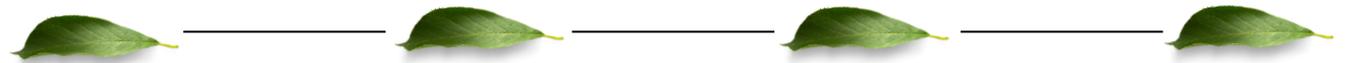


Telling the Story of Uncommon Culinary Plants



A Marketing Plan for Farmers



A step-by-step workbook to help farmers develop a practical marketing plan for uncommon culinary plants.



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Green Garden
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Starting Point



Marketing Plan Overview

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Starting Point

Marketing uncommon culinary plants



Marketing uncommon culinary plants (such as sunchokes, amaranth, and purslane) requires a different approach from promoting more common farm market staples like tomatoes and peppers). These uncommon culinary plants provide unfamiliar produce, taste discoveries, and sustainable opportunities but they also call for additional education, intentional storytelling, and strategic outreach.

In this workbook, an uncommon culinary plant is an edible plant with low public awareness, limited commercial production, and minimal presence in mainstream markets. For the purposes of this workbook, cannabis and mushrooms are not included in this definition. Throughout this marketing plan workbook, the term “uncommon culinary plants” refers to both the plants and the edible produce harvested from them. This document focuses solely on culinary uses and does not address plants marketed for medicinal purposes.



To succeed in marketing uncommon culinary plants, a farmer must:

- Invite curiosity by encouraging customers to taste, explore, and embrace something new.
- Demystify the unknown through clear, engaging education about flavor, preparation, and origin.
- Connect the customer both emotionally and culturally to the uncommon culinary plant.

This workbook along with built-in aids are designed to help you create a clear, practical marketing plan tailored to the unique needs of uncommon culinary plants. Inside, you'll find fill-in-the-blank worksheets, checklists, helpful hints, sample text, and integrated aids to deepen your understanding of how to market these plants effectively

Move through the workbook one section at a time as time allows. The structure is straightforward and supportive; though, it may feel a bit overwhelming at first glance. Once finished, you can assemble the full document for inclusion in a business plan or simply complete the individual sections where you would like additional guidance.

Objectives

- Create a marketing plan to insert into an overall business plan.
- Develop a thoughtful, research driven marketing plan to sell uncommon culinary plants.



Every plan needs a starting point.



Begin here.

Starting Point



Marketing uncommon culinary plants



In Case You Are Wondering: A Storytelling Opportunity

Before you dig into this marketing plan, take a breath. This looks like a lot but it's easy. I've been where you are at. Staring at a plan thinking: "When am I possibly going to get through all of this, or why should I even do it?" Here's the thing: this plan is easier than it looks. You can absolutely work through this workbook. It's here to support you in marketing uncommon culinary plants, not to overwhelm you.



As you work through this document, whether you tackle it all at once or in small pieces, keep in mind that everything in here is practical. This isn't an academic exercise or something to check off a list. It's here to support you and your business goals. Every section is grounded in the real world and designed to help you connect with your customers more effectively, increase your sales, and make your marketing feel more intentional and less stressful. Think of it as a set of aids you can lean on whenever you need clarity or direction.



You already know your crops better than anyone: how they grow, how they taste, and what makes them special but other people don't. That's why this plan matters. It helps you tell the story of your uncommon culinary plants in a way customers can understand, get excited about, and feel confident in trying. You're not inventing anything new; you're simply sharing what you already know in a clear, professional, friendly way.



You're allowed to have fun with this. Think of it like inviting someone into your kitchen or your field and saying, "Let me show you something cool." You're helping people discover flavors, traditions, and plants they've never experienced before. That's storytelling. You're already doing it every time someone asks: "What is this, and how do I cook it?" That's the whole purpose of this marketing plan: helping you tell the right story, at the right time in ways that truly reach your customers and strengthen your business.



So, grab a cup of coffee. Start anywhere. Maybe begin with the market objectives section. Think about why you downloaded this document. What do marketing goals do you have for this year and beyond? Work at your own pace. Take breaks to recharge and let ideas settle. There's no perfect order and no pressure to finish everything at once.



Here is how to get started if you need a little direction.

- Start anywhere. Just get started someplace.
- Complete the fill-in-the-blank worksheets.
- Replace the example text with your own details.
- Turn to the tools whenever you need guidance or inspiration.
- Jot down notes as you work.



Remember, you can do this. This plan is here to help guide you, step-by-step, as you share the story of your crops with the people who will appreciate them. All the while growing your business in the process.



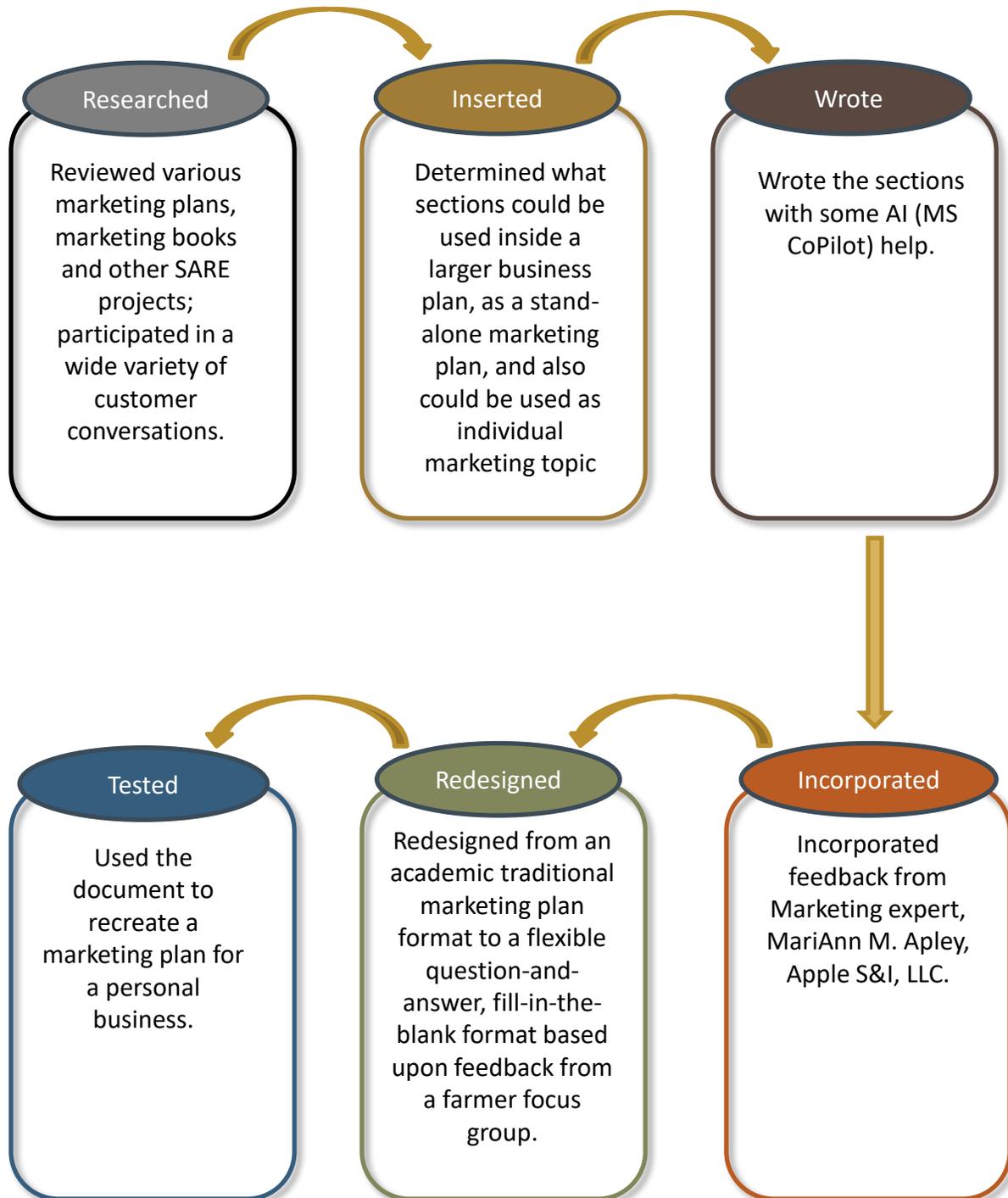
Starting Point



Marketing uncommon culinary plants



In Case You Are Wondering:
How Was This Document Created?



Starting Point



Marketing uncommon culinary plants



In Case You Are Wondering: How To Use This Document

1. Determine your marketing need(s).

- **Do you need to create a marketing plan for a larger business plan?**
 - Start at the Marketing Research section and work your way through each section. Go to the Marketing Summary to complete your marketing plan. The Marketing Summary section should be completed last.
 - Each section builds on the other.
 - Upon completion, you can take your completed marketing plan and insert it into your business plan.
- **Do you need help in just one area of marketing uncommon culinary plants?**
 - Look through the Marketing Plan Overview (Table of Contents).
 - Choose the area you would like to work on.
 - Each section has specific aids to further help you work through that particular section.
- **Are you just curious about differences between marketing uncommon and common culinary plants?**
 - Each section has a side-by-side comparison chart of uncommon and common culinary plants.

2. Fill in the blanks.

- a. Print the section that you want to work on.
- b. Grab a pen and a cup of coffee.
- c. Go to your comfy chair.
- d. Start writing in your answers. There are examples following the fill-in-blank sections for guidance.
- e. Look at the aids in that section if you need more help or insight.
- f. Go to the electronic form to insert your choices.

3. Enter your choices in the electronic form.

- a. Open the electronic form.
- b. Find the section you want to work on.
- c. Type in your choices. Note: Use AI strategically for brainstorming and fine-tuning your writing. Do not use AI to write the document for you as it will read as artificial and mass produced.
- d. Remove the italicized examples.
- e. Format the page.
- f. Insert into your overall business plan OR print a particular section.



Starting Point



Marketing uncommon culinary plants



In Case You Are Wondering: Why Create A Marketing Plan

A marketing plan is important for successful selling of uncommon culinary plants. As it can:

- Help customers understand uncommon crops.
 - A plan ensures you explain what the plant is, how to use it, and why it's worth trying.
- Build demand before harvest.
 - Uncommon culinary plants need early education and excitement so customers are ready to buy when the plants are harvest ready.
- Identify the right buyers.
 - Not every shopper is your audience. A marketing plan helps you target the right customer who can truly value and use these plants.
- Strengthen your pricing power.
 - When customers understand the benefits of uncommon culinary plants, they're more willing to pay a fair price.
- Prevent waste and surplus.
 - Clear communication and pre-season outreach reduce the risk of harvesting crops that customers aren't prepared to buy.
- Make uniqueness work for you.
 - A plan helps you highlight the potentials that set uncommon culinary crops apart from common culinary crops.
- Ensure consistent messaging.
 - Uncommon plants need repeated messaging so customers will remember them.
- Support smarter crop planning.
 - Marketing insights based on real demand help you decide which uncommon plants to row.
- Improve your visibility in crowded markets.
 - Strategic messaging cuts through market noise with a clear, consistent messaging that people can immediately grasp.
- Builds long-term loyalty.
 - When customers learn how to use a common culinary plant and fill supported by the grower, they come back year after year.



In Case You Are Wondering: What Happens When There Is No Marketing Plan

When you grow uncommon culinary plants without a marketing plan, the crops often outpace communication. Customers don't know what the plants are, how to use them, or why they're special thus making great harvests hard to sell. You end up reacting, rushing to explain unfamiliar crops at the market, discounting rare produce, or missing chances to reach chefs who would have valued it. Without a plan, the uniqueness of these plants gets lost, and the farm works harder for less return.



Starting Point



Marketing uncommon culinary plants



Side-by-Side Comparison: Uncommon vs. Common Culinary Plants

Each section of this marketing plan includes a side-by-side comparison to show how marketing approaches differ for uncommon and common culinary plants. This chart provides insight into what makes marketing uncommon crops unique.

Component	Uncommon	Common
Examples	Sunchokes, amaranth, purslane	Tomatoes, peppers, basil
Definition	An uncommon culinary plant is defined as a crop with low public awareness, limited commercial production, and minimal presence in mainstream markets. These plants are underrepresented in contemporary food systems.	A common culinary plant is a crop with high public awareness, widespread commercial production, and strong presence in mainstream food culture. These plants are familiar to most consumers, who already recognize their flavor, uses, and preparation methods. They are widely grown, consistently available, and form the foundation of everyday cooking and market demand.
Customer Motivation	Driven by curiosity, cultural connection, health benefits, or novelty.	Driven by routine shopping habits, convenience, and meal planning.
Market Size	Smaller, niche markets (foodies, chefs, cultural communities, health-focused buyers, etc.)	Large, mainstream markets with broad demand
Advertising Strategy	Focus on awareness campaigns, niche targeting, and cultural/seasonal tie-ins.	Position as staple, reliable, everyday products. Emphasize consistency, affordability, and availability.
Competition Level	Few direct competitors. Differentiation comes from the plant's story, flavor, and uniqueness.	Many competitors. Differentiation often depends on price, quality, and consistency.
Barriers to Purchase	Taste, preparation, and use uncertainty	Price, quality, or availability
Opportunities	Strong storytelling advantage, ability to stand out, appeal to adventurous or culturally connected buyers	Strong volume potential, predictable demand, easier to scale

Starting Point



Marketing uncommon culinary plants



In Case You Are Wondering: How Is This Document Set Up?

How is this document organized?

This document is organized to mirror the structure of a formal marketing plan. Each topic is presented as a standalone section that you can use independently, or you can complete the entire set and insert it directly into a full business plan as the marketing component. This flexible structure allows you to work section by section as needed while still producing a complete, ready-to-use marketing plan.

What information is contained under the various headings?

The layout of this document uses area header color coding to identify different supporting aids.



Section Guidance

This heading is located at the beginning of each section. It introduces the purpose of the section.



In Case You Are Wondering: Background Information

This area provides helpful background information to the section. Dense academic information has been removed leaving only the most practical relevant information needed to market uncommon culinary plants.



Side-by-Side Comparison: Uncommon vs. Common Culinary Plants

This section provides quick comparison charts between common and uncommon culinary plants. These charts will help you quickly see how marketing needs differ for these crops. These charts are based on research from SARE Grant FNC24-1424, real-world farmers market observations, AI (CoPilot) insights, and feedback from farmer focus groups.



Your Turn: Writing Your Plan

This is where you begin drafting your marketing plan. Each section uses a fill-in-the-blank format with example options to guide your writing. A completed example from a fictional company is included so you can see what a finished section might look like.



Aid: Support Resources

Here is where you can find additional aids to help you write your marketing plan or create your own marketing materials.



Notes: Something To Think About

Use this section to write your own notes. Questions are provided to help you think about a particular section but this is your space to use for further questions, research, or ideas.



Starting Point: Notes

Marketing uncommon culinary plants



Starting Point Notes:
What made you open this document?

Marketing Summary



What are you selling, who is it for, and how will you reach them?



Section Guidance

The Market Summary provides a quick snapshot of your marketing plan such as what you are selling, who you are selling to, and how you plan to reach them. It helps you and potential funders to quickly see your marketing vision. Write this section last so you can include an overview of your findings.



In Case You Are Wondering: Business vs. Marketing Plans

In this document, you will be focusing on writing a marketing plan to either fit inside a business plan or as a stand-alone marketing plan for your internal business use. Keep in mind, a business plan and marketing plan are different as they serve different purposes. See the chart below for a comparison of these two documents and what each of them contains.

Component	Business Plan	Marketing Plan
Key Question Answered	Is broad, strategic and answers the question: “Why is this business worth supporting?”	Is tactical, customer-focused and answers the question: “How will this business reach, engage and entice customers?”
Purpose	Provides a high-level overview of the entire business such as vision, mission, structure, and viability.	Summarizes the marketing approach such as how products will be positioned, promoted, and sold.
Audience	Written for those who want the big picture: viability, financials, competitive advantage, distribution, and long-term sustainability.	Written for the same audience but with a narrower lens: how the business will specifically execute selling its products.
Tone	Strategic, broad, and viability-focused.	Tactical, execution-focused, and customer-centric.
Focus	Marketing is one piece among many sections.	Marketing is the whole story, so the marketing summary zooms in on objectives, positioning, packaging, pricing, promotion, channels, and Key Performance Indicators (KPI).

Marketing Summary

What are you selling, who is it for, and how will you reach them?



Side-by-Side Comparison: Uncommon vs. Common Culinary Plants

Use the chart (below) to quickly compare how your uncommon culinary plants stand apart from common ones when it comes to overall marketing. This will help you highlight the unique challenges and opportunities of how to market these types of plants in your Marketing Summary and why customers might choose them over more common garden staples.

Component	Uncommon	Common
Examples	Sunchokes, amaranth, chickweed	Tomatoes, peppers, basil
Market Awareness	Low awareness. Customers may not recognize the crop or know how to cook it. Marketing requires education and storytelling.	High awareness. Customers already know the crop and its uses. Marketing focuses on differentiation (quality, freshness, and price, etc.).
Customer Education	Essential. Recipe cards, workshops, demos, and cultural storytelling are needed to build customer confidence.	Minimal. Customers already understand how to use common crops. Education is optional.
Brand Positioning	Position as heritage, unique, or specialty products. Emphasize sustainability, tradition, and novelty.	Position as staple, reliable, everyday products. Emphasize consistency, affordability, and availability.
Advertising Strategy	Focus on awareness campaigns, niche targeting, and cultural/seasonal tie-ins.	Focus on competitive promotions, volume sales, and broad reach advertising.
Content Marketing	Storytelling is critical use blogs, videos, and social posts to explain history, and provide recipes, and health benefits.	Content is lighter such as farm updates, seasonal availability, promotions.
Community Engagement	High priority. Workshops, tastings, and tours help overcome barriers for customer adoption.	Moderate priority. Engagement builds loyalty but isn't needed to explain the crop.
Metrics, KPIs (Key Performance Indicators) & ROI (Return On Investment)	KPIs emphasize education, adoption, and repeat trial. ROI may be slower but builds long-term niche markets.	KPIs emphasize volume, retention, and efficiency. ROI is more immediate and easier to measure.

Marketing Summary

What are you selling, who is it for, and how will you reach them?



Your Turn: Writing The Marketing Summary

Below is a fill-in-the-blank template that you can use to build your Marketing Summary. Remember this section should be done last as it is truly a summary.

Business Name: <<enter text>>

Location: <<enter text>>

Primary Products: <<enter text>> (*amaranth greens, lamb's quarters, heritage root vegetables, etc.*)

1. Business Overview

We are a <<enter text>> (type of farm/business: *small-scale, family-run, regenerative, etc.*) farm focused on growing and sharing <<enter text>> (product focus: *uncommon, heritage, or culturally significant culinary plants, etc.*). Our mission is to <<enter text>> (mission: *reconnect communities with forgotten flavors, promote biodiversity, support sustainable food systems, etc.*).

2. Target Audience

Our primary customers are <<enter text>> (audience: *adventurous home cooks, chefs, educators, CSA members, etc.*) who value <<enter text>> (values: *flavor, sustainability, cultural heritage, nutrition, etc.*). We aim to serve these customers by <<enter text>> (how: *offering seasonal bundles, providing prep guidance, sharing stories, etc.*).

3. Product, Pricing, and Packaging Strategy

We position our products as <<enter text>> (*heritage-rich, nutrient-dense, culturally rooted, etc.*). Our pricing strategy is <<enter text>> (*premium but accessible, bundled for trial, tiered by format, etc.*). Our packaging is designed to <<enter text>> (*educate, inspire, reduce barriers to trial, etc.*) and includes <<enter text>> (*compostable bags, recipe cards, QR codes, etc.*).

4. Promotion and Outreach

We promote our products through <<enter text>> (channels: *farmers markets, CSA newsletters, social media, workshops, etc.*). Our messaging emphasizes <<enter text>> (themes: *rediscovery, flavor, sustainability, cultural connection, etc.*). We engage customers using <<enter text>> (tools: *tastings, demos, signage, prep guides, storytelling, etc.*).

5. Partnerships and Collaboration

We collaborate with <<enter text>> (partners: *chefs, food educators, community organizations, etc.*) to <<enter text>> (goals: *co-create recipes, host events, extend reach, etc.*). These partnerships help us <<enter text>> (benefits: *build credibility, deepen community ties, increase visibility, etc.*).

6. Guiding Philosophy and Vision

Our marketing is guided by the belief that <<enter text>> (core philosophy: *uncommon crops can feel familiar through education and story, etc.*). We aim to <<enter text>> (vision: *empower customers, celebrate heritage, support local food systems, etc.*). This philosophy shapes our decisions around <<enter text>> (*messaging, packaging, pricing, partnerships, etc.*).



Marketing Summary

What are you selling, who is it for, and how will you reach them?



Your Turn: Writing The Marketing Summary - Example

Below is an example of a Marketing Summary based upon a completed template. Remove the italicized text. Then insert your text into the section.

Business Name: *Wildroot Heritage Farm*

Location: *Washtenaw County, Michigan*

Primary Products: *Amaranth greens, lamb's quarters, purslane, and seasonal heritage root vegetables*

Business Overview

We are a small-scale, regenerative farm focused on growing and sharing uncommon culinary plants rooted in cultural heritage and ecological resilience. Our mission is to reconnect communities with forgotten flavors, promote biodiversity, and support sustainable food systems through storytelling, education, and hands-on engagement.

