a video production of cedar weaving that was promoted by the Tuckkwiowhum Village, which is south of Lytton on the [Gold Rush Trail](#). The village has worked with Paula in the past to provide cedar weaving workshops. Other assets include a feature in the Vancouver Sun, based on a concierge event at a Vancouver hotel that ITBC organized and promoted. All of those appearances will be consolidated on the website.

I think that the community of Lytton is really supportive of each other. Everybody wants everybody to thrive.

Another marketing opportunity was realized when SF worked

with Meghan Fandrich of Klowa Art Café in Lytton. The café carries the farm's cedar weaving in their store, and Paula suggested that they work together on a farm tour using the café's patio.

For us, it's good to partner with people who are interested in working together.

The website is currently not a big contributor to sales, in part because some products cannot be easily shipped (e.g., jams). Most sales are direct, even if customers would check the website first before purchasing products at the farm or at an event (e.g., pow wow or conference). SF does not intend to focus on increased selling through the website and instead uses it to introduce people to the business, its owners, and the location.

Marketing Opportunities

Spapium Farm is used to pulling their own weight when it comes to promoting their business via social media or their website, but they also encourage partnerships. For example, the previously mentioned Kumsheen Rafting Resort is a competitor when it comes to activities in the area (e.g., rafting vs farm tour) but could also be a partner (e.g., farm tour after rafting!).

And that [local] family's big on reaching out to try and work together to get some experiences happening.

The YeKm Food Hub might be able to assist in packaging and shipping additional foods, avoiding the need to plan around excess food for the markets, or they could purchase products to sell through their channels. The small community of Lytton is a supportive environment, where competition is replaced with

care about your neighbour and the wish for all to succeed and thrive. Residents prefer to support each other than to source it from elsewhere.

Watch Video Clip 3 – Community Support ([Transcript Available](#)) (CC BY-NC-ND 4.0):



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<https://spapiumlittleprairiefarm.pressbooks.tru.ca/?p=34>

Additional and continued activity through the social media channels could be used to spread the word about Spapium Farm. The owners are learning WordPress to update and upgrade the website themselves (e.g., adding testimonials, photos, and destination information). Ads have focused on the local community in Lytton but could target a broader area in the future.

Opportunities for sales through the website still face the issue that some products cannot easily be shipped (e.g., jams, pickled items, etc.). An option would be to focus the website on teas and cedar weaving products, both of which can be shipped cost-effectively.

Another option would be to start an email database and email subscription, as a way to collect information from the customers and also to share stories about the farm or local knowledge keepers. This would enable SF to communicate with customers and vice versa, keeping their name in customers' minds. Collecting email information could be paired with a contest or discounts and would be most useful when SF can offer more products and better shipping abilities. Invitations to workshops (e.g., weaving) can be added. To date,

there have been no surveys or formal feedback collection from customers, beyond the in-person comments.

People are happy with their good food—their happiness, their expression—that sort of feedback. Them inviting us back to do something else.

There is no local TV station, which could be considered for any plans of TV advertising. Radio ads could be an option if it is deemed suitable and effective.

Expanding on their already embraced approach to run the business in an environmentally friendly way could attract new markets and customers. It appeals to a section of the population that is growing and more determined than in the past. These customers are willing to spend time and money to buy the products they fully believe in.

The previously offered veggie subscription boxes could be reassessed for viability. While originally offered in Chilliwack and Agassiz, a new plan would most likely limit the delivery to the local Lytton area, reducing transport costs and issues, at least until enough subscriptions could be collected from other areas to make the transport worthwhile.

SF would like to work with more tour companies and add local partners with formalized and regular arrangements, such as repeating the use of the Chinese History Museum for basket weaving workshops. Cruise shore trips could be accommodated by setting up in a beautiful local setting and being part of the customers' circle loop from Vancouver. Train tours currently only stop in Kamloops for overnight stays, but partnerships might be possible for a side trip to Lytton.

Partnering with accommodation providers like lodges could also increase the bookings for workshops, and SF started creating a workshop package following the Destination BC standards that can be offered to these providers. There are also other associations that can support the marketing efforts, such as the Thompson Okanagan Tourism Association (TOTA).

Last year or the year before, [TOTA] had some kind of a travelling marketing bus that they brought around to festivals and events, and our cedar weaving was part of that.

Currently, operations have to fit into the restrictions of the COVID-19 pandemic. Paula and her family are adjusting and thinking of ways to access the cultural tourists and provide programs and products safely. No major changes are being considered until it is clear what the growing season and potential restrictions will look like.

Spapium Farm summarized their marketing challenges as being able to access higher-income markets. While locals choose them to buy the food they have to buy anyways, they would like to target higher-income customers for their experiences and tours (i.e., the non-necessity items offered).

Watch Video Clip 4 – Targeting Customers ([Transcript Available](#)) (CC BY-NC-ND 4.0):



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<https://spapiumlittleprairiefarm.pressbooks.tru.ca/?p=34>

Trends

Besides the growing awareness of environmental issues, such as water consumption and waste reduction, which Spapium Farm is already addressing in their operations, a trend towards buying local has also been observed. For Lytton, that involves the YeKm Food Hub.

YeKm, the planting food hub, is meant to enhance opportunities for local growers and processors to develop new products and new ways of preserving foods to extend the life cycle of the food and get it out to the community.

Watch Video Clip 5 – Consumer Trends ([Transcript Available](#))
(CC BY-NC-ND 4.0):



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<https://spapiumlittleprairiefarm.pressbooks.tru.ca/?p=34>

Efforts to preserve foods and choose organic foods have also grown in recent years.

With regards to activities, SF notices a lot of outdoorsy people around in the area who kayak, hike, or just explore. With technology at their fingertips, they seem to be looking for the “Instagram-worthy” experience that is visually appealing, ready to be posted on social media. The farm and its setting are ideal for those pictures.

During their 5–6 years of operating the farm, the owners noticed that visitors are more and more interested in and respectful of Indigenous traditions, culture, and values. They strive to learn, creating opportunities for the Indigenous communities to share and explain.

You know, they want to take people for a hike in the Stein or take them for a hike to that special berry bush up on the mountain.

Spapium Farm is motivated to expand business and bring their

authentic farm approach to more customers and be a part of the tourism market in BC.

7. Resources and Credits

Resources

Information included in this case study was collected via email and during a personal interview with Paula Cranmer-Underhill and Brianna Underhill. All quotes listed in this case study are from the video interview with Paula and Brianna.

Cranmer-Underhill, P., & Underhill, B. (2021, January 29). Personal interview.

Credits

Paula Cranmer-Underhill and Brianna Underhill, Spapium Little Prairie Farm

Biggi Weischedel, PhD, Open Learning Faculty Member

Marie Bartlett, MA, Instructional Designer, Learning Design and Innovations

Justin Frudd, MA, Editor, Curriculum Services

Nicole Singlar, BEd, Graphic Designer, Curriculum Development

Jonathon Fulton, BFA, Video Producer, Learning Technology and Innovations Group

Stephanie Gountas, BCS, Curriculum Multimedia Developer