

## What's Out There? Exploring Marketing Channels

### Quiz

- Marketing is \_\_\_\_\_
  - Getting people to buy what you have
  - Identifying customer needs, creating products to satisfy those needs, and delivering
  - The art of getting people to do things they really don't want to do
  - The art of misleading people to buy the things you are selling
- What are the 4 P's of marketing?
  - Product, Place, Price, Promotion
  - Placement, People, Practices, Prices
  - Plans, Promotion, Promises, Products
- What is the difference between wholesale and direct selling?
  - Wholesale – selling to a buyer who is not end user. Direct – selling directly to the end user.
  - Wholesale – selling the whole item. Direct – selling through a farm stand.
  - Wholesale – selling to grocery stores. Direct – selling to buyers who want the product
- Which are examples of direct selling? (Circle all that apply)
  - Farmers market
  - Restaurant
  - CSA/ buying club
  - Freezer trade
  - Farm stand
  - Grocery store
- Which are examples of wholesale selling? (Circle all that apply)
  - Farmers market
  - Restaurant
  - CSA/ buying club
  - Grocery store
  - Hospital or School
- Between wholesale marketing channels and direct marketing channels, which tends to have smaller volume buyers?
  - Direct market channels

7. Why is location a concern when evaluating marketing options?
  - a. It's important to have a short commute to work
  - b. You need to know where your buyers are so you can sell where the buyers are
  - c. Doesn't matter, if I sell it they will come
  - d. People want to come to the farm to buy
  
8. What are the disadvantages to having a u-pick operation?
  - a. Crop loss due to customers harvest skills, liability risk, customers may not be there when crop is ready
  - b. High overhead costs, stress of producing enough to fill orders
  - c. Customers provide the harvest labor, no pressure to fill specific orders, customers get a "farm" experience
  - d. Money is received in advance creating expectations, customer demand is difficult to predict
  
9. You can better understand your target customer by learning what motivates them, including their: (check all that apply)
  - a. Needs
  - b. Personality type
  - c. Desires
  - d. Political party
  - e. Buying habits
  
10. What are 3 main groups of local food buyers?
  - a. Foodies/Locavores
  - b. Life style buyers - Buying based on personal or health preferences
  - c. Traditional buyers
  
11. What are the 6 factors that impact the total performance of a marketing channel?
  - a. Product, Place, Price, Promotion, People, Plans
  - b. Margin, net income, market size, market location, access to food hubs, crop production practices
  - c. Price & profit, associated costs, sales volume, labor costs, risk, lifestyle preferences