Target Audience

Our primary customers are adventurous home cooks, chefs, and food educators who value flavor, sustainability, and cultural heritage. We aim to serve these customers by offering seasonal bundles, providing prep guidance, and sharing stories that make unfamiliar crops feel approachable and inspiring.

Product, Pricing, and Packaging Strategy

We position our products as heritage-rich, nutrient-dense, and culturally rooted ingredients that invite culinary exploration. Our pricing strategy is premium but accessible with bundled offerings that encourage trial and seasonal loyalty. Our packaging is designed to educate and inspire, featuring compostable bags, recipe cards, and QR codes linking to short prep videos and background stories.

Promotion and Outreach

We promote our products through farmers markets, CSA newsletters, seasonal workshops, and social media storytelling. Our messaging emphasizes rediscovery, flavor, and cultural connection, using phrases like "Stir in Cultural Wisdom" and "Find Flavor in The Past." We engage customers through tastings, cooking demos, educational signage, and printed prep guides that reduce barriers and spark curiosity.

Partnerships and Collaboration

We collaborate with local chefs, food educators, and community organizations to co-create recipes, host events, and extend our reach. For example, a local chef features our lamb's quarters in a seasonal tasting menu, while a school garden program uses our crops to teach food history. These partnerships help us build credibility, deepen community ties, and increase visibility.

Guiding Philosophy and Vision

Our marketing is guided by the belief that uncommon crops can feel familiar through education, beauty, and story. We aim to empower customers to cook confidently, celebrate heritage, and support local food systems. This philosophy shapes our decisions around messaging, packaging, pricing, and partnerships, ensuring that every touchpoint reflects our values and invites connection.



Marketing Summary

What are you selling, who is it for, and how will you reach them?



Your Turn: Writing A One-Page Marketing Summary

There may be times in which shorter versions or snapshots of your marketing plan are requested. Here are three options on how you can present this information.

Start by filling in your information below in the blanks. This information will be used in any of the three formatting options.

- Summary: <<enter text>>
- Marketing Research: <<enter text>>
- Target Audience: <<enter text>>
- Marketing Objectives: <<enter text>>
- Unique Value Proposition: <<enter text>>
- Marketing Strategies: <<enter text>>
- Marketing Channels: <<enter text>>
- Budget and Resources: <<enter text>>
- Timeline: <<enter text>>
- Metrics: <<enter text>>

Option 1

Keep the information in the format above and replace the lines in the final version.

Example of the first two bullets:

Market Summary: *This plan positions uncommon culinary plants as accessible, desirable, and rooted in sustainability through strategic storytelling and social media delivery.*

Marketing Research: *This marketing plan leverages market research to position uncommon culinary plants as trusted, desirable, and accessible to diverse customers*

Option 2

Create a paragraph based upon your answers.

Example of the first two bullets: *Our marketing plan positions uncommon culinary plants as accessible, desirable, and rooted in sustainability through strategic storytelling and social media delivery. The market research is leveraged to position uncommon culinary plants as trusted, desirable, and accessible to diverse customers.*

Option 3

Use the template on the next page if you would like something more visual. Just insert your answers from above into the spaces next to the title. It may feel there isn't enough space to write everything you want to convey but keep in mind this is a one-page summary of your entire plan. The information will have to very concise.

Market Plan: One Page Summary



01. Summary

This plan positions uncommon culinary plants as accessible, desirable, and rooted in sustainability through strategic storytelling and social media delivery.

This marketing plan leverages market research to position uncommon culinary plants as trusted, desirable, and accessible to diverse customers.



03. Target Audience

02. Marketing Research



Our target audience includes adventurous home cooks, chefs, and eco-conscious consumers seeking uncommon culinary plants that connect tradition with innovation.

Our objective is to increase awareness, adoption, and loyalty for uncommon culinary plants through targeted storytelling and social media engagement.

04. Marketing Objectives



05. Unique Value Proposition

We offer uncommon culinary plants that blend heritage, flavor, and sustainability, giving customers distinctive food experiences they cannot find elsewhere.

We will promote uncommon culinary plants through targeted storytelling, educational campaigns, and social media engagement to drive awareness and adoption.

06. Marketing Strategies



07. Marketing Channels

We will reach customers through social media, email, farmers markets, and community events to promote uncommon culinary plants.

We will allocate targeted funds and staff time to develop, deliver, and sustain marketing for uncommon culinary plants.

08. Budget and Resources



09. Timeline

Our marketing timeline aligns content and campaigns with planting, harvest, and seasonal market cycles to maximize impact.

We will track engagement, reach, and sales to measure the impact of marketing uncommon culinary plants.

10. Metrics



Marketing Summary: Notes



What are you selling, who is it for, and how will you reach them?



Market Summary Notes:
What are some takeaways you have after writing your marketing summary?

Market Research

What trends, competitors, and customer behaviors shape your marketplace?



Section Guidance

This section provides an overview of the general marketplace for uncommon culinary plants. It demonstrates that your marketing strategy is grounded in real-world information not on assumptions that you are making. Below are a few helpful hints on writing your Market Research section.

- Ask yourself questions you want to know about the uncommon culinary plant marketplace.
- Be selective in the data you insert. It is best to include only relevant data not an exhaustive amount of data.
- Use numbers to quantify your statements.
- Include direct quotes from interviews you have conducted, observations you have made, or direct insights you have gathered in conducting this research with customers and researching the overall market.
- Cite your resources. This is a place where AI can help. ALWAYS check the references that AI provides!



Side-by-Side Comparison: Uncommon vs. Common Culinary Plants

The chart (below) lists what makes uncommon culinary plants stand out. It is a simple way to show how your crop fills a gap, meets a need, or offers something different from what's already out there

Component	Uncommon	Common
Examples	Sunchokes, amaranth, chickweed	Tomatoes, peppers, basil
Consumer Behavior	Research explores willingness to try new foods, cultural interest, and education needs. Surveys often ask about cooking confidence and openness to experimentation.	Research focuses on purchasing frequency, seasonal demand, and loyalty to existing suppliers.
Market Size and Demand	Smaller, niche markets; research identifies specialty segments (foodies, chefs, health-conscious consumers, etc.)	Larger, established markets; research quantifies mainstream demand and competitive saturation.
Competition Analysis	Few direct competitors. Research highlights differentiation opportunities and storytelling advantages.	Many competitors. Research emphasizes pricing, and distribution channels
Pricing Sensitivity	Research tests willingness to pay for novelty, heritage value, or sustainability. Customers may accept premium pricing if educated.	Research focuses on price competitiveness. Customers expect affordability and consistency.
Distribution Channels	Research identifies best channels for education and adoption (farmers markets, workshops, specialty grocers, chef partnerships, etc.).	Research emphasizes volume channels (supermarkets, CSA boxes, wholesale, etc.).
Data Collection Methods	Surveys, tasting events, focus groups, and pilot programs to gauge awareness and adoption	Sales records, customer loyalty data, and competitive benchmarking
Metrics & ROI	Awareness levels, trial rates, repeat purchase intent, event participation	Market share, sales volume, retention rates, price sensitivity

Market Research

What trends, competitors, and customer behaviors shape your marketplace?



In Case You Are Wondering: SWOT Analysis For Uncommon Culinary Plants

A SWOT analysis communicates a clear, strategic snapshot of a business' current position by organizing its internal and external realities into four categories. Below is a list that you can choose from to add to your marketing plan. Only use 3 points in each SWOT section.

Strengths

- Varied textures and flavors
- Grows in many conditions
- Easy to propagate
- Low-input crop
- Handles tough conditions
- Boosts crop diversity
- Holds cultural value
- Landrace resilience
- Supports sustainability
- Adds market biodiversity

Weaknesses

- Low customer familiarity
- Limited research
- Preference for staples
- Conflicting information
- Scarce or unreliable seed
- Lower yields
- Grower knowledge gaps
- Inconsistent quality
- Limited storage/processing know-how
- Weak supply chains
- Low consumption

Internal to Your Business

External to Your Business

Opportunities

- Limited but promising research
- Requires distinct marketing approaches
- Low competition, niche appeal
- Cultural relevance drives demand
- Supports food-security goals
- High genetic diversity
- Strong breeding potential
- Growing market interest.
- Industrial uses unexplored
- Rising global partnerships
- Increasing funding opportunities

Threats

- Requires clear safety communication
- High pest vulnerability
- Limited production space
- Low customer familiarity
- Declining biodiversity
- Shifting taste acceptance
- Eroding cultural knowledge
- Weed-like perception issues
- Risk of ecological harm

SWOT References:

- Neglected and underutilized Species (NUS): An Analysis of Strengths, Weaknesses, Opportunities and Threats (SWOT). El Bilani,H; Cardone, G; De Falcis, E, et. al. (2023) AGROFOR International Journal. [20230410-03 El Bilali et al.pdf](https://doi.org/10.20230410-03_El_Bilali_et_al.pdf)
- Exploring the Potentials of Neglected Underutilized Crops (NUCs): an Integrative Review For Developing a Sustainable Food System Model. Purba, N.H and K. Krishnaswamy. (2025) npj Science of Food. <https://doi.org/10.1038/s41538-025-00554-0>

Market Research

What trends, competitors, and customer behaviors shape your marketplace?



Your Turn: Writing The Market Research Section

Below is a fill-in-the-blank template that you can use to conduct and write your Market Research section.

- 1. Industry Overview: In what sector or niche are you going to operate?**
 - a. Our product/service operates within the <<enter text>> industry.
 - b. This market is currently valued at approximately \$ <<enter text>> and is expected to grow by <<enter text>> % over the next <<enter text>> years.
 - c. Key regulations or certifications that affect marketing include: <<enter text>>
- 2. Target Audience Profile: What are your customer segments and what drives their buying decisions?**
 - a. Primary audience: <<enter text>> (*chefs, educators, farmers market shoppers, etc.*)
 - b. Demographics: <<enter text>> (*age, income, location, etc.*)
 - c. Psychographics: <<enter text>> (*values, motivations, lifestyle, etc.*)
 - d. Key needs or desires: <<enter text>>
 - e. Barriers to adoption: <<enter text>>
- 3. Customer-Driven Trends: What are trends that influence your customers' buying behaviors?**
 - a. Consumers are increasingly interested in <<enter text>> (*biodiversity, local sourcing, culinary novelty, etc.*).
 - b. Feedback from surveys/focus groups indicates: <<enter text>>
 - c. Seasonal or cultural factors influencing demand: <<enter text>>
 - d. Social media or influencer trends relevant to our product: <<enter text>>
- 4. Market-Driven Trends: Who are your competitors and what are they doing in this marketplace?**
 - a. Key competitors include: <<enter text>>
 - b. Their strengths and weaknesses: <<enter text>>
 - c. Similar products offered: <<enter text>>
 - d. Customer base they service: <<enter text>>
 - e. Pricing benchmarks: \$ <<enter text>> to \$ <<enter text>>
 - f. Packaging style and messaging: <<enter text>>
 - g. Distribution channels commonly used: <<enter text>>
 - h. Market gaps or saturation points: <<enter text>>
- 5. Environment-Driven Trends: What the external forces that will shape your marketing strategy?**
 - a. Climate or ecological factors impacting supply or messaging: <<enter text>>
 - b. Policy or regulatory changes affecting outreach: <<enter text>>
 - c. Sustainability concerns influencing consumer decisions: <<enter text>>
 - d. Regional/global events affecting visibility or timing: <<enter text>>
- 6. Research Methods Used: How did you conduct your market research?**
 - a. Primary research conducted: <<enter text>> (*interviews, field observations, etc.*)
 - b. Secondary sources used: <<enter text>> (*USDA reports, academic studies, etc.*)
 - c. Limitations or gaps in available data: <<enter text>>

Market Research

What trends, competitors, and customer behaviors shape your marketplace?



Your Turn: Writing The Market Research Section - Example

Below is an example of a completed Marketing Research section based upon the above template. The result should be a combination of descriptive paragraphs and bulleted lists that conveys your marketing research. Simply remove the italicized text. Replace with your text.

Industry Overview

ABC Farm operates within the specialty agriculture and culinary education sector. This market is currently valued at approximately \$1.2 billion in the U.S. and is expected to grow by 6–8% annually, driven by rising interest in biodiversity, local sourcing, and regenerative food systems. Key regulations and certifications affecting marketing include organic labeling, foraged crop guidelines, and native plant protections.

Target Audience

- *Primary Audience: Farmers, chefs, educators, and farmers market shoppers*
- *Demographics: Ages 30–65, mid-to-high income, urban and peri-urban, values-driven professionals*
- *Psychographics: Sustainability-minded, culinary innovators, educators focused on cultural heritage and ecological impact*
- *Needs & Desires: Novel ingredients, educational tools, market differentiation, storytelling assets*
- *Barriers to Adoption: Limited awareness, unfamiliarity with crop prep/storage, lack of signage or marketing support*

Customer-Driven Trends

- *Consumers are increasingly drawn to biodiversity, heirloom crops, and ingredients with cultural or ecological stories.*
- *Focus group feedback includes: “I’d buy it if I knew how to use it or what it is.”*
- *Relevant social media trends include: #foragedfood, #nativeplants, #chefdriven, and #biodiversekitchen.*

Market Research

What trends, competitors, and customer behaviors shape your marketplace?



Your Turn: Writing The Market Research Section – Example (cont.)

Below is the continuation of the example from the previous page.

Market-Driven Trends

- *Key Competitors: Local growers offering heirloom produce, specialty seed companies, regional food educators*
- *Strengths & Weaknesses: Strong storytelling but limited modular marketing support; niche appeal but low scalability*
- *Pricing Benchmarks: \$3–\$7/pound for specialty roots; \$15–\$40 for educational kits or signage bundles*
- *Packaging: Tends to be minimal or rustic and often hand-labeled or bulk-packed, which reinforces authenticity but limits clarity and shelf appeal.*
- *Distribution Channels: Farmers markets, chef networks, cooperative CSAs, online educational platforms*
- *Market Gaps: Few tools exist to help growers market unfamiliar crops with clarity and emotional resonance.*

Environment-Driven Trends

- *Climate and ecological factors are increasing interest in drought-tolerant, low-input crops like sunchokes and camas.*
- *Policy shifts (state-level incentives for native plant restoration) support biodiversity-focused outreach.*
- *Sustainability concerns are influencing consumer decisions toward low-carbon, regenerative food systems.*
- *Global movements around climate resilience and Indigenous food sovereignty are elevating visibility and urgency.*

Research Methods Used

- *Primary Research: Focus groups with chefs and educators, farmers market observations, pilot signage testing*
- *Secondary Sources: USDA specialty crop reports, academic studies on native culinary plants, extension service data, culinary trend forecasts*
- *Limitations: Limited national tracking of native crop adoption, few standardized metrics for ecological storytelling impact*

Market Research: Aid

What trends, competitors, and customer behaviors shape your marketplace?



Market Research Aid: Step-by-Step Plan For Conducting Market Research

Below is a plan that you can follow to help you conduct market research.

A. Define what you want to learn about marketing uncommon culinary plants. This will limit and focus your research for your business needs.

1. Understand who buys uncommon crops and why.
2. Identify barriers to adoption.
3. Learn how customers cook or use the crop.
4. Compare your product to competitors or substitutes.
5. Test interest in a new or heritage crop.
6. Understand pricing expectations.

B. Observe real world behavior to uncover what people actually do.

1. Farmers Markets
 - a. Count how many customers stop, ask questions, or pick up the crop
 - b. Note what questions they ask (“*What is this?*” “*How do you cook it?*”, etc.)
 - c. Track which uncommon crops sell out first or last.
 - d. Compare your booth traffic to booths selling common crops.
2. Grocery Stores & Co-ops
 - a. Look for uncommon crops in produce sections.
 - b. Note price points, packaging, and labeling.
 - c. Observe who buys them and how often they appear in carts.
 - d. Check whether stores stock cultural or seasonal specialty items.
3. Restaurants & Chefs
 - a. Scan menus for heritage, wild, or underused crops.
 - b. Ask chefs what unusual ingredients they’re seeking.
 - c. Track what dishes featuring uncommon plants sell well.



Market Research: Aid

What trends, competitors, and customer behaviors shape your marketplace?



Market Research Aid: Step-by-Step Plan For Conducting Market Research (cont.)

Below is a continuation for the step-by-step plan started on the previous page.

- C. Talk to people who drive early adoption of culinary plants.** Engage directly with the groups most likely to be curious, adventurous, or culturally connected to uncommon culinary plants. These early adopters provide some of the most accurate, actionable insights about demand, flavor preferences, and unmet needs.
1. Cultural communities. These communities often have deep knowledge of heritage crops and have a strong demand for culturally significant foods.
 - a. Ask which heritage crops they miss or want access to.
 - b. Observe what sells at cultural festivals, markets, or community events.
 - c. Listen for stories about traditional uses, flavors, or preparation method.
 2. Chefs and culinary educators. This segment influences what home cooks become curious about.
 - a. Ask what ingredients they wish they could source locally.
 - b. Identify flavor trends they're excited about (*fermentation, bitter greens, wild foods, perennial vegetables, etc.*).
 - c. Note what uncommon crops they already use or want to experiment with.
- D. Use digital tools to spot trends to see what people are searching for and talking about.**
1. Google trends. Search on terms like: heritage vegetables, sunchoke recipes, foraged greens, etc. This will show you rising interest in various areas.
 2. Social media to note what uncommon crops are starting to appear in viral recipes.
 - a. Instagram hashtags (*#foragedfood, #heritagecrops, #wildgreens, etc.*)
 - b. TikTok food trends
 - c. YouTube recipe searches
 3. Online marketplaces to help identify price points, scarcity and customer reviews.
- E. Analyze local data sources to help you understand your region's specific demands.**
1. Farmers Market Sales Records
 - a. Compare your own sales of uncommon vs. common crops.
 - b. Track repeat buyers.
 - c. Identify seasonal spikes.
 2. Extension & University Reports
 - a. Specialty crop trials
 - b. Consumer preference studies
 - c. Market outlook reports
 3. Restaurant supply distributors
 - a. "What specialty items are frequently requested?"
 - b. "What items are hard to source locally?"

Market Research: Aid

What trends, competitors, and customer behaviors shape your marketplace?



Market Research Aid:

Step-by-Step Plan For Conducting Market Research (cont.)

Below is a continuation for the step-by-step plan from the previous page.

F. Evaluate competitors and substitute plants to see if your competitors are selling the same thing or if they are selling something similar. Compare, price, demand and customer familiarity.

1. Competitor booths
 - a. What uncommon crops do they offer?
 - b. How do they package or explain them?
 - c. What is their pricing strategy?
2. Substitute crops to see how less common culinary plants are doing such as looking at mustard greens or chard instead of amaranth greens.

G. Identify barriers and opportunities that will become your marketing plan. Watch customers and listen to competitors. Be able to answer the following questions.

1. What confuses customers?
2. What excites them?
3. What they ask for repeatedly?
4. What they walk past?
5. What they buy without hesitation?

H. Review published market trends to see if what you have observed in the previous steps is a local trend or part of a larger more enduring trend.

1. Look for demand patterns, flavor and culinary trends, demographic shifts, barriers to adoption, price benchmarks, sustainability driven purchasing behavior.
2. Use the following reference types to find this information.
 - a. Academic journals on specialty or underutilized crops
 - b. USDA specialty crop reports
 - c. Extension publications (*crop trials, consumer preference studies, etc.*)
 - d. Trade journals (*Produce Business, Specialty Food Magazine, etc.*)
 - e. Culinary trend reports (*Whole Foods, National Restaurant Association, etc.*)
 - f. Peer-reviewed studies on heritage crops, wild foods, and cultural foodways

I. Turn findings into actionable insights that come together in order to find your marketing niche.

1. "Customers are curious but don't know how to cook it." Then add recipe cards.
2. "Chefs want bitter greens in spring." Then plant earlier succession.
3. "Cultural communities want amaranth leaves." Then grow specific varieties.
4. "People buy if they taste it first." Then offer samples.

Market Research: Aid

What trends, competitors, and customer behaviors shape your marketplace?



Market Research Aid: Competitor Evaluation Worksheet

Below is a worksheet to help you conduct research on your competitors. Research on competitors helps you further understand the overall marketplace by seeing with who you will be competing. This information will be important as you start to identify your UVP (Unique Value Proposition) statements later in this workbook. There are more questions being asked below than need to be answered but the additional questions can provide you with a deeper understanding of your competitors and how to stand out from them.

