

# Whole Farm Planning

## Marketing

### **Objectives:**

- Create a market strategy based on original goals and plans in order to specifically address production needs.
- Increase awareness of local marketing and networking opportunities by developing and fostering relationships within the agricultural community.

### **Questions to Answer:**

- What is our product?
- What markets do we serve?
- What are the unique features that distinguish our products?
- How do we distribute our products?
- How do we price our products?
- How do we promote our products?
- How is our market changing?

### **Overview of Assignments:**

- Complete worksheets in “Marketing”
- Make business contacts.

## Marketing Assignments

### Required

→Complete Worksheets in “Marketing”:

1.3-Who in the World am I Marketing to?

1.31-My Individual Customer Profile

1.32-My Business Customer Profile

1.4-How Do I Find Market Trends?

1.5-Who is My Competition

3.2-Price Strategy Worksheet

3.3-Pricing Considerations

3.4-Further Pricing Assessment

3.5-Place Worksheet

3.6-Promotion Worksheet

→Develop a Farm Marketing Plan

·Summary

·Objective

·Target Market

·Competition

·Partners

·Marketing Environment

·Marketing Strategy

·Product

·Price

·Places of Distribution

·Promotion

·Project Plan

→Make business contacts.

### Optional (pick two)

→Create one or more social media pages. (web site, Facebook, Twitter)

→Visit the actual market for commodities included in the whole farm plan. (i.e. cattle auction, farmer’s market)

→Research associations pertaining to commodities included in the whole farm plan and attend a meeting. (i.e. Virginia Cattlemen’s Association, Virginia Soybean Association)