

Lesson 2: Marketing Plan worksheet

Use the Marketing Channel Tip Sheets from this Lesson to help you navigate this worksheet. Answer the questions based on what you've learned in Lesson 2, and the marketing channel tip sheets. At the end of this worksheet, you will have a draft marketing plan to use for your business plan. The best marketing channels for your farm will depend on what kind of work you like to do, the size of your farm and where it is located in relation to potential customers, and other factors that vary from one farm to the next. As you consider which marketing channels to pursue, think about which market outlets will allow for the best combination of the following criteria:

- Location
- Low risk
- High potential profit
- Low associated costs (labor, supplies, or equipment)
- Enjoyable to you and/or your farm business partners

Section 1: Choosing your marketing channels

Based on your answers from the Marketing Channel Tip Sheets, please list what you would consider to be the best three marketing channels for your farm. Remember that having multiple marketing outlets is an excellent risk management practice. Please list the market channel that you would use as your main method of marketing first.

1)

2)

3)

Why did you choose these marketing channels? Give a detailed explanation for your first choice especially.

How will you use the other (secondary) marketing methods listed above in combination with your main method? (For instance, perhaps you plan to produce more than enough for your main market to ensure a steady supply, but you keep the secondary markets open to take surplus produce to as needed.)

Section 2: Your market, your goals, and your resources

How do your goals, location, and resources influence how you will sell your products? Are the markets you've chosen consistent with your work-style goals, your lifestyle goals, and your available resources, including labor? Keeping these things in mind, answer the following questions:

How will the markets you've chosen impact your time, both on the farm and your free time?

Do you need people skills to sell at these markets? If so, do you have them?



How much labor do you need to harvest for and perhaps staff these markets?

How far away from these markets are you and how much time and money will it cost to get there?

What are your financial goals, and how will these markets help you meet them?

What is the size of your farm, and will you be able to supply enough for these markets?

Section 3: Challenges

What are the biggest challenges you expect to encounter in developing these marketing methods?

List 1 or 2 ways you will address these challenges.

1)

2)

Who or what will be your biggest competitors?

How will your product or service be unique or overcome your competition?

Section 4: Getting started with your markets

What are the first 3 steps you need to take now to develop these marketing channels for your farm business?

1)

2)

3)

Congratulations! You've made the first step in outlining your marketing plan for your farm business. To develop your marketing plan further, use the resources below to guide you.

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