A. Competitor Overview

1. Who are your competitors and what are they doing in this marketplace?
2. List all of your direct (other farms) and indirect competitors (*CSAs, specialty producers, etc.*)
 - a. Direct Competitors
 - i. Competitor 1: <<enter text>>
 - ii. Competitor 2: <<enter text>>
 - b. Indirect Competitors
 - i. Competitor 1: <<enter text>>
 - ii. Competitor 2: <<enter text>>

B. Competitor Strengths and Weaknesses.

1. What does each competitor do well (strength) and where do they struggle (weakness)?
2. List the strengths and weaknesses of each of the competitors listed above.
 - a. Direct Competitors
 - i. Competitor 1
 - A. Strengths: <<enter text>>
 - B. Weakness: <<enter text>>
 - ii. Competitor 2
 - A. Strengths: <<enter text>>
 - B. Weakness: <<enter text>>
 - b. Indirect Competitors
 - i. Competitor 1
 - A. Strengths: <<enter text>>
 - B. Weakness: <<enter text>>
 - ii. Competitor 2
 - A. Strengths: <<enter text>>
 - B. Weakness: <<enter text>>

C. Product Comparison

1. What items do each competitor offer that overlap with your product offerings?
2. List the same or similar products that each of your competitors offer.
 - a. Direct Competitors
 - i. Competitor 1: <<enter text>>
 - ii. Competitor 2: <<enter text>>
 - b. Indirect Competitors
 - i. Competitor 1: <<enter text>>
 - ii. Competitor 2: <<enter text>>

Market Research: Aid



What trends, competitors, and customer behaviors shape your marketplace?



Market Research Aid: Competitor Evaluation Worksheet (cont.)

Below is a continuation for the step-by-step plan from the previous page.

D. Customer Base Analysis

1. Who do my competitors serve and how does it compare with mine?
2. List the same or similar customers that each of my competitors offer.
 - a. Direct Competitors
 - i. Competitor 1: <<enter text>>
 - ii. Competitor 2: <<enter text>>
 - b. Indirect Competitors
 - i. Competitor 1: <<enter text>>
 - ii. Competitor 2: <<enter text>>

E. Pricing Benchmarks

1. What are the prices that my competitors list for the products listed above?
2. List products from above and add in the prices each competitor charges.
 - a. Direct Competitors
 - i. Competitor 1: <<enter text>>
 - ii. Competitor 2: <<enter text>>
 - b. Indirect Competitors
 - i. Competitor 1: <<enter text>>
 - ii. Competitor 2: <<enter text>>

F. Packaging style and messaging

1. How do my competitors present their products and what story are they telling with their packaging?
2. Describe each of the packaging methods that each of my competitors offer.
 - a. Direct Competitors
 - i. Competitor 1: <<enter text>>
 - ii. Competitor 2: <<enter text>>
 - b. Indirect Competitors
 - i. Competitor 1: <<enter text>>
 - ii. Competitor 2: <<enter text>>

G. Distribution Channels

1. Where and how do my competitors sell their products?
2. List where and how each competitor is selling their products.
 - a. Direct Competitors
 - i. Competitor 1: <<enter text>>
 - ii. Competitor 2: <<enter text>>
 - b. Indirect Competitors
 - i. Competitor 1: <<enter text>>
 - ii. Competitor 2: <<enter text>>

Market Research: Aid

What trends, competitors, and customer behaviors shape your marketplace?



Market Research Aid: Competitor Evaluation Worksheet (cont.)

Below is a continuation for the step-by-step plan from the previous page.

H. Market gaps and saturation points

1. Based upon the research that has been conducted, what are the opportunities and risks that have been identified?
2. List the same or similar customers that each of my competitors offer.
 - a. Direct Competitors
 - i. Competitor 1
 - A. Opportunities: <<enter text>>
 - B. Risks: <<enter text>>
 - ii. Competitor 2
 - A. Opportunities: <<enter text>>
 - B. Risks: <<enter text>>
 - b. Indirect Competitors
 - i. Competitor 1
 - A. Opportunities: <<enter text>>
 - B. Risks: <<enter text>>
 - ii. Competitor 2
 - A. Opportunities: <<enter text>>
 - B. Risks: <<enter text>>

- I. **Write your narrative.** In the space below, summarize all the information you have gathered and write a summary of your competitors and the opportunities you have identified. Two examples are listed on the next page to help you in writing this narrative.

Market Research: Aid



What trends, competitors, and customer behaviors shape your marketplace?



Market Research Aid: Competitor Evaluation Worksheet - Example

Below are a couple of fictitious competitors to show you how the competitor analysis can be used to create opportunities. Simply remove the italicized text. Replace with your text.

Green Meadow Acres is a competitor who does not sell uncommon culinary plants.

Green Meadow Acres mainly sells the standard market crops such as tomatoes, cukes, salad mix, peppers. They're good at what they do. Their prices are low, they always have a full table, and a lot of families shop with them every week. Their setup is simple and focused on price without much story or education. They don't grow any uncommon crops, but they do offer a few things like mustard greens that overlap a little with what I'm planning. Their greens usually run \$3–\$5 a bunch.

What this means for my farm:

- *I'm not going to try to beat them on price. That's their lane.*
- *Instead, I can stand out by offering crops they don't have such as: amaranth greens, sunchokes, chickweed, and other heritage varieties.*
- *Their lack of storytelling gives me room to shine with recipe cards, cultural notes, and cooking tips.*
- *Their customers are mostly price-focused, so I'll target folks who care more about flavor, culture, and trying new things.*
- *Since they don't offer much early or late in the season, I can fill those gaps with bridging uncommon crops.*

Wild Roots Collective is a competitor who does sell uncommon culinary plants

Wild Roots Collective sells a mix of foraged and heritage greens such as nettles, sorrel, purslane, and other uncommon culinary plants. They've built a strong following with chefs and adventurous home cooks. Their booth looks great, and they do a good job explaining how to use everything. Their prices are higher, usually \$5–\$8 a bunch. They sell at markets and to a few restaurants, but their supply is limited because most of what they offer is foraged or only available for a short window of time.

What this means for my farm:

- *Their success shows there's real interest in uncommon and heritage foods.*
- *Because they rely on foraging, they can't offer steady supply. I can fill that gap with cultivated uncommon crops that are available all season.*
- *Cultivated uncommon crops also give me a sustainability advantage as I can offer these foods without putting pressure on wild plant populations or sensitive habitats.*
- *Chefs who like their products may want a more reliable, environmentally responsible source. This is an opportunity for me.*
- *They focus on "wild" foods, so I can differentiate by leaning into "heritage," "cultural," or "revival" crops grown sustainably on-farm.*

Market Research: Notes

What trends, competitors, and customer behaviors shape your marketplace?



Market Research Notes:
What are some important takeaways from researching the marketplace ?

Target Audience

Who are your ideal customers and what do they value?



Section Guidance

You have already identified potential customers and basic customer behaviors in the Marketing Research section. Now you are going to dig a little deeper and define who your target audience is going to be. Defining a target audience helps you to focus your message, strategies, and resources on the appropriate customer segment.



Side-by-Side Comparison: Uncommon vs. Common Culinary Plants

The chart (below) compares uncommon and common culinary plants to help you think about who's most likely to buy your crop. Use this chart to spot differences in appeal, usage, and market potential. This is so you can better define your ideal customer.

Component	Uncommon	Common
Examples	Sunchokes, amaranth, chickweed	Tomatoes, peppers, basil
Primary Segments	Foodies, adventurous home cooks, chefs seeking novelty, health-conscious consumers, cultural communities interested in heritage crops	General households, families, institutional buyers (schools, hospitals, etc.), restaurants needing staple ingredients
Motivations	Curiosity, desire for unique flavors, cultural connection, sustainability, nutritional benefits	Reliability, affordability, convenience, familiarity, consistent supply
Barriers to Purchase	Lack of awareness, uncertainty about preparation, perceived risk of trying something new	Few barriers because customers already know how to cook/use staples. Competition is mainly price and quality.
Education Needs	High. Recipes, demos, tastings, storytelling about heritage and uses	Low. Basic promotion as customers already understand crop applications.
Price Sensitivity	Moderate. Willing to pay premium if educated on value (heritage, nutrition, sustainability, etc.).	High. Customers expect competitive pricing for staples.
Engagement Channels	Farmers markets, workshops, specialty grocers, chef collaborations, social media storytelling	Supermarkets, CSA boxes, wholesale distribution, mainstream advertising
Metrics & ROI	Awareness levels, trial rates, repeat purchases, event participation, engagement metrics	Sales volume, retention rates, price competitiveness, distribution efficiency

Target Audience

Who are your ideal customers and what do they value?



Your Turn: Describing Your Target Audiences

Below is a fill-in-the-blank template that you can use to explore and write the Target Audience section of your Marketing Plan.

1. Primary Audience

- a. Our primary target audience includes: <<enter text>> (*chefs, educators, farmers market shoppers, etc.*)
- b. These individuals are most likely to engage with our product because: <<enter text>>

2. Demographic Profile

- a. Age range: <<enter text>>
- b. Income level: <<enter text>>
- c. Geographic location: <<enter text>>
- d. Occupation or role: <<enter text>>
- e. Education level: <<enter text>>

3. Psychographic Profile

- a. Core values or beliefs: <<enter text>>
- b. Lifestyle characteristics: <<enter text>>
- c. Motivations or goals: <<enter text>>
- d. Challenges or frustrations: <<enter text>>
- e. Buying behavior or decision triggers: <<enter text>>

4. Audience Segmentation

- a. Segment 1: <<enter text>> (*urban chefs, etc.*)
 - i. Key traits: <<enter text>>
 - ii. Marketing channels: <<enter text>>
- b. Segment 2: <<enter text>> (*educators in sustainability programs, etc.*)
 - i. Key traits: <<enter text>>
 - ii. Marketing channels: <<enter text>>
- c. Segment 3: <<enter text>> (*farmers market shoppers, etc.*)
 - i. Key traits: <<enter text>>
 - ii. Marketing channels: <<enter text>>

5. Relevance to Product or Service

This audience is a strategic fit because they: <<enter text>>
(seek novel ingredients, value biodiversity, teach plant heritage)

6. References used:

Target Audience



Who are your ideal customers and what do they value?



Your Turn: Describing Your Target Audiences - Example

Below is an example of a completed template from the previous page. The example below has been filled out for a chef customer segment.

Primary Audience

ABC Rare Culinary Plants, LLC targets a values-driven audience seeking novel, ecologically significant ingredients and educational tools. Our outreach focuses on three primary segments: chefs, educators, and farmers market shoppers. Each segment is described in detail below.

Culinary Professional Demographic Profile

- Age Range: 30–65
- Income Level: *Mid to high income*
- Geographic Location: *Urban and peri-urban regions across the Midwest and Northeast*
- Occupation: *Culinary professionals*
- Education Level: *Professionally trained in food preparation*

Psychographic Profile

- Core Values: *Sustainability, cultural heritage, culinary creativity*
- Lifestyle: *Community-oriented, health-conscious, curious about new food options*
- Motivations: *Desire to differentiate menus, and support regenerative agriculture*
- Challenges: *Limited awareness of uncommon crops, lack of prep/storage knowledge*
- Buying Behavior: *Influenced by seasonality, visual appeal; responsive to chef recommendations and market signage*

Audience Segmentation

- Traits: *Trend-driven, focused on flavor and sourcing stories*
- Marketing Channels: *Direct outreach, chef networks, culinary events*

Relevance to Product or Service

Chefs are key partners because they seek novel, story-rich ingredients that align with sustainability values and culinary innovation. Their influence drives consumer interest, and with the right tools, such as prep guides and signage, they help accelerate adoption of uncommon crops.

Research Methods Used

- Create a bulleted list of all of your references.

Target Audience: Aid

Who are your ideal customers and what do they value?



Target Audience Aid: Finding Your Audience

You might have already tried to fill out the blanks in the Target Audience section but got stuck or didn't know where to begin. This aid breaks the process into simple steps so you can figure out who your customers really are and how to reach them. Use this aid to get started and build a strong Target Audience section for your marketing plan.

- 1. Observe and list the people who already show interest in uncommon culinary plants.** You can identify them by noting the following. This will create a list of actual interested customers.
 - People who stop at your booth.
 - People who ask questions
 - People who buy your uncommon crops
 - Chefs who ask about ingredients
 - Cultural communities who recognize the crop
- 2. Sort the list you created (above) into natural groups such as the following list (below).** This helps you organize your list into customer segments.
 - Flavor-seekers (*foodies, adventurous cooks, etc.*)
 - Cultural communities (*people who grew up with the crop, etc.*)
 - Health-focused shoppers
 - Chefs & culinary educators
 - Gardeners & plant lovers
 - Budget-focused shoppers
- 3. Circle the groups who show the strongest interest.** These people become your primary audience candidates. If your list contains more than three groups, choose just three groups. Use the checklist in Step 5 to determine your top three customer segments.
- 4. Underline groups who show curiosity but need education.** These people become your secondary audience who are still interested but need some support. If you have less than three primary customer segments, then choose customer segments from those you underlined. Use the checklist in Step 5 to help determine your priority list.



Target Audience: Aid

Who are your ideal customers and what do they value?



Target Audience Aid: Finding Your Audience

5. **Use the following checklist to determine who to approach first.** The group with the most checkboxes should be the first group to approach. This list will help you prioritize your time and effort.

- Does this group already buy similar crops?
- Do they value flavor, culture, or nutrition?
- Are they open to trying new foods?
- Do they ask questions or show curiosity?
- Can I reach them easily (*market, chef, community, etc.*)?
- Do they pay for quality rather than price alone?

6. **Fill in the chart below to help understand what drives each audience.** This chart helps you to turn your observations into actions. An example is given in the chart.

Customer Segment	What They Care About	What They Need From You	How You Can Reach Them
Chef	Flavor, consistency, uniqueness	Reliable supply, quality	Direct outreach, samples

7. **Complete your fill-in-the-blank template to create the Target Audience section of your marketing plan.** By this point, you know who your primary and secondary audiences are, what motivates them, and how to reach them. This knowledge becomes the foundation of the Target Audience section.

Target Audience: Notes

Who are you ideal customers and what do they value?

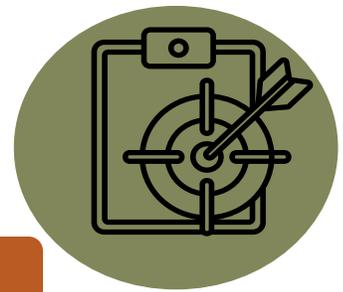


Target Audience Notes:

What did you learn about your target audience(s) that you didn't already know?

Marketing Objectives

What specific goals do you want your marketing strategy to achieve?



Section Guidance

The Marketing Objectives section translates your research into actionable goals. These objectives give purpose to your marketing strategy by defining what you aim to achieve. They serve as benchmarks for measuring success, keep your efforts focused on clear priorities, and provide the foundation for the strategies and tactics developed in the following sections of the plan. Stay within three to five goals to maintain your focus.



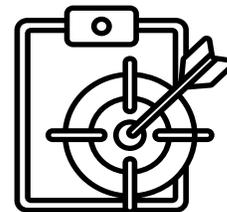
Side-by-Side Comparison: Uncommon vs. Common Culinary Plants

The chart (below) compares uncommon and common culinary plants to help you define clear market objectives. It shows how your crop fits into the bigger picture such as what makes them worth growing, selling, and promoting, and where it might find the strongest demand.

Component	Uncommon	Common
Examples	Sunchokes, amaranth, chickweed	Tomatoes, peppers, basil
Awareness	Build recognition of crops customers may not know. Objective: increase awareness through education campaigns, tastings, and storytelling.	Maintain visibility of familiar crops. Objective: reinforce brand presence and reliability.
Customer Education	Objective: Provide recipes, demos, and cultural context to reduce barriers to adoption.	Objective: Minimal education is needed; focus on promotions and seasonal availability.
Adoption & Trial	Objective: Encourage first-time purchases and trial of unfamiliar crops. Measure success by trial rates and repeat purchases.	Objective: Sustain regular purchasing habits and maximize basket size.
Differentiation	Objective: Position crops as unique, sustainable to stand out in niche markets.	Objective: Differentiate through quality, freshness, and price in a crowded market.
Community Engagement	Objective: Host workshops, tours, and events to build trust and confidence in uncommon crops.	Objective: Maintain loyalty programs and CSA subscriptions to retain customers.
Sales Growth	Objective: Grow niche demand steadily, focus on long-term adoption.	Objective: Maximize volume sales and efficiency to drive immediate revenue.
Brand Identity	Objective: Establish your farm as a leader in these crops by blending tradition with innovation.	Objective: Reinforce your farm as a reliable source of everyday staples.
ROI Focus	Objective: Balance creative outreach with measurable returns such as ROI from education-driven campaigns.	Objective: Achieve predictable ROI through high-volume, low-cost marketing.

Marketing Objectives

What specific goals do you want your marketing strategy to achieve?



Your Turn: Writing Your Marketing Objectives

Below are some sample fill-in-the-blank objectives you can follow. You can create your own. If you create your own, make sure to include the following three points in each objective.

- 1) What specific goal of what you want to achieve?
- 2) How will you measure the success of that goal?
- 3) What is the target to reach for success?

Objective 1

- Specific Goal: Drive adoption of <<enter text>> (crop/product) among <<enter text>> (audience).
- Measurement: <<enter text>>
- Target: Increase adoption by <<enter text>> % within <<enter text>> months.

Objective 2

- Specific Goal: Drive adoption of <<enter text>> (crop/product) among <<enter text>> (audience).
- Measurement: <<enter text>>
- Target: Increase adoption by <<enter text>> % within <<enter text>> months.

Objective 3

- Specific Goal: Drive adoption of <<enter text>> (crop/product) among <<enter text>> (audience).
- Measurement: <<enter text>>
- Target: Increase adoption by <<enter text>> % within <<enter text>> months.



Your Turn: Writing Your Marketing Objectives - Example

Below is an example of a marketing objective filled based upon the template above. Remove the italicized text. Then insert your text into the section. You can write this as a bulleted list or a paragraph narrative. Both examples are provided below.

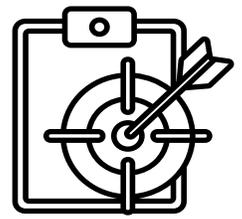
Objective 1 using a bulleted list style

- Specific Goal: *Drive adoption of sunchokes (crop/product) among chefs (audience).*
- Measurement: *Track sales, CSA shares, or chef sourcing agreements.*
- Target: *Increase adoption by 20% within 6 months.*

Objective 1 using a narrative style

The specific goal is to drive adoption of uncommon culinary crops, such as groundnut and sunchokes, among chefs and farmers market shoppers. The following metrics will be used to measure success: Track adoption through sales data, chef sourcing agreements, and farmers market vendor reports. The target is to achieve a 20% increase in adoption within six months, measured by the number of chefs incorporating these crops into menus and the volume of direct-to-consumer sales at farmers markets.

Marketing Objectives: Aid



What specific goals do you want your marketing strategy to achieve?



Marketing Objectives Aid: Defining Your Marketing Objectives

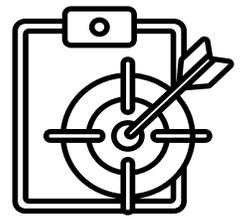
Sometimes coming up with marketing objectives is the hardest part. It will be hard to fill in the blanks on the previous page if you don't even know what you want to achieve. Below is a decision tree that can help you create marketing objectives or at least get you started on how to think about formulating marketing objectives for uncommon culinary plants.

Below are examples of marketing objectives. These examples can help you get started in forming your own objectives. Remember to only choose up to three objectives to stay focused.

1. **“Not enough people know what I grow.”** Is the issue awareness or understanding?
 - a. “People don't know I exist.”
 - Increase brand visibility in my region.
 - Grow social media reach or engagement.
 - Build recognition as the go-to farm for <<enter text>> (your specialty).
 - Add signage or storytelling that highlights uncommon crops.
 - b. “People know me but don't understand my crops.”
 - Educate customers on how to use <<enter text>> (specific plant).
 - Create recipe cards, demos, or tasting events.
 - Improve booth signage to explain flavor, use, and value.
 - Increase customer confidence in buying uncommon crop.
2. **“People are interested but they don't buy enough.”** What's the main barrier?
 - a. “They don't know how to cook with it.”
 - Provide weekly recipes or cooking tips.”
 - Offer samples or tasting events.
 - Partner with chefs to showcase dishes.
 - b. “They think it's too unfamiliar or risky.”
 - Introduce small “try-me” bundles.
 - Offer mix-and-match pricing.
 - c. “They buy once but don't return.”
 - Increase repeat purchases by <<enter text>> %.
 - Build an email or text list for reminders.
 - Create seasonal “what's coming next” previews.
3. **“I need more consistent buyers.”** Which type of consistency do you need?
 - a. Weekly or biweekly chef accounts
 - Secure <<enter text>> new chef accounts.
 - Improve weekly availability communication.
 - Increase preorders to <<enter text>> % of harvest.
 - b. More predictable farmers market sales
 - Increase preorders or CSA add-ons.
 - Promote weekly specials or bundles.
 - Build loyalty among returning shoppers



Marketing Objectives: Aid



What specific goals do you want your marketing strategy to achieve?



Marketing Aid: Defining Your Marketing Objectives (cont.)

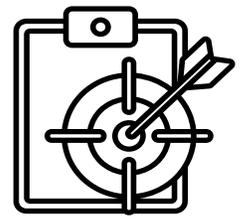
Here are some more examples that can inspire your own marketing objectives.

