



Choosing and Evaluating Marketing Channels

Marketing Webinar for Direct Marketing Farmers

Session Assignment

There are many venues that you can use to sell your farm products. This exercise will help you to understand your marketing options, what is required for participation in each of those channels and how each would fit within your farm operation, as well as farm and personal goals.

1. What's the diversity and scale of production on your farm and how does that compare to the size of potential markets you could, or would like to serve? For the products you produce, does the quantity produced lend itself to Direct or Wholesale channels?

Product	Annual Production	Wholesale or Direct?	Potential Market Size

2. Location – Location – Location
 - a. What types of customers are around you? Write a generalization of your local population. Is your farm or market area visible to this population?

b. List the top three markets & communities that you plan to use. Note the size and distance to each market.

Community Name	Selling Location	Distance	Market Size

3. For the marketing channels you are considering, what are the “pro’s” and “con’s” for you and your business in terms of strengths, weaknesses, challenges, concerns, advantages and disadvantages?

Marketing Channel:	
Pro’s	Con’s

Marketing Channel:	
Pro’s	Con’s

Marketing Channel:	
Pro's	Con's

4. Identify your target consumer group(s) and to the best of your ability describe their motivations, needs, desires and buying habits.

5. Building and Focusing your MARKETING efforts:

a. What sets **you** apart and makes **you** different from other producers in the market place?
(kno

b. wledge, skill, reputation, charm, customer service, communication skill, etc)

c. What's different about **your product(s)** compared to others? (quality, price, packaging, product mix, value added processing, production practices, variety, etc.)

d. What will **attract customers** and make them **remember you**? (product delivery, color, creative display, flash, product volume, customer service, etc.)

6. Narrowing your marketing focus: In the example statement substitute something about your farm for the words in **RED**. Play with a number of different options.

Our farm raises/produces/grows product(s)/claims for target customers who activity/demographic/behavior.

Our farm _____ for _____
who _____.

Our farm...

Our farm...

