



Putting a Handle on the Tomato

Marketing Webinar for Direct Marketing Farmers

Session Assignment

The lesson from this workshop is about positioning your product – communicating the benefits of your products in the way your customers want it. Positioning can be mainly customer, product or corporate focused; but must have some elements of all three positioning focuses. Let's put this lesson to work on for our own business.

1. Using your business and main product, how can you position your product with
 - a. Customer focus:

 - b. Product focus:

 - c. Corporate focus:

2. After reviewing your answers above, which focus would you choose as your main focus in positioning yourself and why?

3. Greens have been identified as being contaminated with Salmonella. Sixty people have been hospitalized and 2 have died. The greens have been identified as coming from another state. The local newspaper is calling you for a statement. Prepare your statement here.

4. Wholefoods is opening a store in your community. Knowing that Wholefoods is known for their organic produce and other food products, what impact do you think Wholefoods opening will have on your business? How do you position and promote yourself to maintain your customers?