4. **“I want to sell out earlier or reduce waste.”** Where is the bottleneck?
 - a. There is lots to harvest but little demand.
 - Increase preorders to reduce uncertainty.
 - Improve forecasting through chef communication.
 - Promote under-purchased crops with education.
 - b. Customers don’t know what to do with certain crops.
 - Focus education on slow-moving crops.
 - Create “use it tonight” recipe cards.
 - Bundle uncommon crops with familiar ones.
5. **“I want to expand into new markets.”** Which market are you targeting?
 - a. Chefs
 - Build a chef-focused product list.
 - Attend chef networking events.
 - Offer samples or trial deliveries.
 - b. Specialty grocers or co-ops
 - Develop consistent packaging and labeling.
 - Create a wholesale availability sheet.
 - Secure <<enter text>> new retail partners.
6. **“I want a stronger brand identity.”** What do you want to be known for?
 - a. A specific crop category
 - Position the farm as “the <<enter text>> farm”.
 - Create consistent messaging around your specialty.
 - Develop visual branding that reinforces your niche.
 - b. A story or mission
 - Share your farm story more consistently.
 - Highlight sustainability, heritage, or cultural significance.
 - Create monthly storytelling themes.
7. **“I want to improve operations.”** What operational pain point do you want to address?
 - a. Too much time is being spent answering questions.
 - Create clear signage and FAQs.
 - Develop a weekly availability list.
 - Build educational materials for common crops.
 - b. Communication with chefs is inconsistent.
 - Send weekly availability lists.
 - Create a chef-only communication channel.
 - Improve forecasting and harvest planning.



Marketing Objectives

Notes

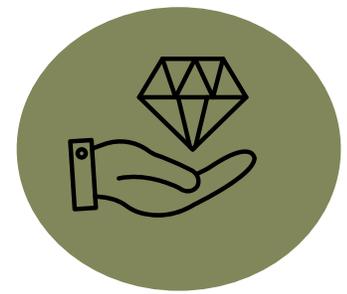


What specific goals do you want your marketing strategy to achieve?



Marketing Objectives Notes:
What are your long range marketing objectives?

Unique Value Proposition



Why should someone choose your crops over others?



Section Guidance

The Unique Value Proposition (UVP) section is a critical section to write as it describes why your business matters and how it will stand out among other businesses. Furthermore, this section guides your messaging, packaging, and pricing; aligns your marketing strategy to your core mission and promise; and clarifies the value your business brings to the marketplace.



Side-by-Side Comparison: Uncommon vs. Common Culinary Plants

The chart (below) compares uncommon and common culinary plants to help you pinpoint what's unique about your product. Use it to clarify your UVP and explain why your crop offers something different, better, or more meaningful to your target customers.

Component	Uncommon	Common
Examples	Sunchokes, amaranth, chickweed	Tomatoes, peppers, basil
Core Differentiator	Heritage, novelty, and sustainability for plants customers rarely encounter, tied to cultural stories and unique flavors	Reliability, consistency, and affordability for trusted staples that meet everyday needs
Customer Promise	"Discover flavors you've never tried before with guidance to make them approachable and delicious."	"Count on us for fresh, familiar staples you already love and use daily."
Emotional Appeal	Adventure, curiosity, cultural connection, pride in supporting biodiversity	Comfort, tradition, trust, and convenience
Functional Value	Nutritional diversity, unique culinary applications, premium positioning	Predictable supply, broad usability, competitive pricing
Market Positioning	Specialty, niche, and heritage brand that stands out by offering what others don't.	Everyday provider that stands out by being reliable, affordable, and consistent.
Education Component	Integral to UVP: recipes, demos, storytelling, tastings	Minimal: customers already know how to use common crops.
Price Strategy	Premium justified by uniqueness and heritage value.	Competitive pricing to win in a crowded market.
KPIs linked to UVP	Awareness, trial rates, repeat purchases, engagement with educational content	Sales volume, retention, price competitiveness, distribution efficiency

Unique Value Proposition

Why should someone choose your crops over others?



Your Turn: Writing An UVP Statement

Below is a fill-in-the-blank template that you can use to help identify the uniqueness of your uncommon culinary plants and build your UVP for uncommon culinary plants.

1. Statement of UVP

We help <<enter text>> (audience: *chefs, educators, shoppers, etc.*) by providing <<enter text>> (specific product/service: *uncommon crops, prep guides, signage, etc.*) that <<enter text>> (unique benefit: *makes them approachable, profitable, sustainable, culturally significant, etc.*).

2. Supporting Benefits

Benefit 1: Our crops/tools <<enter text>> (solve what problem or add what value).

Benefit 2: We provide <<enter text>> (unique feature or service, etc.) that others don't.

Benefit 3: Customers gain <<enter text>> (emotional or practical outcome: *confidence, inspiration, ecological impact, etc.*).

3. Differentiation from Competitors

Unlike <<enter text>> (*other growers, markets, seed companies, etc.*), we <<enter text>> (unique approach: *modular signage, chef-centric clarity, cultural storytelling, ecological focus, etc.*).

4. Audience Alignment

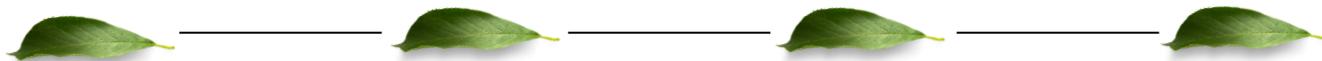
Chefs: <<enter text>> (how your crops help them innovate or simplify).

Educators: <<enter text>> (how your crops support teaching biodiversity, food heritage, etc.).

Shoppers: <<enter text>> (how your crops make new ingredients approachable and desirable).

5. Application in Strategy

Our UVP will be used in <<enter text>> (*signage, outreach kits, social media, workshops, etc.*) to consistently communicate our unique promise.



Unique Value Proposition

Why should someone choose your crops over others?



Your Turn: Writing An UVP Statement - Example

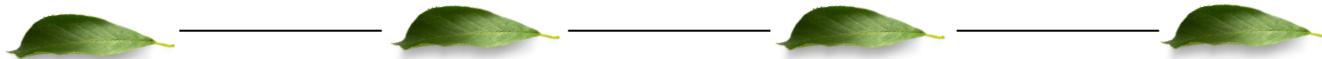
Below is an example of a completed template from the previous page. Remove the italicized text and replace it with your own narrative.

Our farm's unique value proposition focuses on supporting chefs, educators, and shoppers who seek reliable access to uncommon culinary plants. We provide regionally grown specialty crops paired with clear preparation guides and modular signage that make unfamiliar ingredients approachable, culturally grounded, and practical to use.

Our offerings deliver three core benefits. They reduce uncertainty by giving customers straightforward storage, preparation, and flavor guidance. They supply contextual information, such as chef-tested notes and cultural background, not typically available from other growers. They also help customers gain confidence and inspiration as they incorporate new ingredients into kitchens, classrooms, and menus.

We differentiate ourselves from larger markets and seed companies by emphasizing clarity, cultural respect, and ecological storytelling. Each crop is presented with the information needed for responsible and successful use.

For chefs, our tools support menu development through dependable flavor profiles and preparation shortcuts. For educators, our materials make it easier to teach biodiversity and food heritage. For shoppers, our signage and explanations make new ingredients feel accessible and usable. This UVP will guide our messaging across signage, outreach kits, social media, and workshops to ensure a consistent and clear promise: we provide uncommon crops and the practical tools needed to understand and enjoy them.



Unique Value Proposition: Aid



Why should someone choose your crops over others?



UVP Aid: Identifying What Makes Your Crops Truly Unique

Uncommon culinary plants offer qualities your customers won't find in everyday produce but they won't recognize that value unless you communicate the value to them. The list below highlights the specific traits that make uncommon culinary plants unique to potential customers. You already know these strengths; this aid helps you communicate them simply and effectively. The tables below are organized into categories to help you determine the uniqueness factor that best applies to your crops. Pick up to five factors from the various categories listed across the next few pages or create your own.

Rarity and Access

Uniqueness Factor	What Problem This Trait Solves	What Customers Gain
Rare	Customers can't find these ingredients in stores or from other farms.	Access to special, exclusive ingredients that feel exciting and elevated
Hard to find	Chefs and home cooks struggle to source authentic or specialty ingredients.	A reliable local source for ingredients they usually can't get

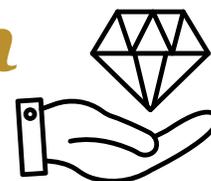
Heritage and Cultural Significance

Uniqueness Factor	What Problem This Trait Solves	What Customers Gain
Forgotten or rediscovered culinary plants revived from underrepresented food traditions	Common crops don't offer the flavors or plants that disappeared from mainstream agriculture.	A chance to experience rare, meaningful ingredients and participate in the revival of lost or endangered foodways
Culturally specific ingredients essential to underrepresented cuisines and dishes	Common crops don't provide the authentic, dish-defining ingredients needed for many cultural recipes.	The ability to cook true-to-culture dishes and reconnect with specific food traditions not represented in mainstream markets

Visual Uniqueness

Uniqueness Factor	What Problem This Trait Solves	What Customers Gain
Unexpected, novel appearance	Common produce looks familiar and doesn't spark curiosity or surprise.	A sense of discovery, intrigue, and "wow" factor that elevates dishes and market displays

Unique Value Proposition Aid



Why should someone choose your crops over others?



UVP Aid: Identifying What Makes Your Crops Truly Unique (cont.)

Below is the continuation of the Uniqueness Table started on the previous page.

Flavor Uniqueness

Uniqueness Factor	What Problem This Trait Solves	What Customers Gain
Unique aromatic compounds not found in common crops	Common crops can't replicate the rare aromas or chemical flavor notes of many uncommon plants.	New sensory experiences and flavors they've never encountered before
Higher intensity or potency than common crops	Common crops stay within familiar flavor ranges and lack the boldness some dishes require.	Strong, vibrant flavors that elevate dishes with minimal quantity
Layered or hybrid flavor profile	Common crops tend to have single-direction flavors that limit complexity.	Multi-dimensional flavors that make dishes more interesting and memorable
Flavor categories not represented in common crops	Some flavors don't exist in common produce.	Access to entirely new flavor experiences that expand culinary creativity

Opportunities for Gaining Culinary Knowledge and Skills

Uniqueness Factor	What Problem This Trait Solves	What Customers Gain
Encourages new culinary skills through unique preparation techniques	Uncommon culinary plants offer a chef or home cook a plethora of opportunities to learn new methods or expand their current skills.	A chance to grow as a cook, explore new techniques, and create dishes they've never made before
Creative or inspiring to cook with	Common crops can feel repetitive.	Fresh inspiration, new recipes, and excitement in the kitchen
Functionally useful in ways common crops are not	Common crops can't achieve certain flavors, textures, or culinary effects	Ability to create dishes that are impossible to create with standard ingredients

Unique Value Proposition: Aid



Why should someone choose your crops over others?



UVP Aid: Identifying What Makes Your Crops Truly Unique (cont.)

Below is the continuation of the Uniqueness Table from the previous page.

Opportunities for Gaining Gardening Knowledge and Skills

Uniqueness Factor	What Problem This Trait Solves	What Customers Gain
Requires learning crop-specific growing knowledge not used in common crops	Common crops rely on widely known growing practices; uncommon crops require new knowledge most growers haven't encountered.	Confidence that the crop is grown properly, resulting in better quality and reliability
Encourages gardeners to learn new plant-specific growing skills	Common crops have common problems.	A sense of growth, mastery, and confidence for gardeners to learn to cultivate something new and exciting

Unique Sustainability and New Agribusiness Factors

Uniqueness Factor	What Problem This Trait Solves	What Customers Gain
Provides wider variety and more consistent food sources for pollinators	Fills the nectar and pollen gaps left by common garden vegetables, giving pollinators the consistent food sources they need to survive	A healthier, more vibrant ecosystem that supports stronger harvests, richer biodiversity, and a garden or landscape that's alive with beneficial insects
Improves soil health	Addresses soil depletion by adding organic matter, improving structure, or increasing natural fertility without synthetic inputs.	Gain healthier, more resilient soil that supports stronger plant growth, reduces input needs, and improves long-term garden productivity.

Unique Value Proposition: Aid



Why should someone choose your crops over others?



UVP Aid: Identifying What Makes Your Crops Truly Unique (cont.)

Below is the continuation of the Uniqueness Table from the previous page.

Unique Sustainability and New Agribusiness Factors

Uniqueness Factor	What Problem This Trait Solves	What Customers Gain
Supports agricultural biodiversity	Monoculture reduces genetic diversity.	Helps protect ecosystems + pollinators.
Outside the industrial seed system	Big-ag controls most commercial seeds	Supports seed sovereignty + independence.
Reduces dependence on global supply chains	Many foods rely on long-distance imports.	Local, reliable, resilient food access
Thrives in diversified small-scale systems.	Industrial crops require monoculture.	Supports regenerative, mixed farming.
Works well in polycultures and intercropping		
Often requires fewer soil, water, labor and fertilizer inputs	Common crops need fertilizers/pesticides.	Lower-impact, climate-friendly food.
Strengthens cultural and community food sovereignty	Industrial crops ignore cultural needs.	Access to culturally meaningful foods.

Unique Value Proposition



Why should someone choose your crops over others?



In Case You Are Wondering: Using The Uniqueness Factor

It's tempting to depend upon uniqueness to sell uncommon culinary plants. After all, these plants are special and customers love hearing that they're getting something rare. However, usefulness has to support uniqueness. Uniqueness might spark a one-time, curious purchase but repeat sales only happen when the customer connects and appreciates the plant's usefulness. What truly sells uncommon culinary plants is the pairing of usefulness plus uniqueness and a reason it adds value rather than replacing something familiar.

It's important to remember that these crops aren't just oddities or novelties. Many uncommon culinary plants were once everyday reliable, culturally important food staples that nourished entire communities for generations before modern agriculture narrowed the range of what we commonly grow today. Uniqueness may catch attention but it's the plant's usefulness that keeps customers coming back.



In Case You Are Wondering: Honoring Common Culinary Plants As You Market Uncommon Ones

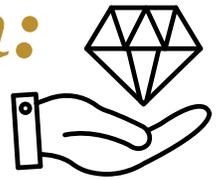
As you market uncommon culinary plants, remember that most customers are still growing and eating common crops. These familiar plants anchor their gardens, diets, and buying habits. Acknowledging this reality helps you build trust and prevents your message from slipping into a pushy, hard-sell approach that overlooks what people already value. When customers feel respected for what they already grow, they're far more open to exploring something new.

After presenting the long list of UVPs, it is time to pause and acknowledge the reality that most customers are still rooted in using and growing common culinary plants. Meeting them where they are by respecting their current choices and building from that foundation, creates the trust needed to introduce new and unfamiliar culinary crops. Honoring common crops doesn't weaken your business case for offering uncommon ones; it strengthens it. Common culinary plants can provide many of the same general benefits. However, uncommon culinary plants frequently do so with greater efficiency, stronger ecological impact, and unique traits that expand both market potential and growing resilience.

Markets, farms, and gardens are strongest when both uncommon and common culinary plants have a place at the table. Your marketing opportunity is to guide customers from the familiar into the unfamiliar by showing how uncommon culinary plants solve problems, open new uses, and offer efficiencies that go beyond what common crops typically provide.



Unique Value Proposition: Notes

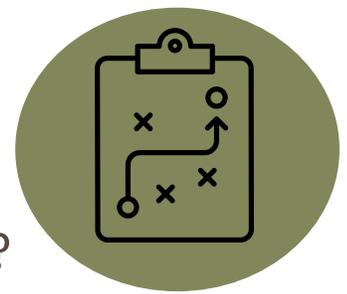


Why should someone choose your crops over others?



UVP Notes: What are some other ideas
you have on the unique
qualities of uncommon culinary plants?

Marketing Strategies



How will you achieve your marketing objectives?



Section Guidance

The Marketing Strategies section is all about creating an actionable plan on how you are going to achieve your marketing goals. It is a way to create a bridge between the what you want to do (objectives) and how you are going to achieve them.



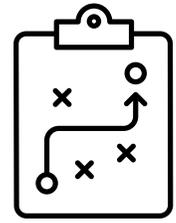
Side-by-Side Comparison: Uncommon vs. Common Culinary Plants

The chart (below) compares how uncommon and common culinary plants help you shape your marketing strategy. It shows how your crop's unique traits can guide your choices such as where to sell, how to price, and what messages will connect with your ideal customers.

Component	Uncommon	Common
Examples	Sunchokes, amaranth, chickweed	Tomatoes, peppers, basil
Messaging Focus	Storytelling about heritage, novelty, and sustainability; emphasize uniqueness and cultural value	Reinforce reliability, freshness, and affordability; emphasize consistency and trust
Education Priority	High priority. Recipe cards, cooking demos, workshops, blog posts, tastings reduce barriers	Minimal priority. Customers already know how to use staples; focus on promotions and seasonal reminders.
Brand Positioning	Specialty/niche brand identity; leader in heritage and uncommon crops.	Everyday provider; trusted source for staple foods.
Community Engagement	Farm tours, cultural tie-ins, cooking classes, partnerships with chefs and schools	Loyalty programs, CSA subscriptions, community sponsorships
Packaging Strategy	Distinctive, eco-friendly, storytelling labels with preparation guidance; bold visuals to spark curiosity	Simple, clear, bulk-friendly packaging emphasizing freshness, affordability, and convenience
Pricing Strategy	Premium pricing justified by uniqueness, heritage, and sustainability.	Competitive pricing to win in crowded markets
KPIs linked to Strategy	Awareness levels, trial rates, repeat purchases, engagement metrics, event participation	Sales volume, retention rates, price competitiveness, distribution efficiency

Marketing Strategies

How will you achieve your marketing objectives?



Your Turn: Writing Your Marketing Strategies

Below is a fill-in-the blank template that you can use to build your Marketing Strategies section.

1. Introduction

- a. Our marketing strategy aims to: <<enter text>> (*increase awareness, inspire trial, build loyalty around heritage crops, etc.*)
- b. The unique challenge we address is: <<enter text>> (*unfamiliarity with the crop, lack of cooking knowledge, limited visibility in mainstream channels, etc.*)

2. Target Audience Strategies

- a. Our primary audience is: <<enter text>> (*adventurous home cooks, chefs, educators, CSA members, etc.*)
- b. They are motivated by: <<enter text>> (*flavor, sustainability, cultural heritage, novelty, etc.*)
- c. Their barriers to adoption include: <<enter text>> (*unfamiliar prep methods, pricing concerns, lack of recipes, etc.*)

3. Product, Pricing, Packaging, and Place Positioning

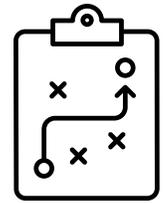
- a. We position our product as: <<enter text>> (*a heritage ingredient, a seasonal specialty, a sustainable alternative, etc.*)
- b. Our pricing strategy is: <<enter text>> (*premium but accessible, bundled for trial, tiered by format, etc.*)
- c. Our packaging communicates: <<enter text>> (*cooking inspiration, cultural story, sustainability values, etc.*)
- d. Packaging format includes: <<enter text>> (*compostable bags, recipe cards, QR codes for prep videos, etc.*)
- e. Our product will reach customers through: <<enter text>> (*farm markets, CSAs, online farm store, etc.*)

4. Promotion Strategy

- a. Our key messaging themes are: <<enter text>> (*“Rediscover forgotten flavors,” “Stir in Cultural Wisdom” “Seasonal, sustainable, surprising”, etc.*)
- b. We promote through: <<enter text>> (*tastings, giveaways, chef demos, seasonal campaigns, etc.*)
- c. Emotional hooks we use include: <<enter text>> (*storytelling, nostalgia, curiosity, community pride, etc.*)

Marketing Strategies

How will you achieve your marketing objectives?



Your Turn: Writing Your Marketing Strategies (cont.)

Below is a fill-in-the-blank template that was started on the previous page.

5. Content and Outreach

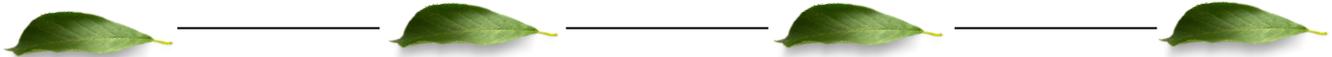
- a. Our outreach channels include: <<enter text>> (farmers markets, CSA newsletters, social media, workshops, etc.)
- b. We engage customers through: <<enter text>> (face-to-face conversations, printed guides, digital content, etc.)
- c. Outreach frequency and timing: <<enter text>> (weekly market presence, seasonal push during harvest, etc.)
- d. Tools we use to educate and inspire: <<enter text>> (signage, prep guides, cooking demos, recipe cards, etc.)

6. Partnership and Collaboration

- a. Key partners include: <<enter text>> (chefs, food educators, community orgs, retailers, etc.)
- b. We collaborate by: <<enter text>> (co-branded recipes, joint events, bundled promotions, etc.)
- c. These partnerships help us: <<enter text>> (reach new audiences, build credibility, extend our brand story, etc.)

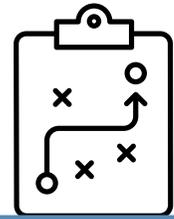
7. Guiding Approach / Philosophy

- a. Our core marketing philosophy is: <<enter text>> ("Make uncommon crops feel familiar," "Educate through beauty and story," "Build trust through transparency", etc.)
- b. We aim to: <<enter text>> (reduce barriers to trial, celebrate heritage, empower customers to cook confidently, etc.)
- c. This philosophy shapes our decisions around: <<enter text>> (packaging, pricing, messaging, outreach, etc.)



