**Writing a Marketing Strategy for your farm**

**Product:** What will you sell on your farm?

**Opportunity:** Why have you chosen your product(s)? What puts you in a good position to offer it? What are the unique features that make your product stand out from the rest? Why would customers choose your product(s) over your competitors?

**Market Research Summary:** If any was conducted you can summarize it here. How do you know people will buy your product?

**Description of Customers/Markets:** How do you plan to get your product to market? Will you sell via farmers markets, online, to restaurants, etc? For each of your target markets/customers, it’s a good idea to include any details you can, for example: who they are, their specific needs or demands, how you will get your product to them (distribution), any potential challenges or potential for future growth, what percentage of your products will go to each, etc.

**Price:** What is your pricing strategy? How have you determined what price you’ll be charging for your product/service? How does your pricing compare to that of your “competitors”? Will you have one price for each product, or will you offer discounts based on volume, farm pick-up, etc?

**Promotional Strategy:**  How are people going to find out about you and your business? Include as many details as you can.