

## Assessing Your Identity

### Quiz

1. What does sustainable mean?
  - a. To maintain a specific rate or level over time
  - b. Ability to keep going in spite of the weather
  - c. The operation is certified organic
  
2. What are 2 types of direct marketing channels?  
Farmers market, CSA, Farm stand, u-Pick
  
3. Which of the following are typically fixed costs: (check all that apply)
  - a. Fuel
  - b. Labor
  - c. Land
  - d. Equipment
  - e. Buildings
  
4. Which of the following is typically NOT a variable cost:
  - a. Land
  - b. Trucking
  - c. Livestock
  - d. Feed
  
5. Learning the strengths and \_\_\_\_\_ of your farm business can help you evaluate your efficiency in marketing
  - a. Weaknesses
  
6. Should a website be a part of your marketing plan?
  - a. Yes
  
7. Is interacting with customers on a regular basis considered a “must have”/“deal breaker” for direct marketing?
  - a. Yes