Marketing Strategies

How will you achieve your marketing objectives?



Your Turn: Writing Your Marketing Strategies - Example

Below is an example of a Marketing Strategies section based upon a completed template. Remove the italicized text. Then insert your text into the section. Finish by adding your own header or insert this text into your larger document.

Introduction

Our marketing strategy is designed to increase awareness, and inspire trial around our line of uncommon culinary greens such as amaranth, lamb's quarters, and purslane. These crops are often overlooked despite their rich cultural heritage and culinary versatility. Our approach addresses the challenge of unfamiliarity by combining education, storytelling, and hands-on engagement.

Target Audience

We focus on adventurous home cooks, chefs seeking seasonal inspiration, and educators interested in food heritage. These audiences are motivated by flavor, sustainability, and cultural connection. However, they often face barriers such as uncertainty about preparation, lack of recipes, and limited visibility of these crops in mainstream outlets.

Product, Pricing, and Packaging Positioning

We position our greens as heritage ingredients such as nutrient-rich, flavorful, and rooted in tradition. Pricing is mid-tier to reflect quality and story, while remaining accessible for trial. Packaging includes compostable bags with attached recipe cards and QR codes linking to short prep videos. Our product will reach customers through local farmers markets. This strategy ensures we meet our audience where they already shop. This format educates and inspires while reinforcing our brand's values of sustainability and transparency.

Promotion Strategy

Our messaging centers on rediscovery and empowerment: "Stir in Cultural Wisdom." We promote through tastings at farmers markets, seasonal recipe bundles, and chef-led demos. Emotional hooks include storytelling from elders, cultural references, and seasonal rituals that connect food to memory.

Content and Outreach

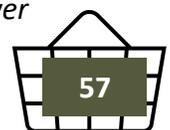
We engage customers through weekly farmers market booths, CSA newsletters, and seasonal workshops. Outreach materials include printed prep guides, digital content, and face-to-face conversations. Our calendar aligns with harvest cycles with focused pushes during peak availability. Educational signage and recipe cards are used to reduce barriers and spark curiosity.

Partnerships and Collaboration

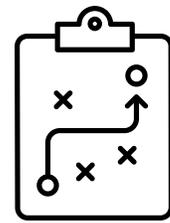
We collaborate with local chefs, food educators, and community organizations. These partners help us co-create recipes, host events, and extend our reach.

Guiding Approach / Philosophy

Our guiding philosophy is to make uncommon crops feel familiar through education, beauty, and story. We believe that transparency builds trust, and that packaging and messaging should empower customers to cook confidently. Every strategic decision, from pricing to partnerships, is shaped by our commitment to heritage, sustainability, and accessibility.



Marketing Strategies: Aid



How will you achieve your marketing objectives?



Marketing Strategies Aid: Identifying Your Marketing Strategies

The previous marketing strategies worksheet provided the outline to write a marketing strategy. However, if you don't know what your marketing strategy is, it may be hard to write. This aid will help you determine what your marketing strategy.

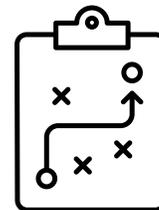
- 1. What is your current top priority marketing goal?** This will help you stay focused on developing your messaging, pricing, packaging, and outreach goals.
 - Increase awareness of the crop
 - Inspire first-time trial
 - Build repeat purchases
 - Educate customers on cooking/prep
 - Strengthen cultural storytelling
 - Position the crop as premium
 - Expand into new customer segments
 - Increase CSA or market retention
 - Build chef relationships
- 2. What do you perceive as the main customer barrier to achieving your primary marketing goal?** Choosing up to 3 goals will help you stay focused on your primary marketing strategy. It doesn't mean you can't have more goals. It keeps you from having too many goals and spreading your resources too thin in too many different areas.

<ul style="list-style-type: none"><input type="checkbox"/> Customers don't know what my uncommon culinary crop exists (awareness)<input type="checkbox"/> Customers don't know how to cook it (education)<input type="checkbox"/> Customers think it's too expensive (value perception)<input type="checkbox"/> Customers don't know why it matters (story gap)	<ul style="list-style-type: none"><input type="checkbox"/> Customers don't see it often enough (consistency)<input type="checkbox"/> Customers don't understand the flavor (taste uncertainty)<input type="checkbox"/> Customers don't know how to store it (practicality)<input type="checkbox"/> Customers don't see it fitting into their meals (use-case gap)
--	--
- 3. How do you want the customer to view your crop?** This is your strategic positioning angle. It will help you to determine your price, packaging and messaging. Do you want it viewed as one of the following?

<ul style="list-style-type: none"><input type="checkbox"/> Heritage ingredient<input type="checkbox"/> Cultural staple<input type="checkbox"/> Seasonal specialty<input type="checkbox"/> Biodiversity champion<input type="checkbox"/> Flavor adventure	<ul style="list-style-type: none"><input type="checkbox"/> Sustainable alternative<input type="checkbox"/> Chef-driven ingredient<input type="checkbox"/> Local-only crop (can't be shipped)<input type="checkbox"/> Rare or hard-to-find ingredient
--	---
- 4. Which customer segment is the best fit for this crop?** As each segment requires different messaging and outreach, it is helpful to align your uncommon culinary plant with the appropriate customer segment.

<ul style="list-style-type: none"><input type="checkbox"/> Adventurous home cooks<input type="checkbox"/> Cultural communities<input type="checkbox"/> Chefs<input type="checkbox"/> CSA members<input type="checkbox"/> Health-focused shoppers	<ul style="list-style-type: none"><input type="checkbox"/> Gardeners<input type="checkbox"/> Educators / food literacy groups<input type="checkbox"/> Parents / family cooks<input type="checkbox"/> Sustainability-minded shoppers
--	--

Marketing Strategies: Aid



How will you achieve your marketing objectives?



Marketing Strategies Aid: Identifying Your Marketing Strategies (cont.)

This is a continuation of “Identifying your Marketing Strategies” started on the previous page.

5. What outreach tool will you use to sell your selected crop to the identified customer segment?

Choose the outreach tools that best match your primary goal. These are the tools that will most likely to work for each type of objective.

If your goal is awareness

use:

- Bold signage
- Free samples
- “What is this?” cards
- Market demonstrations

If your goal is trial

use:

- Bundles
- Recipe cards
- “Try me” discounts
- Chef demos

If your goal is repeat

purchases use:

- Seasonal recipes
- CSA education
- Storage tips
- Loyalty incentives

If your goal is cultural

storytelling use:

- Origin stories
- Cultural recipes
- Community partnerships
- Heritage-focused signage

6. When are you going to sell what crop? Seasonality is very important when it comes to uncommon culinary plants. Seasonality also impacts what message and outreach methods you will be using.

Early season

- Introduce the crop
- Build curiosity
- Educate on flavor and uses

Peak season

- Push trial
- Offer bundles
- Provide recipes

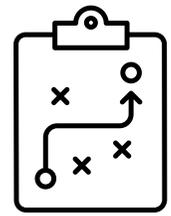
Late season

- Reinforce loyalty
- Promote storage ideas
- Encourage repeat purchases

7. What do you want customers to feel when they encounter your crop? Customers choose uncommon culinary plants to fit a place in their gardens or to fill a place on their plate. Common culinary plants are the staples, so it is important to connect with your customers on a more than transactional level.

- | | |
|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Curious | <input type="checkbox"/> Proud |
| <input type="checkbox"/> Inspired | <input type="checkbox"/> Adventurous |
| <input type="checkbox"/> Confident | <input type="checkbox"/> Nourished |
| <input type="checkbox"/> Connected | <input type="checkbox"/> Surprised |

Marketing Strategies



How will you achieve your marketing objectives?



In Case You Are Wondering: Importance of Branding

Branding is the identity and personality of your farm. It's how customers recognize you, remember you, and trust you; even before they know much about the plants you grow. It's the story you tell and the feeling people carry with them after they interact with you.

For farmers who specialize in uncommon culinary plants, branding is essential. These plants are unfamiliar to most customers so they may not know how to grow them, how to cook them, or why they're special. Without strong branding, uncommon culinary plants can feel confusing or risky. With strong branding, they become exciting discoveries.

When your branding is thoughtful and consistent, customers don't just buy into your expertise, your passion, and your mission to keep diverse crops alive. Branding turns uncommon plants from "What is this?" into "I have to try this."

Branding helps you:

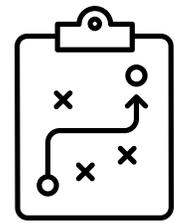
- Build trust so customers feel confident trying something new.
- Create curiosity around plants they've never seen before.
- Explain your value as a grower, educator, and curator of rare flavors.
- Make your plants feel special, not interchangeable with common varieties.
- Guide customers with clear, consistent messaging across tags, signage, and social media.
- Stand out from big box stores and generic nurseries.
- Tell the story behind each plant such as its heritage, purpose, and place in the kitchen.

Branding is not just a logo. It's the overall impression customers carry with them. It includes the:

- Look and feel of your farm materials
- Tone of your communication
- Story you tell about your plants
- Values you highlight
- Experience customers have when they buy from you



Marketing Strategies: Aid



How will you achieve your marketing objectives?



Marketing Strategies Aid: Creating Your Brand

Now that you have an idea of what branding can do for your business, you can start working on how to create your brand. Below is a fill-in-the-blank template to help you with creating your brand.

1. What do you want customers to feel when they buy your plants?

I want customers to feel: <<enter text>> (*curious, confident, supported, adventurous, connected to heritage, etc.*)

2. What values guide your farm?

Our core values are: <<enter text>> (*flavor, diversity, sustainability, education, cultural respect*)

3. What makes your uncommon plants special?

Our uncommon plants are special because: <<enter text>> (*flavor, history, resilience, cultural significance, rarity*)

4. What story do you want to tell about your farm and your plants?

- The story we want to tell: <<enter text>> (*preserving heritage crops, exploring global flavors, growing forgotten foods*)

5. How would you describe your farm's personality or tone?

Our farm's personality is: <<enter text>> (*warm, playful, educational, bold, earthy, scientific*)

6. What visual style fits your farm?

Our visual style should feel: <<enter text>> (*rustic, botanical, modern, colorful, minimalist*)

7. What message do you want customers to remember about your farm?

The message we want customers to remember is: <<enter text>> (*trusted source for distinctive food, reviving crops worth remembering*)

8. Where will your brand show up?

- | | |
|--|---|
| <input type="checkbox"/> Plant tags | <input type="checkbox"/> Binder pages |
| <input type="checkbox"/> Market signage | <input type="checkbox"/> Flavor sheets |
| <input type="checkbox"/> CSA newsletters | <input type="checkbox"/> Growing directions |
| <input type="checkbox"/> Social media | <input type="checkbox"/> Packaging |
| <input type="checkbox"/> Website | <input type="checkbox"/> Other:<<enter text>> |

9. What do you want your brand to promise customers?

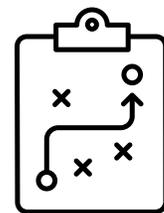
Our brand promise is: <<enter text>> (*"We'll help you succeed." "We grow plants with stories."*)

10. What makes your farm different from others? This ties directly to your UVP work.

We stand out because: <<enter text>> (*Flavor drives every growing decision, We make new foods approachable*)



Marketing Strategies: Aid



How will you achieve your marketing objectives?



Marketing Strategies Aid: Creating Your Brand - Example

Below is an example of a fictitious company and how a brand was created using the fill-in-the-blank template from the previous page. Your brand narrative can be combined into one paragraph, a bulleted list or as it is show below.

Brand Statement for: Willow & Thistle Farm, growers of uncommon culinary plants

Who We Are: Willow & Thistle Farm is a small, education-focused farm dedicated to growing uncommon culinary plants from around the world. We believe in flavor, diversity, and keeping lesser-known crops alive through hands-on teaching and storytelling.

What We Want Customers to Feel: We want customers to feel curious, supported, and confident when they try a plant they've never grown before. Our brand should feel like an invitation to explore.

Our Core Values: Flavor first. Cultural respect and crop diversity. Education and empowerment. Sustainability and soil health.

What Makes Our Plants Special: Our plants carry stories such as: cultural histories, unique flavors, and growing habits that connect gardeners to global food traditions. We specialize in crops that are hard to find anywhere else.

Our Brand Personality: Warm, encouraging, knowledgeable, and a little adventurous. We speak like a friendly guide who's excited to help you discover something new.

Our Visual Style: Botanical, earthy, and clean. Hand-drawn plant sketches, soft greens and browns, simple typography, and clear labels.

Our Brand Message: "We help gardeners discover and succeed with uncommon culinary plants."

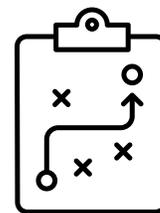
Our Brand Promise: "You'll never be left guessing. We'll teach you how to grow it, taste it, and enjoy it."

How Our Brand Shows Up: Clear plant tags with flavor notes. Market signage that highlights plant stories. Growing directions written in plain language. Social posts that teach, not just promote. CSA newsletters featuring plant histories and recipes.

What Makes Us Different: We don't just sell plants. We teach people how to grow and use them. We make uncommon plants approachable.



Marketing Strategies: Aid



How will you achieve your marketing objectives?



Marketing Strategies Aid: Creating A Profile Statement

You will need a consistent profile for use across different marketing channels. The template below offers a quick way to draft a profile you can adapt for farmers markets, websites, and other outreach materials.

1. Who are you?

My name is <<enter text>> and I grow food in <<enter text>> (location).

2. What is your focus?

I focus on growing <<enter text>> (types of crops) with an emphasis on <<enter text>> (flavor, biodiversity, cultural respect, soil health, etc.).

3. Why do you grow these plants?

I chose to grow <<enter text>> because <<enter text>> These plants matter to me because <<enter text>> .

4. What do our customers count on us for?

Customers can count on me for <<enter text>> (freshness, transparency, experimentation, tradition, sustainability, etc.).

5. How do we make our customers feel welcome?

I want people to feel <<enter text>> when they visit my stand or try my food.



Marketing Strategies Aid: Creating a Profile Statement - Example

Below is an example of a narrative that was built using the template above for a fictitious farm.

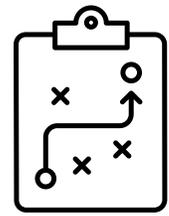
Fictitious Farm: *Bright Acre Botanicals*

Farmer: *Lila Moreno*

My name is Lila Moreno, and I grow food on a small hillside plot just outside Maple Ridge. I focus on growing heat-loving greens and heritage legumes with an emphasis on bold flavor and biodiversity. I chose to grow crops like amaranth, roselle, and tepary beans because they connect me to the foods my grandmother cooked and because they thrive in our warming summers. Customers can count on me for transparency, careful growing practices, and a steady stream of plants they may not have tried before. I want people to feel welcomed and curious when they visit my stand or taste something new from my farm.



Marketing Strategies: Aid



How will you achieve your marketing objectives?



Marketing Strategies Aid: Utilizing Your Brand

Now that you have created your brand, below is a worksheet guiding you through how to use your branding components.

1. How will your brand help customers trust your uncommon plants?

“My brand will build trust by: <<enter text>>” (clearer signage, better explanations, consistent tone, educational materials)

2. How will your brand help customers understand what makes your plants special?

“My brand will highlight what’s special by: <<enter text>> (storytelling, flavor notes, cultural history, plant identity sheets)

3. How will your brand help customers feel confident trying something new?

“My brand will increase customer confidence by: <<enter text>> (simple growing directions, flavor sheets, binder system, friendly tone)

4. How will your brand show up at your market stand or farm store?

- Signage
- Plant tags
- Table layout

- Packaging
- Staff communication
- Binder pages

- Flavor sheets
- Growing directions
- Other: <<enter text>>

5. How will your brand show up online or in print?

- Social media posts
- CSA newsletters
- Email updates

- Flyers or brochures
- Website

- Recipes or cooking tips
- Other: <<enter text>>

6. How will your brand help you stand out from other farms?

“My brand will help me stand out by: <<enter text>> (specializing in uncommon plants, offering education, unique flavor experiences)

7. How will your brand help you build customer loyalty?

“My brand will build loyalty by: <<enter text>> (binder system, seasonal updates, plant stories, consistent voice)

8. How will your brand support your pricing and value?

“My brand will support my pricing by: <<enter text>> (premium experience, expert guidance, rare crops, educational tools)

9. How will your brand help you communicate your farm’s values?

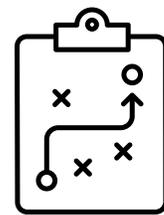
“My brand will communicate our values by: <<enter text>> (heritage, sustainability, diversity, flavor, education)

10. What is one action you can take this season to strengthen your brand?

“One action I will take this season is: <<enter text>> (redesign plant tags, create a flavor sheet, update signage)



Marketing Strategies: Aid



How will you achieve your marketing objectives?



Marketing Strategies Aid: Utilizing Your Brand - Example

Below is an example of a fictitious company and branding components can be used based upon the previous fill-in-in-the-blank template.

After defining their brand, Willow & Thistle Farm began using their branding strategy to guide their decisions throughout the season.

1. Market Stand Setup

Because their brand focuses on curiosity and education, they redesigned their market booth to feel like a “mini discovery station.” Customers lingered longer, asked more questions, and bought more plants.

- Each plant had a clear tag with flavor notes.
- A small sign read: “Ask us what this tastes like!”
- They added a binder customers could flip through with growing directions and plant stories.

2. Plant Tags and Signage

Instead of generic tags, they used their brand voice: warm, simple, and encouraging. This made unfamiliar plants feel approachable. “*Papalo: A bold, citrusy herb from Mexico. Loves heat. Great in tacos and salsas.*”

3. Social Media Posts

Their brand promise (“You’ll never be left guessing”) shaped their content. Their posts became mini-lessons, not sales pitches, and engagement grew. “*How to grow culantro in containers.*” “*What pipicha tastes like and how to use it.*” “*Three uncommon herbs that love hot weather.*”

4. CSA Communication

They added a “Meet Your Plant” section to each weekly newsletter. Members felt supported and excited to try new crops. It included:

- A short plant story
- A flavor description
- A simple recipe

5. Pricing Strategy

Because their brand emphasizes education and rare crops, they confidently priced their plants slightly higher than common varieties. Customers understood the value because the brand made it clear: “*You’re not just buying a plant; you’re buying guidance.*”

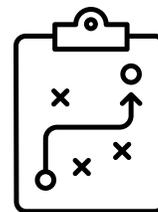
6. Customer Loyalty

They used their brand to build relationships. Their brand created a sense of community.

- They remembered what plants people tried last year.
- They encouraged customers to share photos of their uncommon plants.



Marketing Strategies: Aid



How will you achieve your marketing objectives?



Marketing Strategies Aid: Communicating Flavors To Your Consumers

Providing a sample is often requested by customers but sometimes providing a sample is not possible. So below is a worksheet in helping you communicate uncommon flavors to customers.

1. Identify the plant's flavor category. Choose the broad category that best fits the plant's overall flavor personality.

- Bright / Citrusy
- Earthy / Nutty
- Peppery / Spicy

- Herbal / Aromatic
- Mild / Delicate

- Sweet / Caramelized
- Savory / Umami

- Floral / Perfumed
- Other: <<enter text>>

2. Select 2–3 core flavor descriptors. Pick the words that best capture the plant's flavor. These should be sensory, not comparative.

- Bright
- Tangy
- Sweet
- Nutty

- Earthy
- Peppery
- Floral
- Herbal

- Grassy
- Toasty
- Rich
- Mild

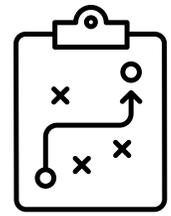
- Bold
- Crisp
- Creamy
- Other: <<enter text>>

3. Identify the plant's flavor strength. Is the flavor mild, medium, or bold? Describe how this strength works with other flavors. Example: Sunchoke have a noticeable flavor, but they don't overpower other ingredients.

4. Describe how it behaves in the kitchen by explaining how the flavor and texture change when cooked or prepared. Give one simple way to use it. Write your use-case sentence. Here is an example: *Sunchokes get creamy and slightly sweet when roasted, adding richness and a gentle nuttiness to soups, purees, and roasted vegetable mixes.*

5. Write the final flavor sentence. Combine your answers into one clear, customer-friendly sentence. Here is an example: *Sunchokes are a sweet, nutty root vegetable with a naturally creamy texture. They become rich and slightly sweet when roasted and make a delicious, earthy addition to soups, purees, and roasted vegetable dishes.*

Marketing Strategies:



How will you achieve your marketing objectives?



In Case You Are Wondering: Avoiding Cultural Appropriation

When marketing plants with deep cultural roots, it's important to describe them in a way that honors where they come from and the communities connected to them. Cultural appropriation can happen when elements of a culture (names, stories, traditions, or meanings) are used by people outside that culture in ways that are inaccurate, generalized, or disconnected from their original context. This often appears when we unintentionally speak for a culture we're not part of or rely on broad cultural claims instead of specific, accurate information.

