



Every Silver Lining has a Cloud

Marketing Webinar for Direct Marketing Farmers

Session Assignment

While you have already prepared a SWOT of your market area and your place within it, this exercise will help you assess the status of your local food system and what challenges and opportunities there will be for your business within your own local food system. As you look at the strengths, weaknesses, opportunities and threats, be sure you look at what it means for your business and how you can turn each into an opportunity for you.

- 1. Looking within your own community, identify the strengths you see of your community's interest in local food purchasing. Once you have identified those strengths, how can you take advantage of those strengths to benefit your own business?**

- 2. It has been said that creative people are attracted to the local food movement and they look for ways to help promote it. Identify the creative people in your community that you may be able to tap into to benefit your part of the local food movement. Indicate how you can partner with each of the people you identify and what you can trade for their services.**

- 3. Identify potential weaknesses of the local food movement in your market area. What can you do to turn these weaknesses into opportunities for you?**

- 4. Threats to the local food movement are things that are out of your control, such as weather events. Can you identify potential threats to local food within your community and suggest ways to safeguard against or minimize these threats for your own business?**

5. **Government regulation will play a part in your business, depending on the product you intend to sell or the marketplace in which you plan to sell. Research state, local and federal regulations and determine what regulations will impact your business and what you must do to comply. For example, selling bedding plants will require a nursery license from the NYS Dept. of Agriculture and Markets, as well as a sales tax certificate from NYS Sales and Taxation.**

6. **Several opportunities within the local food system were identified on the webinar. Can you identify some of these opportunities within your own community and how you could take advantage of these opportunities?**
 - a. **Facilitated Marketplaces:**

 - b. **Places where people gather**

 - c. **Identify the emerging demographics in your community**

 - d. **Value added products**

 - e. **Social media opportunities**

 - f. **Others?**