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. (website, 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)