This can easily happen when:

- Describing origins or history especially with plants that have strong culture references
- Referencing cultural practices you're not part of
- Writing short-format descriptions such as tags, chalkboards, CSA notes
- Attempting to guess at information
- Trying to make the plant sound more "interesting"

The goal of providing this section is to simply encourage you to be aware because customers may not know much about uncommon culinary plants and may look to you for context. This context is not often needed with common plants (tomatoes, peppers, basil) because most people already understand how to use them, and they're not usually tied to specific cultural narratives in the same way.

Avoiding cultural appropriation is important to your business because doing so:

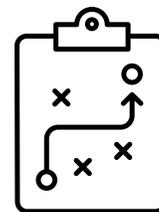
- Builds trust with customers who value transparency, accuracy, and respect.
- Protects your brand from unintentionally spreading misinformation or making claims you can't verify.
- Strengthens your educational role by helping customers learn the real names, real origins, and real culinary uses of uncommon plants.
- Honors the communities who developed, preserved, and passed down these crops.
- Keeps your messaging legally safe, especially around spiritual, or sacred claims.
- Positions you as a responsible grower not as someone using cultural stories as a sales hook.

Uncommon culinary plants already face the challenge of low customer familiarity. Clear, respectful, accurate messaging helps customers feel confident trying something new without relying on exaggerated cultural stories or myths. When you focus on what you can authentically speak to (how they grow it, what it tastes like, how they use it), you can create stronger, more trustworthy connections with your customers.

The bottom line: Be professional, show respect for your own and others' cultures, and do some basic research before creating marketing messages or talking points for uncommon culinary plants.



Marketing Strategies: Aid



How will you achieve your marketing objectives?



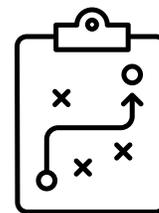
Marketing Strategies Aid: Checklist For Avoiding Cultural Appropriation

This checklist (below) is offered as a starting point for you and your staff to build awareness around avoiding cultural appropriation. It is not a comprehensive guide, and it's important to do your own research to deepen your understanding of this topic. The goal here is simply to support thoughtful, accurate, and respectful communication when describing uncommon culinary plants.

- Check for accuracy.
 - Is the plant's origin described correctly and specifically?
 - Is any cultural or historical detail something you can verify?
- Confirm historical claims.
 - Is this historical detail supported by recognized sources?
 - Is the language free of exaggeration or romanticized storytelling?
- Avoid guessing or filling in gaps.
 - Is every detail confirmed rather than assumed?
 - Are you avoiding unverified claims about rituals, ceremonies, or cultural meanings?
- Stay in the agricultural lane.
 - Are you focusing on growing traits, flavor, storage, and performance?
 - Are you avoiding claims about cultural meaning or spiritual importance?
- Avoid exoticizing language.
 - Are you avoiding words like "mystical," "sacred," or "magical"?
 - Is the plant being described based on real qualities rather than mystique?
- Keep cultures specific and accurate.
 - Are you naming a specific region, community, or tradition when appropriate?
 - Are you avoiding phrases that lump many cultures together?
- Avoid using culture as a sales hook.
 - Would the description still make sense if the cultural reference were removed?
 - Is the marketing centered on the plant's real qualities and uses?
- Use respectful, grounded phrasing.
 - Are you acknowledging origins without overstating your role or expertise?
 - Are you avoiding invented stories or romanticized ceremonial claims?
- Redirect cultural questions respectfully.
 - Are you avoiding speculation when customers ask about cultural traditions?
 - Are you guiding people toward reliable sources when needed?
- Review short-format materials carefully.
 - Is your tag, chalkboard, or label free of stereotypes or embellishment?
 - Are you sticking to growing information, flavor notes, and simple prep guidance?



Marketing Strategies: Aid



How will you achieve your marketing objectives?

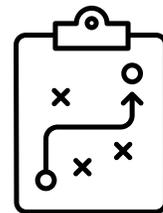


Marketing Strategies Aid: Determining What Plant Names To Use

Sometimes just determining what name to use in your marketing message may seem to be a chore. Below is a chart showing when to use various names and a few formatting guidelines. The Bambara bean was used as the example.

Name Type	When to Use	When to Avoid	How to Write / Format
Botanical Name	<ul style="list-style-type: none"> • When precision matters • Educational materials, signage, workshops • Distinguishing between similar species • Communicating with growers, advanced customers, gardeners • Farm plans, seed orders, research 	<ul style="list-style-type: none"> • Short-format materials with limited space • Casual conversations where Latin may overwhelm • When used to sound authoritative rather than to clarify 	<ul style="list-style-type: none"> • Always italicize the full Latin name: <i>Vigna subterranea</i>. • Capitalize the genus, lowercase the species. • Do not italicize cultivar names (<i>Vigna subterranea</i> 'XYZ'). • Do not add extra capitalization or quotation marks.
Common Name (North America)	<ul style="list-style-type: none"> • General customer conversations • Short-format materials (tags, chalkboards, labels) • When the English name is widely recognized 	<ul style="list-style-type: none"> • When the English name erases important distinctions • When the English name is inaccurate or invented • When it implies cultural meaning that isn't verified 	<ul style="list-style-type: none"> • Capitalize only proper nouns ("West African Bambara groundnut"). • Do not italicize English names • Avoid stylized spellings or quotation marks. • Keep it simple and familiar.
Cultural Name	<ul style="list-style-type: none"> • When the name is historically documented • When tied to a specific region or language • When adding respectful cultural context • When paired with the English name for clarity 	<ul style="list-style-type: none"> • When used to exoticize • When invented or guessed • When used as a sales hook • When presented without context 	<ul style="list-style-type: none"> • Use correct spelling and diacritics (Hausa: <i>Gurjiya</i>) • Do not italicize cultural names • Capitalize according to the rules of that language • Present alongside the English name ("Bambara groundnut, known as <i>Gurjiya</i> in Hausa...") • Write using Latin alphabet with proper diacritics; no italics.

Marketing Strategies: Aid



How will you achieve your marketing objectives?



Marketing Strategies Aid: Preserving Uniqueness When Describing Uncommon Culinary Plants

Comparing an uncommon culinary plant to a common plant can hurt its sales during the late Spring because customers already have their staples in the ground. Customers are looking for something special. This creates a communication quagmire. You want to say: “Pineberries are a strawberry hybrid” to help customers make a connection but if you do the uniqueness factor that is the strength of marketing uncommon culinary plants disappears. Below are some suggestions on how to address this problem and keep the novelty factor intact.

1. Identify the Risk of “Novelty Collapse” by asking: When customers hear your description, could they think: “I already grow something like that”?

Yes No

If yes, what common plant might they confuse it with?

Write it here: <<enter text>>

2. What does this plant do that the common one *cannot*? This defines what makes this plant *not* a substitute. Choose all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Unique flavor note | <input type="checkbox"/> Seasonal advantage |
| <input type="checkbox"/> Special texture | <input type="checkbox"/> Resilience or climate tolerance |
| <input type="checkbox"/> Cultural or heritage story | <input type="checkbox"/> Nutrient or wellness advantage |
| <input type="checkbox"/> Distinct cooking use | <input type="checkbox"/> Other: <<enter text>> |

Write a short statement about its non-substitute value: <<enter text>> . (*Thrives in conditions where common varieties fail, providing reliable harvests and climate-smart resilience.*)

3. How can you position this plant as a specialty item rather than a version of something common? This uses “category elevation” instead of making a comparison.

- | | |
|--|--|
| <input type="checkbox"/> “A chef-favorite ingredient known for...” | <input type="checkbox"/> “A traditional ingredient used in...” |
| <input type="checkbox"/> “A heritage crop with a long culinary history...” | <input type="checkbox"/> “A bold, aromatic plant that brings...” |
| <input type="checkbox"/> “A specialty green prized for...” | <input type="checkbox"/> Your version: <<enter text>> |

Draft your elevated category line: <<enter text>> (*A chef-forward ingredient celebrated for its bold flavor and unique kitchen performance.*)

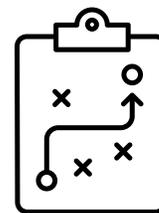
4. Highlight its unique role in the kitchen. What job does this plant do that the common plant doesn’t?

- | | |
|--|---|
| <input type="checkbox"/> Best for quick sautés | <input type="checkbox"/> Adds aroma to broths |
| <input type="checkbox"/> Great for finishing soups | <input type="checkbox"/> Works well raw in salads |
| <input type="checkbox"/> Perfect for pesto or sauces | <input type="checkbox"/> Shines in stir-fries |
| <input type="checkbox"/> Ideal for smoothies | <input type="checkbox"/> Other: <<enter text>> |

Write your “unique role” sentence: <<enter text>> (*Adds a fresh, expressive note when used raw in salads, offering a texture and flavor pop the common plant doesn’t deliver.*)



Marketing Strategies: Aid



How will you achieve your marketing objectives?



Marketing Strategies Aid: Preserving Uniqueness When Describing Uncommon Culinary Plants (cont.)

Below is the continuation of this aid that was started on the previous page.

5. Describe flavor without using plant comparisons. Choose 2-3 descriptors, not plant names.

- | | | | |
|--------------------------------------|-----------------------------------|---------------------------------|--|
| <input type="checkbox"/> Bright | <input type="checkbox"/> Aromatic | <input type="checkbox"/> Floral | <input type="checkbox"/> Mild |
| <input type="checkbox"/> Citrus-like | <input type="checkbox"/> Tangy | <input type="checkbox"/> Earthy | <input type="checkbox"/> Bold |
| <input type="checkbox"/> Peppery | <input type="checkbox"/> Savory | <input type="checkbox"/> Nutty | <input type="checkbox"/> Other: <<enter text>> |

Write your flavor line (no plant comparisons): <<enter text>> (*Delivers a crisp, earthy taste with a gentle sweetness underneath.*)

6. Create a “Why Grow This Too?” statement. Why should a customer add this plant to their garden *in addition* to what they already grow?

- | | |
|---|--|
| <input type="checkbox"/> Offers a flavor you can’t get from common greens | <input type="checkbox"/> Expands your cooking options |
| <input type="checkbox"/> Thrives when other greens struggle | <input type="checkbox"/> Introduces a new aroma or texture |
| <input type="checkbox"/> Adds diversity to summer or fall dishes | <input type="checkbox"/> Other: <<enter text>> |
| <input type="checkbox"/> Brings cultural or heritage value | |

Draft your “Why Grow This Too?” line: <<enter text>> . *Expands your harvest with a unique taste and a different way to cook from what you already grow.*

7. Combine Into a Ready-to-Use Market Description. Use this formula:

- Elevated Category + Unique Role + Flavor Description + Why Grow This Too
- Draft your final description: <<enter text>> .

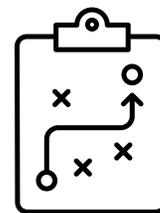


Marketing Strategies Aid: Preserving Uniqueness When Describing Uncommon Culinary Plants - Example

Below is an example of how you can use the worksheet above to create a flavor description without comparing it with a common plant and without a tasting element.

A nutrient-dense leafy green with a long culinary history, purslane brings a bright, lemony crunch that works in salads, sautés, and fresh toppings. It adds a distinctive, seasonal flavor without competing with familiar greens. It also thrives in low-input, drought-tolerant systems, making it an easy, resilient crop for farmers looking to strengthen ecological diversity.

Marketing Strategies: Aid



How will you achieve your marketing objectives?

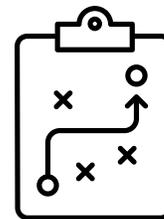


Marketing Strategies Aid: Addressing Marketing Challenges Of Uncommon Culinary Plants

Uncommon culinary plants sometimes come with challenges: limited public knowledge, unclear nutritional information, assertive growing nature, or parts of the plant that must be prepared correctly to avoid toxicities. This checklist aid can help you communicate confidently and stay transparent while still celebrating the value of these crops. Always check with your legal advisor for appropriate language.

- 1. Edibility & Safe Use:** Uncommon plants often have edible and non-edible parts or parts requiring simple preparation steps. Your role is to give customers clear, confidence-building guidance.
 - I know which parts of the plant are edible.
 - I know which parts should *not* be eaten.
 - I understand basic preparation steps (*cook, peel, soak, sauté, etc.*).
 - I can explain these steps in simple, friendly language.
 - I avoid alarming words and use confidence-building phrases like “Best when cooked first.”
- 2. Flavor, Texture & First-Time Expectations:** Uncommon crops may taste stronger, earthier, or more bitter than common plants. Your role is to set expectations, so customers aren’t surprised.
 - I can describe the flavor honestly and simply.
 - I can offer a “start small” suggestion for new customers.
 - I have a quick recipe or cooking method ready to share.
- 3. Cultural Context & Traditional Use:** Many uncommon plants have deep cultural roots or traditional cooking methods. Your role is to share context respectfully and accurately.
 - I know the plant’s cultural or traditional uses.
 - I can share a short story or origin without stereotyping.
 - I can pronounce the plant’s name or provide a phonetic spelling.
 - I avoid making health claims or unverified statements.
 - I avoid cultural appropriation.
- 4. Storage, Shelf Life & Handling:** Some uncommon plants wilt quickly or need special handling. Your role is to help customers succeed at home.
 - I know how long the plant lasts once harvested.
 - I can give simple storage instructions.
 - I can offer tips for freezing, drying, or preserving if relevant.
 - I can explain natural variations in size, shape, or color.
- 5. Availability, Pricing & Market Expectations:** Uncommon crops may be seasonal, limited, or priced differently. Your role is to communicate clearly so customers understand the value.
 - I can explain why availability may be limited.
 - I can describe why the price may differ from common crops.
 - I can offer small bunches or sample sizes for first-time buyers.
 - I can suggest substitutes when the crop is out of season.

Marketing Strategies: Aid



How will you achieve your marketing objectives?



Marketing Strategies Aid: Addressing Marketing Challenges Of Uncommon Culinary Plants (cont.)

This is a continuation of the previous page.

- 6. When Information Is Limited:** Scientific data (*nutrition, storage studies, etc.*) may be scarce. Your role is to be transparent and rely on what is known.

 - I am honest when nutritional or scientific data is limited.
 - I rely on traditional knowledge and farmer experience.
 - I avoid making health claims.
 - I know when to say, “Let me look into that.”

- 7. Farmer Safety & Responsibility:** If you’re unsure about safety, preparation, or edibility, don’t sell the plant. Your role is to protect yourself and your customers.

 - I only sell plants I understand well enough to explain.
 - I avoid selling plants with unclear or disputed edibility.
 - I double-check any preparation steps that affect safety.
 - I stay within my role as a farmer, not a medical or nutrition expert.

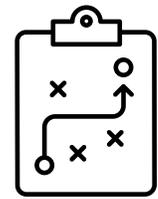
- 8. Toxicities, Cautions & Safe Preparation:** Some uncommon plants have parts that must be cooked, processed, or avoided entirely. Your role should be to communicate clearly without alarming customers.

 - I know whether the plant has any parts that are toxic or not edible.
 - I understand what preparation steps reduce or remove natural compounds (*cooking, soaking, etc.*).
 - I can explain these steps in simple, calm, confidence-building language.
 - I avoid using words like “poisonous” or “dangerous” and instead use phrases like “Best when cooked first.”
 - I do not sell the plant unless I am confident about safe use.

- 9. Aggressive Growing Nature (Invasiveness):** Some uncommon plants spread quickly or self-seed aggressively. Your role is to help customers grow responsibly without discouraging them.

 - I know whether the plant spreads easily or can become invasive in some regions.
 - I can offer responsible growing tips (*containers, harvesting before seed set, regular thinning, etc.*).
 - I avoid fear-based language and instead focus on management (“*Grows assertively so it is best planted in a pot or controlled bed*”, etc.).
 - I am aware of any local restrictions or recommendations for this plant.
 - I only promote the plant in ways that support ecological responsibility.
 - I am aware that the plant being sold is not on the state’s list of invasive species.

Marketing Strategies



How will you achieve your marketing objectives?



In Case You Are Wondering: Pricing Strategy For Uncommon Culinary Plants

Pricing tiers help you organize your products into clear, intentional price levels that match different types of customers and sales channels. Understanding these tiers helps you set prices that are consistent, profitable, and aligned with the value you're offering, whether you're selling to chefs, market shoppers, or specialty buyers.

Wholesale Tier

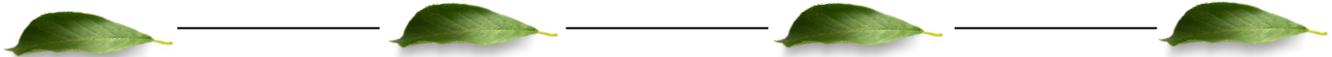
- Audience: Larger orders, distributors, institutions, chefs who buy in bulk.
- Formula: Floor price (costs) + modest markup = ensures sustainability while staying competitive.
- This is your lowest per-unit price.
- Often negotiated as chefs and wholesale buyers expect discounts.
- Works best when volume offsets lower margins.

Base Retail Tier

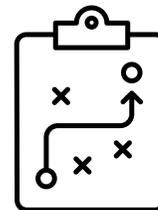
- Audience: Everyday customers (*farmers markets, CSA members, online shoppers, etc.*).
- Formula: Floor price + retail markup + UVP markup. This reflects uniqueness, story, and direct-to-consumer value. Floor price is your true cost + your minimum acceptable profit.
- This is your standard retail price.
- Customers pay more because they value freshness, uniqueness, heritage, and direct connection to the farmer.
- UVP markup captures the "why it's special" factor.

Premium Tier

- Audience: Gourmet stores, specialty retailers, select chefs who value exclusivity.
- Formula: Base retail tier + premium margin (often 20–40% higher).
- Premium pricing works when scarcity, uniqueness, or branding justify it.
- Chefs may ask for wholesale pricing, but premium positioning can still apply if you emphasize exclusivity (*"limited harvest," "only available here," etc.*).
- Specialty grocers are often more willing than chefs to pay premium margins.



Marketing Strategies: Aid



How will you achieve your marketing objectives?



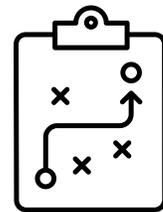
Marketing Strategies Aid: Setting A Price For Uncommon Culinary Plants

Pricing an uncommon culinary plant can feel tricky when there's no local reference point to guide you. Instead of guessing or underpricing, you can use a simple, step-by-step process to build a fair, confident price based on real costs, crop characteristics, and customer response. This aid walks you through that process so you can price specialty crops with clarity and consistency.

- 1. Start with your true costs.** This prevents underpricing, which the most common mistake.
 - a. Calculate your total cost per unit such as per bunch or per pound.
 - Seed or propagation cost
 - Labor (*planting, weeding, harvesting, washing, etc.*)
 - Inputs (*compost, amendments, water, etc.*)
 - Packaging (*rubber bands, bags, labels, etc.*)
 - Market fees or CSA distribution costs
 - b. Quick formula: $\text{Cost per unit} = \text{Total costs} \div \text{Expected units harvested}$. (*If your total costs for the bed are \$120 and you expect 40 bunches, your cost per bunch is \$3*).
 - c. This gives you the minimum price you must charge to break even.
- 2. Add a Fair Profit Margin.** Uncommon crops often require more education and carry more risk, so many small-scale and specialty-crop farmers add 30–60% above cost to cover the following:
 - Time spent educating customers
 - Lower yields
 - Higher risk
 - Specialty value
 - Example: *If your cost is \$2.00 per bunch then a fair price is \$2.60–\$3.20.*
- 3. Compare to “Nearest Neighbor” crop when no price exists.** Use similar crops as reference points. This gives you a realistic price range customers already understand. Choose crops that match in:
 - Labor intensity
 - Flavor category
 - Seasonality
 - Fragility
 - Niche appeal
 - Example: *Compare callaloo to spinach or chard, compare papalo to cilantro, compare amaranth greens to kale, or compare culantro to herbs like basil*
- 4. Factor in rarity & cultural value as uncommon plants often justify a premium.** Increase the price if the plant has:
 - Cultural significance
 - Limited availability
 - High demand among specific communities
 - Strong storytelling value
 - Unique flavor or culinary uses
 - Example: *A \$1–\$2 premium over the nearest neighbor crop is common and accepted.*



Marketing Strategies: Aid



How will you achieve your marketing objectives?



Marketing Strategies Aid:

Setting A Price For Uncommon Culinary Plants (cont.)

These steps are continued from the previous page

5. **Test customer response at market.** Real-world feedback is the most reliable pricing guide. Use this simple test:
 - If customers buy quickly, the price may be too low.
 - If customers hesitate but still buy, then the price is right.
 - If customers admire but don't buy, then the price may be too high or they need more education.
 - Adjust in small increments.
 - \$0.25–\$0.50 for herbs
 - \$0.50–\$1.00 for greens
 - \$1–\$2 for specialty items
6. **Offer a “First-Time Buyer” Size.** This reduces risk for customers and helps you keep your price fair. For example, offer a half bunch, a small bag, or a “Try-it” bundle. This lets you keep your price where it belongs without scaring off new customers.
7. **Reevaluate each season as uncommon crops evolve as demand grows.** Review by asking the following questions. If the answers are yes, then you can raise the price next season.
 - Did customers ask for it by name?
 - Did chefs request it?
 - Did you sell out consistently?
 - Did you have to explain less over time?

