

# Marketing Resources

## Demographic Information

Here are some websites that will help you research demographic information for your marketing plan.

- **City Data.com tool**, can look up neighborhoods  
<http://www.city-data.com>
- **Nielson's Market Research (Zip Code Finder tool)**  
[www.claritas.com/MyBestSegments/Default.jsp](http://www.claritas.com/MyBestSegments/Default.jsp)
- **US Census Bureau FactFinder Tool**  
<http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>

## Guides to Developing a Marketing Plan

- **Marketing your Farm**  
Appalachian Grown  
<http://asapconnections.org/downloads/appalachian-grown-marketing-handout.pdf>
- **Developing a Marketing Plan for your Farm**  
Community Involved in Sustaining Agriculture (CISA)  
[http://buylocalfood.org/upload/resource/Marketing\\_Plan%284-3%29.pdf](http://buylocalfood.org/upload/resource/Marketing_Plan%284-3%29.pdf)
- **Developing Your Farm's Marketing Plan**  
University of Wisconsin Extension  
<http://learningstore.uwex.edu/Assets/pdfs/A3811-13.pdf>
- **Market Plan Research and Sample Plans**  
Northeast Beginning Farmers Project  
<http://nebeginningfarmers.org/farmers/selling/market-plan-examples-and-data-sources>



Photo: Farm to Table, NM.

## Business Planning Resources

The following resources are for farm business plans in general, but have excellent sections on creating your marketing plan.

- **Building a Sustainable Business: A Guide to Developing a Business Plan for Farms and Rural Businesses.** Minnesota Institute for Sustainable Agriculture. [http://agmarketing.extension.psu.edu/Business/PDFs/build\\_sust\\_business.pdf](http://agmarketing.extension.psu.edu/Business/PDFs/build_sust_business.pdf)
- **Starting an Ag Business? A Pre-Planning Guide.** Steve Richards. Cornell University Department of Applied Economics and Management 2004. [www.dyson.cornell.edu/outreach/extensionpdf/2004/Cornell\\_AEM\\_eb0408.pdf](http://www.dyson.cornell.edu/outreach/extensionpdf/2004/Cornell_AEM_eb0408.pdf)
- **Sustainable Vegetable Production from Start-Up to Market.** Vern Grubinger, 1999. PALS Publishing. Phone 607-255-7654. [http://palspublishing.cals.cornell.edu/nra\\_index.taf](http://palspublishing.cals.cornell.edu/nra_index.taf)
- **Fearless Farm Finances: Farm Financial Management Demystified.** A very useful book published in 2011 by the Midwest Organic and Sustainable Education Service (MOSES). [mosesorganic.org/farming/farm-finances/fearless-farm-finances/](http://mosesorganic.org/farming/farm-finances/fearless-farm-finances/)
- **Primer for Selecting New Enterprises for Your Farm.** Tim Woods and Steve Isaacs. University of Kentucky 2000. [www.uky.edu/Ag/AgEcon/pubs/ext\\_aec\\_ext2000-13.pdf](http://www.uky.edu/Ag/AgEcon/pubs/ext_aec_ext2000-13.pdf)
- **Business Plan Templates.** Northeast Beginning Farmers Project. <http://nebeginningfarmers.org/farmers/planning-2/business-plan-templates>



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