

Worksheet 8: Assessing your Marketing Options and Preferences

The first main goal of this worksheet is to understand market possibilities versus narrowing in on any particular market(s) per se. There are many possible venues, each with their own set of unique characteristics.

Once you identify possible markets, it is important to consider personal preferences and accessibility issues, since they have a direct impact on whether or not a particular market is a good fit.

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?