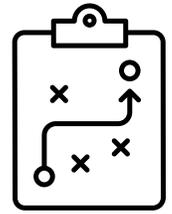


Marketing Strategies Aid: Using A Quick Pricing Aid When No History is Available

Below is a quick pricing aid that you can use if you need to create a price without any previous history.

1. My cost per unit is: \$ <<enter text>>
2. My profit margin is: <<enter text>> %
3. Nearest neighbor crop price is: \$ <<enter text>>
4. My rarity value premium is: \$ <<enter text>>
5. My starting price will be: \$ <<enter text>>
6. Customer response suggests I should: Raise price, keep price, or lower price. Choose one.

Marketing Strategies: Notes

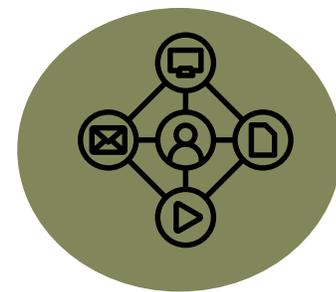


How will you achieve your marketing objectives?



Marketing Strategies Notes:
How do you plan to use your marketing strategies
to meet your objectives?

Marketing Channels



Where will you promote your products to reach your audience?



Section Guidance

Marketing channels are various ways you can use to reach your customers. This section communicates what marketing channels can be used, where and how strategies can be carried out. Thus, ensuring the right audiences are accessed, your resources are used efficiently, and marketing results can be measured.



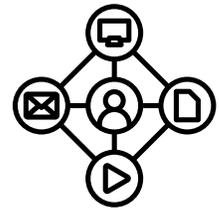
In Case You Are Wondering: Marketing Channels

The numerous ways you can reach your customer have been grouped into four general Marketing Channel categories. By using elements from each category, you can create a broad and diverse marketing approach. The “Channel Costs” column will be described on the following page.

Category	Description	Importance	Channel Costs
Visual Branding	Defines how design elements are applied across your marketing plan. It establishes the visual foundation, ensuring consistency and recognition throughout every marketing channel.	Establishes recognition, builds trust, and communicates values through consistent identity. It is the foundation of perception and makes your business feel credible and memorable.	Owned
Advertising	Is the use of paid or promotional actions to extend your reach into specific marketplaces. Connects you with audiences beyond your immediate network, creating visibility and driving awareness where organic efforts are hard to reach.	Drives immediate visibility and awareness. It is transactional and short-term, designed to capture attention quickly and generate sales or traffic.	Paid
Content Marketing	Is the practice of building lasting relationships with customers by engaging them through storytelling, education, and valuable information. It focuses on creating trust and loyalty rather than immediate sales.	Builds long-term relationships, educates audiences, and fosters loyalty. It is relational and ongoing, designed to deepen understanding and community connection.	Earned
Partnerships	Leverages relationships with organizations, individuals, and networks to expand reach, add credibility, and create shared value.	Expands reach, builds credibility, and creates shared value through trusted relationships.	Earned

Marketing Channels

Where will you promote your products to reach your audience?



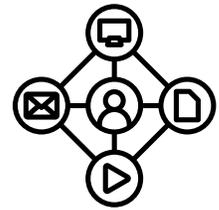
In Case You Are Wondering: Marketing Channel Cost Categories

Channel cost categories can be grouped into three categories: Owned, Earned, and Paid. Knowing these categories is practically important because it helps you determine where to invest limited time and resources while balancing cost with credibility. By building a mix of these categories into your overall marketing plan, you can reach your target audiences in the most cost effective way.

Media Type	Description	Importance	Examples
Earned	Publicity or exposure gained organically through third parties without payment.	Adds credibility and trust because it comes from external validation rather than self-promotion.	Press coverage, word-of-mouth, influencer mentions, social media shares, reviews, and community recognition
Owned	Communication channels that you completely own and control.	Offers full control over messaging, builds long-term brand equity, and directly engages audiences.	Websites, blogs, email newsletters, packaging, farm signage, and social media accounts
Paid	Advertising placements purchased to broadcast your brand's message to target audiences.	Provides immediate reach, precise targeting, and scalable visibility, though, it requires ongoing investment.	Print ads, radio spots, sponsored social posts, pay-per-click campaigns, display ads, and sponsored content

Marketing Channels

Where will you promote your products to reach your audience?

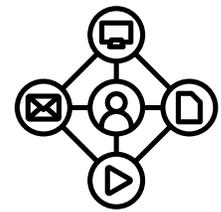


Side-by-Side Comparison: Uncommon vs. Common Culinary Plants

The chart (below) compares uncommon and common culinary plants and how each of the Marketing Channels apply to them.

Component	Uncommon	Common
Examples	Sunchokes, amaranth, chickweed	Tomatoes, peppers, basil
Visual Branding	Use distinctive, heritage-inspired design with earthy palettes, cultural motifs. Tell your story through packaging and icons. Goal: signal uniqueness and authenticity.	Use clean, familiar branding with an emphasis on freshness, reliability, and affordability. Goal: reinforce trust and everyday usability.
Advertising	Focus on education and intrigue by using cooking demos, chef collaborations, cultural tie-ins, social media storytelling. Ads highlight novelty and sustainability.	Focus on efficiency and scale by using supermarket flyers, seasonal promotions, bulk discounts, mainstream digital ads. Ads highlight price and convenience.
Content Marketing	High-touch, narrative content by blogging on heritage crops, recipe videos, farmer stories, cultural context. Goal: Reduce barriers and inspire trial.	Practical, utility-driven content by using meal prep tips, seasonal reminders, loyalty program updates. Goal: Reinforce habits and maintain retention.
Partnerships	Essential for building awareness, credibility, and education around unfamiliar crops through chefs, schools, and customer segments.	Useful for reinforcing demand and scaling distribution with retailers, distributors, and other customer segments.
Audience Engagement	Interactive channels: workshops, tastings, farm tours, influencer chefs. Engagement builds confidence and curiosity.	Broad channels: mass advertising, CSA newsletters, supermarket promotions. Engagement reinforces familiarity and loyalty.
KPIs Linked to Channels	Engagement metrics (shares, comments, event participation, etc.), awareness growth, trial rates	Sales volume, retention rates, coupon redemption, distribution efficiency

Marketing Channels



Where will you promote your products to reach your audience?



In Case You Are Wondering: Visual Branding Marketing Channel Categories

Visual branding communicates who you are and your company's brand through design (color, font use, layout, etc.). It helps people recognize you at-a-glance and builds familiarity over time. Here are some general guidelines on how to create your visual brand.

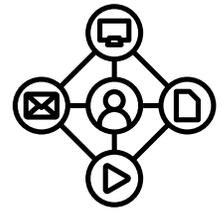
- Start with a clear identity of who you are.
- Know your audience.
- Keep it simple so customers can quickly recognize, identify with and use the various components.
- Maintain consistency by using a style guide for your business.
- Create templates so everything is consistent and you can adapt where needed but still maintain a cohesive look and feel.
- Use eco-friendly and authentic materials.

Below is a list of visual branding elements you might consider using in your marketing plan.

Component	Description	Importance	Examples
Branding (Logos, Iconography, Typography, Color Palette)	Core design assets used across all platforms (packaging, signage, social media, advertising, etc.).	Provides instant recognition, unify all marketing efforts, and communicate values consistently.	Logo inspired by native plants, earthy color palette, heritage-style typography
Labeling	Printed or applied information on packaging (logos, product names, nutritional info, heritage story, etc.).	Communicates essential details, reinforces brand identity, and tells the product's story to build trust.	Labels with heritage crop stories, QR codes linking to recipes, eco-certification seals
Packaging	The physical container or wrapping for produce or value-added products (boxes, jars, bags, seed kits, etc.).	Acts as a "silent salesperson," attracts attention, conveys heritage, sustainability, and builds trust at point of sale; protects products, enhances shelf appeal, and conveys quality; and acts as a tactile and visual first impression	Recyclable boxes for CSA produce, glass jars for pickles, cloth bags for herbs
Value-Added Product Packaging	Branding for processed goods (flour, teas, pickles, etc.).	Extends brand recognition beyond fresh produce, adds perceived value, and opens new revenue streams.	Tea tins with botanical illustrations, flour bags with heritage crop logos, pickle jars with rustic labels

Marketing Channels

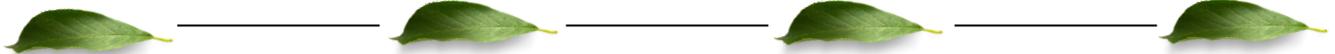
Where will you promote your products to reach your audience?



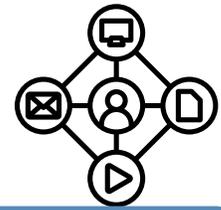
In Case You Are Wondering: Visual Branding Marketing Channel Categories (cont.)

This is a continuation of the visual branding elements you might consider started on the previous page.

Component	Description	Importance	Examples
Market Booth Displays	Signage, banners, sample trays, and overall booth presentation	Creates a professional, welcoming atmosphere that draws shoppers in and differentiates uncommon produce.	Rustic chalkboard signs, colorful banners, sample trays with recipe cards
Farm Stands, On-Farm Signage	Visual identity applied to farm stands and on-site signage. Make it easy to spot and introduce customers to your farm's story.	Reinforces brand recognition locally, builds consistency, and signals professionalism to visitors.	Hand-painted farm signs, branded roadside boards, seasonal crop boards
Website Design	Layout, imagery, navigation, and digital presentation of the farm online.	Provides a credible digital storefront, makes information accessible, and reflects the farm's identity.	Clean homepage with farm logo, photo galleries of crops, online CSA sign-up
Social Media Profiles	Visual presentation across platforms (profile icons, cover photos, branded templates, etc.).	Ensures cohesive identity across digital channels, strengthens recognition, and supports storytelling.	Instagram profile with branded icon, Facebook cover photo with farm logo, TikTok video templates



Marketing Channels



Where will you promote your products to reach your audience?



Your Turn: Choosing Visual Branding Marketing Channels

Fill in the blanks (below) to create the Visual Brand section of your marketing plan. The items marked with an asterisk (*) should be included but add the others if they fit into your business model.

1. Introduction*

This visual branding channel will focus on <<enter text>> (main approach: *heritage-inspired design, eco-friendly packaging, consistent farm identity, etc.*) to achieve our marketing objectives.

2. Branding Elements* (Logos, Iconography, Typography, Color Palette)

Our core visual identity includes a logo that represents <<enter text>> (farm values: *heritage, sustainability, innovation, etc.*), iconography inspired by <<enter text>> (*plants, cultural motifs, local landscape, etc.*), and typography that conveys <<enter text>> (tone: *rustic, modern, playful, etc.*).

3. Labeling*

Labels will include <<enter text>> (information: *product name, heritage story, nutritional info, certifications, etc.*) and use <<enter text>> (visual elements: *logo, typography, iconography, etc.*) to reinforce <<enter text>> (brand identity: *heritage grower, sustainable farm, innovative producer, etc.*).

4. Packaging*

Our packaging for <<enter text>> (product name) will use <<enter text>> (materials: *recyclable paper, glass jars, cloth bags, etc.*) and feature <<enter text>> (design style: *rustic, modern, heritage motifs, etc.*) to communicate <<enter text>> (values: *sustainability, tradition, uniqueness, etc.*).

5. Value-Added Product Packaging

For products like <<enter text>> (processed goods: *flour, teas, pickles, etc.*), packaging will highlight <<enter text>> (*heritage story, sustainability message, flavor notes, etc.*) with <<enter text>> (design elements: *icons, typography, illustrations, etc.*).

6. Farmers Market Booth Displays

At markets, our booth will feature <<enter text>> (elements: *banners, chalkboard signs, sample trays, etc.*) designed in <<enter text>> (color scheme, style) to create a <<enter text>> (atmosphere: *welcoming, rustic, professional, etc.*).

7. Farm Stands / On-Farm Signage

Our farm stand will display <<enter text>> (signage type: *hand-painted boards, printed posters, etc.*) with <<enter text>> (logo, iconography, etc.) to ensure customers recognize us as <<enter text>> (brand identity).

8. Website Design

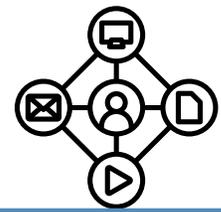
Our website will use <<enter text>> (logo, color palette, typography, imagery style) and highlight <<enter text>> (content: *product photos, heritage stories, CSA sign-up, etc.*) to reflect our brand identity online.

9. Social Media Profiles

Our social media accounts will use <<enter text>> (profile image, logo) and maintain a consistent <<enter text>> (visual style: *rustic photography, bold graphics, heritage motifs*) across platforms like <<enter text>> (*Instagram, TikTok, Facebook, etc.*).



Marketing Channels



Where will you promote your products to reach your audience?



Your Turn: Choosing Visual Branding Marketing Channels - Example

Below is a completed example of Visual Branding Marketing Channel section. This example is based on the fill-in-the-blank template found on the previous page. The topics marked with an asterisk (*) are important topics to add to your marketing plan. To enter your information, remove the italicized text. Then insert your text into the section. You will also want to add in a picture of the graphics used in the right column.

Introduction*

Our visual branding channel will focus on heritage-inspired design and eco-friendly packaging to achieve our marketing objectives. By creating a consistent identity across all touchpoints, we will build recognition and trust for our uncommon culinary plants.

Branding Elements *

*(Logos, Iconography, Typography, Color Palette)
Our core visual identity includes a logo featuring a stylized heirloom root vegetable framed by native plant motifs, symbolizing both tradition and sustainability. Iconography is inspired by local flora and seed patterns, while typography uses a rustic serif font paired with clean modern sans-serif for clarity. The color palette emphasizes earthy greens, warm browns, and vibrant accents drawn from crop colors to unify all marketing efforts.*

Describe on the left.
Provide graphic examples on the right.

Labeling*

Labels include the plant name, heritage story, nutritional highlights, and QR codes linking to recipes. Visual elements such as our logo and seed-pattern iconography reinforce our identity as a heritage-focused, sustainable farm.

Describe on the left.
Provide graphic examples on the right.

Packaging*

Our packaging for fresh produce boxes and CSA shares will use recyclable kraft paper and compostable produce bags. Designs will feature hand-drawn illustrations of uncommon crops to communicate authenticity, sustainability, and uniqueness.

Describe on the left.
Provide graphic examples on the right.

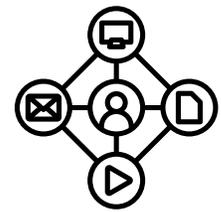
Value-Added Product Packaging

For products like heritage grain flour, herbal teas, and pickled roots, packaging will highlight the cultural story and flavor notes with botanical illustrations, heritage typography, and eco-friendly tins or jars.

Describe on the left.
Provide graphic examples on the right.



Marketing Channels



Where will you promote your products to reach your audience?



Your Turn: Choosing Visual Branding Marketing Channels – Example (cont.)

Below the rest of the Visual Branding Marketing Channel section, which had been started on the previous page.

Farmers Market Booth Displays

At markets, our booth will feature wooden signage, chalkboard menus, and colorful banners designed in earth-tone palettes with crop illustrations to create a welcoming, rustic atmosphere. Sampling trays will include recipe cards with heritage stories.

Describe on the left.
Provide graphic examples on the right.

Farm Stands / On-Farm Signage

Our farm stand will display hand-painted boards and seasonal crop posters with our logo and seed-pattern iconography to ensure customers recognize us as a heritage grower committed to sustainability.

Describe on the left.
Provide graphic examples on the right.

Website Design

Our website will use the farm logo, earthy color palette, and rustic typography and highlight photo galleries of uncommon crops, heritage stories, and CSA sign-up options. The design will reflect our brand identity online as authentic, approachable, and educational.

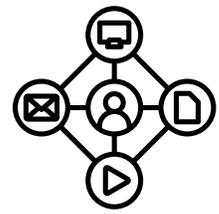
Describe on the left.
Provide graphic examples on the right.

Social Media Profiles

Our social media accounts will use the farm logo as profile images and maintain a consistent visual style of rustic photography and heritage-inspired graphics across platforms like Instagram, TikTok, and Facebook. Posts will emphasize storytelling, recipes, and behind-the-scenes farm visuals.

Describe on the left.
Provide graphic examples on the right.

Marketing Channels: Aid



Where will you promote your products to reach your audience?



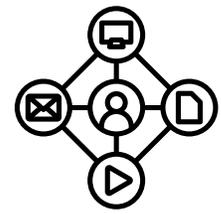
Marketing Channels Aid: Creating A Farmers Market Booth

Below are some hints as you develop your farmers market booth. You find some examples on the following pages.

- Keep in mind this booth is a store. It needs to be more than a window display. It needs to be an engaging experience.
- Your booth needs to immerse a customer through the use of color, aromas, stories and layout. Do this by simple, eye-catching, signs and displays.
- You need to engage the customer by encouraging them to interact with the items through taste, touch, or getting questions answered. Appeal to your customer's sensory side by offering samples, providing aromas, creating arrangements of textures. You can create aromas in your space by placing aromatic herbs in places customers have to brush against them.
- Your booth also needs to connect your farm's identity, values and mission to what you are selling. This makes the customer feel like they are a part of something larger like helping the planet by buying sustainable food rather than just buying a root vegetable. You can do this by smiling and warmly greeting customers and making them feel like they are part of the team to create a better planet by buying uncommon culinary plants.
- Make sure have a way to capture emails at the booth so your story with this customer continues after the market.



Marketing Channels: Aid



Where will you promote your products to reach your audience?



Marketing Channels Aid: Creating A Farmers Market Booth

Cohesive Color Scheme

Company colors were coordinated with display colors and graphics.

Clear Signage

This creates different spaces for each plant so each plant has a place to shine and tell its story.

Clean And Inviting

The background clutter was removed when the customers started to arrive.

Next steps for this booth include:

The next improvement steps include:

- Company sign text will be more interesting and not so horizontal.
- Tasting elements will be added.
- Working on how to add aroma components.
- Creating a snappier name for each plant vignette.
- Website will be posted and will be more part of the booth to create an immersive experience.
- The poster attached to the table is too low so we are trying to figure out a way to bring to eye level.
- Pay more attention to the background such find a better spot for the cart.



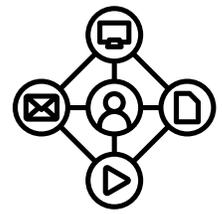
Eye Catching Visual

This simple sign stopped many people because they were tried to see how many plants they could identify. Work is being done to move this up to eye level.

Plants Organized

The two plants on the left are natives; while the plants on the right are not.

Marketing Channels: Aid



Where will you promote your products to reach your audience?



Marketing Channels Aid: Creating A Farmers Market Booth

Use Props

A teapot was used to let people quickly know that this plant makes a lovely tea and was atop of 2 layers of coordinating fabric.

Wooden Crates At Different Heights

These create different spaces for each plant so that each plant had a place to shine and tell its story.

Clear Containers

Customers can see how plants were growing both above and below the ground. This was a great conversation starter and curiosity exhibit.



Information Sheets

These sheets provide growing, use and storytelling information. Customers frequently took pictures of these sheets when they bought plants but also those who didn't purchase and wanted to learn more about the plants took phone pictures.

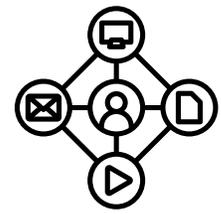
Recipe Cards

A recipe was made available for people to take a phone picture.

Abundance of Plants

As many plants as possible were put on the table to look full but not overcrowded.

Marketing Channels: Aid



Where will you promote your products to reach your audience?



Marketing Channels Aid: Farmers Market Booth Checklist

Below is a checklist of how to make your booth inviting to customers.

Visual Design

- Clear, hand-painted or printed signage with farm name and plant labels
- Layered displays using crates, baskets, and risers for depth
- Seasonal colors and textures such as flowers, fabrics, natural wood
- Clean, organized layout with visible pricing

Product Presentation

- Full, abundant displays that look fresh and inviting
- Labels highlighting uniqueness such as “Heritage Beans”
- Bundles or samplers for easy decision-making
- Eco-friendly packaging or take-home options

Storytelling & Signage

- Short plant stories or cultural notes on signs
- Farmer’s voice: “We grow this because...”
- Recipe cards or QR codes linking to cooking ideas
- Signs that connect plants to heritage, sustainability, or flavor

Sensory Engagement

- Samples or tastings available
- Fresh herbs or flowers for aroma
- Produce arranged for touch and exploration

Hospitality & Interaction

- Warm greetings and friendly conversation
- Staff ready to explain how to cook or store uncommon plants
- Interactive moments such as recipe tips, quick demos
- Inviting space that encourages lingering and questions

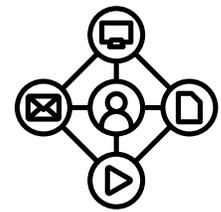
Memorable Extras

- Seasonal décor but make sure customers can quickly distinguish seasonal décor from merchandise and information.
- Educational flyers or workshop invites
- Small giveaways such as seed packets, stickers, recipe cards
- CSA sign-up or farm tour promotion



Marketing Channels

Where will you promote your products to reach your audience?



