

<Insert picture of Farm here>

<Farm Name>

<Product> Marketing Plan

Prepared on

<Date>

## *Executive Summary*

<One paragraph overview of your marketing plan. Write this section last. The focus is on selling more product to more customers.>

<After writing initial plan, go through and cite a minimum of 5 sources of online articles, reports or other documentation that support your assertions. Reference them in the document and then list them in the Bibliography.>

## *Products*

<List each of the products you sell>

<The focus in on the target product>

## *Unique Selling Proposition*

<Identify what makes your product unique. What is special about the varieties you sell, your location and anything else about your business that is different than your competitors.>

## *Competitive Analysis*

<Identify your direct and indirect competition. How is your business different?>

## *Target Customers*

<Identify your target customer and their characteristics that would make them interested in what you sell.>

<Fill in the following chart by total number of customers. For grocery stores and restaurants, it is the number of stores. If there are other sales channels, write those in as well. See excel spreadsheet for template of all these charts>

Customers who buy/will buy Value added product	2021	2022	2023	2024	2025	2026
Number of individual customers who buy at the farm						
Number of farmers market customers						
Number of restaurants						
Number of grocery stores						
Other?						
TOTAL individuals	0	0	0	0	0	0
TOTAL wholesale accounts	0	0	0	0	0	0

Name your targeted new customers (grocery stores, restaurants, new wine club members, etc.). Do you have a waiting list? How will you sell to these new customers?

Discuss how you will reach these customers.

## *Pricing and Sales Volume Potential*

<List how you price your product. Do you sell it by the pound? By the container? Wholesale and Retail pricing?>

<Compare your product's price to the commodity value and show how you determined the commodity value.>

How much have you produced/will produce in the next few years (fill out chart in Excel: Production Volume)?

Pounds Produced	2020	2021	2022	2023	2024	2025	2026
<i>Food item</i>							
<i>If more than one, list each</i>							

Fill out chart in Excel: Increase in Revenue

Revenue for Value Added Product	2021	2022	2023	2024	2025	2026
Number of individual customers who buy at the farm						
Number of farmers market customers						
Number of restaurants						
Number of grocery stores						
Other?						
TOTAL						

Change categories as you see fit. Describe how you will reach these numbers. Will you plant more? Will you buy from other farms? If so, how much will you buy?

Discuss how you add value to the product over and above its commodity value. Look up commodity value on [Specialty Crops | Agricultural Marketing Service \(usda.gov\)](https://www.usda.gov/ams/programs-services/specialty-crops) or [Livestock, Poultry & Grain | Agricultural Marketing Service \(usda.gov\)](https://www.usda.gov/ams/programs-services/livestock-poultry-grain). Alternatively, find 3 non value added competitor prices and average them.

## *Location Analysis*

Where is your business located? How will this impact your pricing and sales volume potential?

## *Technological Feasibility*

Discuss the technological feasibility of your project using the following bullet points:

- Is the product currently being manufactured?
- What is the size constraint?
- Is product in test phase vs full capacity?
- Is the recipe formulated?
- Are you using existing technology or new technology?
- What is the value-added process you are using?
- What is the value that is added to the raw commodity through the value-added process?
- What inputs do you need? Are these readily available or hard to get?

## *Operational Feasibility*

Discuss the operational feasibility of your project using the following bullet points:

- Do you have sufficient raw commodity?
- Where do you process? Do you own the facility? Do you share the facility? Can the facility handle the increase in production?
- Discuss energy efficiency aspects of your operation
- Discuss waste management
- Do you have enough labor and expertise? Do you know where to find them if you don't?
- Where will you store your products and supplies? Do you have enough storage to complete this project? What are the costs involved?

## *Marketing Strategies*

How do you attract customers now? How will you attract new customers?

### A. Packaging

Describe how your product is packaged. Are there changes you would like to make?

Create a supplies list for packaging

### B. Distribution

How do you get your product to your customers? Are there changes you would like to make? Will your distributor/you be able to handle the increase in supply? Discuss the costs involved.

### C. Promotion, Advertising

How do you advertise currently? What would you like to change?

Create a supplies list for advertising materials needed

### D. Customer Service

What do you do to take care of your customers?

## *Farm Management*

Identify the key people working for the farm and those who will be needed to help make this plan successful.

Fill this out for each person.

### **Name**

- Role/job for farm
- Qualifications
- Expertise
- Full time? Part time? Contractor?

## *Joint Ventures and Partnerships*

Do you work with any partners who help you access new customers? Are there partners you would like to add?

## *Financial projections*

<Fill out pro Forma for project>

<Create budget for eligible expenses for project>

## *Bibliography*

<Find 5-10 articles that discuss your farm, your product, your industry, your location, market trends for the product or any other article that supports your plans. Reference these articles in your marketing plan and list them here.>