



People Sure Are Strange - Getting to Know Your Customer

Marketing Webinar for Direct Marketing Farmers Session Assignment

Key elements of your business plan is to identify the customer base in your market area, understand their culture and identify their needs and wants, then find a way to satisfy them. Research into the various customer demographics in your market area will help you to identify your target audience and make key decisions about your business and products to help you fulfill the needs of your identified target audience.

1. Using online tools, complete the chart below to help you understand the demographics in your community.

Neighborhood	Ethnic makeup (top 3)	Ave Age	Ave income

2. Within each of the identified neighborhoods, identify the food resources:

Neighborhood	# farmers markets	# CSA programs	# supermarkets	# ethnic markets	# other (identify)

