Worksheet 8: Assessing your Marketing Options and Preferences

Step 1: Read the information in the left hand side bar

Step 2: Use the list below to help you identify all possible kinds of venues to market your product(s).

- **Direct Markets**
  - Farmers markets
  - Community Supported Agriculture
  - Roadside stands
  - U-pick farms
  - Internet and Mail order
  - Agritourism

- **Wholesale Markets**
  - Auctions
  - Cooperatives
  - Wholesalers

- **Retailers (restaurants, grocery stores, food service buyers)**

- **Institutions**

Step 3: Answer the following questions related to personal preferences:

- Are you a “people” person?

- Do you want to market your product yourself, or do you want someone else to do it for you?

- How might the market you choose affect your family life?

- Do you prefer a 9-to-5 Mon. to Fri. schedule, or are you happy with the off times that something like a farmers market, CSA, or agritourism venue would demand?

- Are you comfortable with sacrificing some of your privacy?

- What is the distance from your farm to local markets (direct or wholesale)?

- How easy it to get from the farm to the market (i.e. roads, time)?

- If you are considering on-farm venues, how accessible is your farm? If it is remote, will this limit “buy-in”? Parking? Neighbors? Ordinances?

- What sorts of legal considerations are entailed with on-farm activities?

- What handling considerations are related to your product that might affect direct vs. wholesale markets?
If you are considering wholesale markets, do you have enough volume to meet the demand?