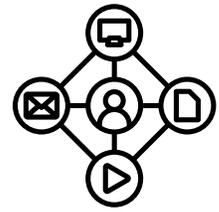
In Case You Are Wondering: Advertising Marketing Channel Categories

Below is a list of possible advertising components you might consider to use as part of your advertising marketing channel plan.

Component	Description	Importance	Examples
Branding (Logos, Iconography, Typography, Color Palette)	Paid promotion through established offline channels (print, broadcast, outdoor media, etc.)	Builds credibility with local audiences, reaches demographics who are less active online, and reinforces brand presence in physical spaces.	Newspaper ads, radio spots, billboards, flyers at community centers
Digital Advertising	Online ads across search engines, social platforms, and websites (display, video, native ads, etc.)	Provides precise targeting, measurable results, and scalable reach beyond local markets.	Google Ads, Instagram sponsored posts, YouTube pre-roll ads
Event & Sponsorship Advertising	Promotional presence at events, festivals, or markets through sponsorships or branded booths	Builds community trust, creates direct engagement, and positions the brand as a supporter of local culture.	Sponsoring a food fair, branded booth at a farmers market, chef competition sponsorship
Direct Advertising Tools	Outreach through direct communication channels such as email, SMS, or mail	Creates personalized contact, drives repeat sales, and strengthens customer loyalty.	Email campaigns, text promotions, mailed coupons or catalogs
Influencer & Partnership Advertising	Paid collaborations with individuals or organizations who have established audiences	Extends reach quickly by leveraging trusted voices, adds credibility through association, and introduces products to new markets.	Chef endorsements, food blogger partnerships, co-branded promotions with local businesses

Marketing Channels

Where will you promote your products to reach your audience?



Your Turn: Choosing Advertising Marketing Channels

Fill in the-blanks (below) to create the Advertising section of your marketing plan. The item marked with an asterisk (*) should be included but add the others if they fit into your business model.

1. Introduction to Advertising *

Our advertising strategy will extend our reach beyond our immediate community by using <<enter text>> (types of advertising: *digital ads, event sponsorships, influencer partnerships, etc.*). This will help us connect with <<enter text>> (target audience: *chefs, home cooks, gardeners, cultural communities, etc.*) and build awareness of <<enter text>> (specific uncommon plants/produce).

2. Traditional Media Advertising

We will advertise through <<enter text>> (*print ads, radio spots, flyers, billboards, etc.*) to reach <<enter text>> (*local audience, regional buyers, older demographics, etc.*). This will reinforce our identity as <<enter text>> (*heritage grower, sustainable farm, innovative producer, etc.*).

3. Digital Advertising

We will use <<enter text>> (*Google Ads, Instagram sponsored posts, YouTube pre-roll ads, etc.*) to target <<enter text>> (*specific demographics, geographic areas, culinary enthusiasts, etc.*). These ads will highlight <<enter text>> (*unique qualities of plants, sustainability values, heritage stories, etc.*).

4. Event & Sponsorship Advertising

We will sponsor or participate in <<enter text>> (*local food fairs, chef competitions, farmers markets, etc.*) to build community trust and visibility. Our presence will include <<enter text>> (*branded booth, banners, product samples, etc.*) to showcase <<enter text>> (*uncommon crops, value-added products, etc.*).

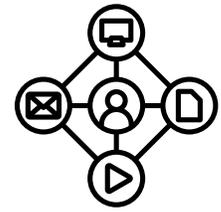
5. Direct Advertising Tools

We will send <<enter text>> (*email campaigns, SMS promotions, direct mail postcards, etc.*) to <<enter text>> (*CSA members, loyal customers, chefs, restaurants, etc.*). These messages will emphasize <<enter text>> (*seasonal availability, heritage stories, special offers, etc.*).

6. Influencer & Partnership Advertising

We will collaborate with <<enter text>> (*chefs, food bloggers, local businesses, cultural organizations, etc.*) to extend our reach. These partners will promote <<enter text>> (*specific crops, recipes, farm values, etc.*) to their audiences. Thus, helping us build credibility and awareness.

Marketing Channels



Where will you promote your products to reach your audience?



Your Turn: Choosing Advertising Marketing Channels - Example

Below is a completed example of Advertising Channel section. This example uses the fill-in-the-blank template found on the previous page. Remove the italicized text. Then insert your text into the section.

Introduction

Our advertising strategy is designed to extend our reach beyond our immediate community and build awareness of our uncommon crops such as heritage amaranth, wild garlic, and native herbs. To achieve this, we will use a multi-layered approach that combines traditional media advertising for local credibility, digital advertising for precision targeting, event and sponsorship advertising for community engagement, direct advertising tools for personalized loyalty, influencer and partnership advertising for rapid reach through trusted voices. Together, these components ensure that our farm's identity and values are consistently communicated while amplifying visibility across diverse audiences.

Traditional Media Advertising

We will place seasonal print ads in local food magazines and community newspapers to reach regional buyers and older demographics who value heritage crops. Flyers distributed at co-ops and cultural centers will reinforce our identity as a heritage-focused, sustainable farm.

Digital Advertising

We will run Google Ads targeting "heritage grains" and "wild garlic recipes", as well as Instagram sponsored posts highlighting recipe ideas and farm stories. These ads will focus on younger, food-curious audiences and expand our reach beyond local markets.

Event & Sponsorship Advertising

We will sponsor local food festivals and chef competitions to build community trust and visibility. At these events, our branded booth will feature banners, rustic signage, and product samples showcasing our uncommon crops. This presence positions us as both a grower and educator in the culinary community.

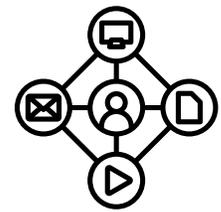
Direct Advertising Tools

We will send monthly email campaigns to CSA members and loyal customers, highlighting seasonal availability, heritage stories, and recipe cards. Additionally, we will use SMS promotions to alert customers about limited harvests of specialty crops. Thus, ensuring timely engagement and repeat sales.

Influencer & Partnership Advertising

We will collaborate with local chefs and food bloggers to feature our crops in recipes and cooking demonstrations. Partnerships with regional co-ops and cultural organizations will extend our credibility and introduce our products to new audiences. These collaborations will emphasize the uniqueness and sustainability of our offerings.

Marketing Channels



Where will you promote your products to reach your audience?

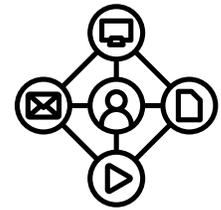


In Case You Are Wondering: Market Content Marketing Channel Categories

Market content is information that you create to teach people about your uncommon culinary plants. It may seem like this overlaps with visual branding but the purposes are different. Visual branding refers to the graphics you use to tell your story; while market content provides information to educate, tells a story and provides guidance. Below is a list of marketing content components you might consider using as part of your market content channel.

Component	Description	Importance	Delivery Method	Examples
Core Storytelling Framework	Narratives about heritage crops, sustainability, and farm identity	Builds emotional connection and brand authenticity.	Shared via Instagram reels, Facebook posts, TikTok storytelling videos	Stories of heritage amaranth, farmer family traditions, native plant histories
Educational Content	Informational resources that teach customers how to use or understand products.	Positions you as an expert and trusted guide to increase customer confidence.	Posted as carousel infographics, YouTube tutorials, TikTok recipe demos	Recipe cards, cooking tips, nutritional guides, planting instructions
Digital Content Creation	Written and published materials shared online.	Provides ongoing engagement and visibility beyond physical markets.	Distributed through Instagram photo posts, Pinterest boards, Facebook albums	Blog posts, seasonal newsletters, Instagram crop spotlights
Visual & Multimedia Content	Use of images, videos, and graphics to tell stories and educate.	Enhances engagement, makes uncommon crops approachable and memorable.	Amplified via TikTok reels, YouTube farm tours, Instagram stories	Farm photography, cooking demo videos, infographics on plant nutrition
Community Engagement Content	Interactive experiences that involve customers directly.	Builds lasting relationships and loyalty through hands-on participation.	Run as Instagram polls, Facebook group discussions, TikTok Q&A features	Farm tours, cooking workshops, cultural storytelling events

Marketing Channels



Where will you promote your products to reach your audience?



Your Turn: Choosing Market Content Marketing Channels

Decide which tools you want to use. Then fill in the-blanks (below) to create the Market Content section of your marketing plan. The items marked with an asterisk (*) should be included but add the others if they fit into your business model.

1. Introduction*

Our content marketing strategy builds <<enter text>> (*trust, loyalty, education, etc.*) by sharing stories and resources about <<enter text>> (specific crops). Through <<enter text>> (*storytelling, education, digital publishing, visual media, community engagement, etc.*), we highlight our farm's values of <<enter text>> (*sustainability, tradition, innovation, etc.*) and create lasting connections with customers. These efforts are carried outward through <<enter text>> (*social media platforms, newsletters, community networks, etc.*), ensuring our content reaches and engages the right audiences.

2. Core Storytelling Framework

We tell the story of <<enter text>> (*heritage crop, uncommon plant, or farm identity, etc.*) by highlighting <<enter text>> (values such: *sustainability, tradition, innovation, etc.*). This narrative connects with customers by emphasizing <<enter text>> (emotional or cultural themes: *family heritage, local food traditions, ecological stewardship, etc.*). This will be shared via <<enter text>> (*Instagram reels, Facebook posts, TikTok storytelling videos, etc.*).

3. Educational Content

We provide educational resources to help customers understand and use <<enter text>> (specific crops or products). These resources include <<enter text>> (types of content: *recipe cards, cooking tips, nutritional guides, planting instructions, etc.*). By offering this information, we position ourselves as <<enter text>> (*trusted guide, expert grower, cultural educator, etc.*). This will be posted as <<enter text>> (*carousel infographics, YouTube tutorials, TikTok recipe demos, etc.*).

4. Digital Content Creation

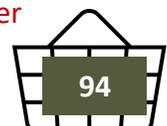
We create and share digital content such as <<enter text>> (*blog posts, newsletters, social media series, etc.*) to engage audiences beyond physical markets. This content focuses on <<enter text>> (*seasonal updates, crop stories, farm practices, etc.*) and is published on <<enter text>> (platforms: *website, email, Instagram, Facebook, etc.*). This will be distributed through <<enter text>> (*Instagram photo posts, Pinterest boards, Facebook albums, etc.*).

5. Visual & Multimedia Content

We use <<enter text>> (*photography, videos, infographics, etc.*) to make uncommon crops approachable and memorable. These visuals highlight <<enter text>> (*farm life, cooking demonstrations, nutritional benefits, etc.*) and are shared through <<enter text>> (*social media, website, printed materials, etc.*). This will be amplified via <<enter text>> (*TikTok reels, YouTube farm tours, Instagram stories, etc.*).

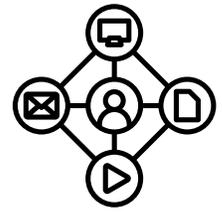
6. Community Engagement Content

We build relationships by hosting <<enter text>> (*farm tours, cooking workshops, cultural storytelling events, etc.*). These activities allow customers to <<enter text>> (*learn preparation methods, connect with farm values, etc.*). Through direct engagement, we strengthen loyalty and create <<enter text>> (*community trust, repeat customers, word-of-mouth promotion, etc.*). This will run as <<enter text>> (*Instagram polls, Facebook group discussions, TikTok Q&A features, etc.*).



Marketing Channels

Where will you promote your products to reach your audience?



Your Turn: Choosing Market Content Marketing Channels - Example

Below is a completed example of Market Content Channel section. This example uses the fill-in-the-blank template found on the previous page. Simply remove the italicized sample text and add in your own information.

Introduction

Our content marketing strategy builds trust, loyalty, and education by sharing stories and resources about heritage beans, uncommon leafy greens, and climate-resilient grains. Through storytelling, education, digital publishing, visual media, and community engagement. We highlight our farm's values of sustainability, tradition, and innovation to create lasting connections with customers. These efforts are carried outward through social media platforms (Instagram, Facebook, TikTok, YouTube) and newsletters, ensuring our content reaches and engages the right audiences.

Core Storytelling Framework

We tell the story of tepary beans and other heritage crops by highlighting values of resilience, tradition, and ecological stewardship. This narrative connects with customers by emphasizing family heritage, Indigenous food traditions, and climate-smart farming practices. This will be shared via Instagram reels, Facebook posts, and TikTok storytelling videos.

Educational Content

We provide educational resources to help customers understand and use heritage beans, and uncommon grains. These resources include recipe cards, cooking tips, nutritional guides, and planting instructions. By offering this information, we position ourselves as a trusted guide and cultural educator. This will be posted as carousel infographics on Instagram, YouTube tutorials, and TikTok recipe demos.

Digital Content Creation

We create and share digital content such as blog posts, newsletters, and social media series to engage audiences beyond physical markets. This content focuses on seasonal updates, crop stories, and sustainable farm practices and is published on our website, email list, Instagram, and Facebook. This will be distributed through Instagram photo posts, Pinterest boards, and Facebook albums.

Visual & Multimedia Content

We use photography, short videos, and infographics to make uncommon crops approachable and memorable. These visuals highlight farm life, cooking demonstrations, and nutritional benefits. This will be amplified via TikTok reels, YouTube farm tours, and Instagram stories.

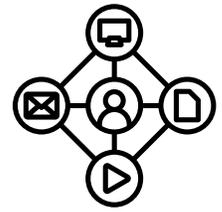
Community Engagement Content

We build relationships by hosting farm tours, cooking workshops, and cultural storytelling events. These activities allow customers to experience crops firsthand, learn preparation methods, and connect with farm values. Through direct engagement, we strengthen loyalty and create community trust, repeat customers, and word-of-mouth promotion. This will be run as Instagram polls, Facebook group discussions, and TikTok Q&A features.



Marketing Channels

Where will you promote your products to reach your audience?



In Case You Are Wondering: Using Storytelling In Market Content

Storytelling is the foundation of your Content Market channel. Storytelling as it relates to uncommon culinary plants is the practice of weaving narratives around products to make them more than just ingredients. It entails sharing the plant's journey, heritage, and cultural significance. Storytelling is important when it comes to marketing uncommon culinary plants. These stories build trust, credibility, connection and lasting consumer interest.



Your Turn: Creating A Marketing Story for Uncommon Culinary Plants

Below is a fill-in-the-blank template that you can use to create a story for an uncommon culinary plant. A completed example using this template can be found on the next page.

- 1. What is the plant?** This gives the customer a quick anchor.
 - Name: <<enter text>>
 - Where it comes from: <<enter text>>
 - What part you eat: <<enter text>>
 - Example: *"This is callaloo, a leafy green used in Caribbean cooking."*
- 2. Why does this plant matter?** This is a one sentence about meaning or heritage.
 - Cultural roots: <<enter text>>
 - Family connection: <<enter text>>
 - Why you grow it: <<enter text>>
 - Example: *"It's a traditional green that many people grew up eating, and we grow it to help keep that foodway alive."*
- 3. How is this plant used?** This gives a customer one easy way to try it.
 - A quick cooking method: <<enter text>>
 - A simple dish: <<enter text>>
 - Example: *"Just sauté it with garlic like you would spinach as it cooks down fast."*
- 4. What is a fun fact or detail about this plant?** This is the "hook" that makes the plant memorable. Choose one of the following.
 - A cultural note
 - A growing detail
 - A fun fact
 - A customer story
 - Example: *"It's super heat-tolerant, so it thrives even in hot summers."*

Marketing Channels



Where will you promote your products to reach your audience?



Your Turn: Creating A Marketing Story For Uncommon Culinary Plants – Example

Below is story about a tepary bean that is being used as an example of how the narrative comes together in a story.

This plant, called tepary bean, is special because it thrives in dry climates and has long been grown by O’odham communities in the Southwest. Today, it matters because it supports climate-resilient farming and offers unique nutty flavors. On our farm, we grow it because it connects us to heritage crops and we believe it can strengthen food sovereignty in our community. You can enjoy it by cooking it into stews or salads, which makes it both hearty and versatile. By choosing this plant, you are supporting biodiversity and honoring cultural traditions.

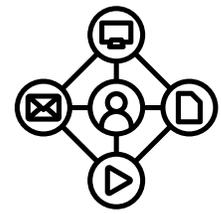


In Case You Are Wondering: Storytelling Checklist

Below is a checklist to help you create a story that can support the marketing of your uncommon culinary plant.

- Ensure the information is accurate.
- Clearly name the plant and describe what makes it unique.
- Share its origin or cultural background.
- Explain why you chose to grow it.
- Connect the plant to your farm’s values or growing practices.
- Describe its flavor and how to use it in the kitchen.
- Mention how to use the plant maybe insert a name of a recipe or best way to prepare.
- Include a personal anecdote or customer reaction.
- Highlight benefits (taste, versatility, tradition, sustainability, etc.).
- Use vivid sensory or visual details.
- Keep the story short, clear, and memorable.
- Tailor the tone to your audience.
- Make sure the story feels authentic and true to your farm.

Marketing Channels



Where will you promote your products to reach your audience?



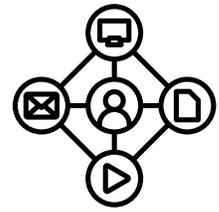
In Case You Are Wondering: Partnership Marketing Channel Categories

Partnerships are a marketing channel because it puts your message in front of new people through someone they already trust. A list of partnership channels you might be interested in adding to your marketing plan.

Component	Description	Importance	Examples
Alliances	Longer-term, strategic relationships with aligned missions	Build resilience and credibility. Signal commitment to shared values	Alliance with seed-saving nonprofits, regional food councils
Collaborations	Joint projects or campaigns with shared goals	Enable co-creation and storytelling, often short-term but high-impact.	Chef demos, recipe development, joint workshops
Community Collaborators	Grassroots or local partners who co-create impact	Strengthen authenticity and community trust. Highlight local engagement.	Cultural organizations, neighborhood groups, food sovereignty initiatives
Connections	Individual relationships that open doors	Often the starting point for deeper partnerships, build trust and word-of-mouth	Local chefs, educators, influencers, community leaders
Networks	Informal groups or associations that expand reach	Offer visibility, peer support, and access to broader audiences.	Farmers market associations, culinary guilds, heritage food networks
Partnerships	Formal agreements with organizations or businesses	Provide structure, shared resources, and accountability.	Co-op distribution agreements, farm-to-school contracts
Strategic Partnerships	High-level, mission-aligned collaborations with clear shared outcomes	Drive growth, innovation, and long-term sustainability.	University research kitchens, institutional buyers, regional distributors

Marketing Channels

Where will you promote your products to reach your audience?



Your Turn: Choosing Partnerships Marketing Channels

Fill in the blanks (below) to create the Partnership section of your marketing plan. The items marked with an asterisk (*) should be included but add the others if they fit into your business model.

1. Alliances

We will build alliances with <<enter text>> (long-term mission-aligned groups, etc.) to advance <<enter text>> (shared goals: seed preservation, food sovereignty, or sustainability, etc.).

2. Collaborations

Our collaborations will include <<enter text>> (joint projects or campaigns: chef demos, workshops, co-op promotions, etc.) to highlight <<enter text>> (unique plants, heritage stories, or seasonal offerings, etc.).

3. Community Collaborators

Community collaborators, including <<enter text>> (local nonprofits, schools, cultural groups, etc.), will help us <<enter text>> (create local impact, host events, strengthen trust, etc.).

4. Connections

Our connections with <<enter text>> (individuals: chefs, educators, influencers, local leaders, etc.) will open doors to <<enter text>> (new markets, events, or collaborations, etc.).

5. Networks

Through networks such as <<enter text>> (associations, guilds, community groups, etc.), we will connect with <<enter text>> (target audiences, chefs, families, eco-conscious shoppers, etc.).

6. Partnerships

We will form partnerships with <<enter text>> (organizations, businesses, or individuals, etc.) to achieve <<enter text>> (specific goals: expanding distribution, educating customers, building credibility, etc.).

7. Strategic Partnerships

Strategic partnerships with <<enter text>> (institutions, distributors, research kitchens, or regional buyers, etc.) will ensure <<enter text>> (long-term sustainability, innovation, expanded reach, etc.).

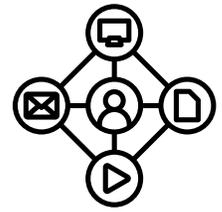
8. Metrics

We will measure success by <<enter text>> (metrics: attendance, CSA sign-ups, social media reach, sales growth).



Marketing Channels

Where will you promote your products to reach your audience?



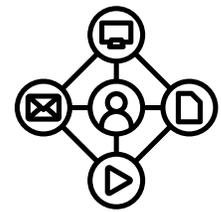
Your Turn: Choosing Partnerships Marketing Channels – Example

Below is a completed example of Partnership Channel section. This example uses the fill-in-the-blank template found on the previous page. Simply remove the italicized sample text and add in your own information.

In addition to visual branding, advertising, and content marketing, we will strengthen our promotion through Partnerships. We will build alliances with seed-saving nonprofits and regional food councils to advance shared goals of preserving biodiversity and promoting food sovereignty. Our collaborations will include joint recipe development, chef demonstrations at farmers markets, and co-op promotions that highlight heritage beans and grains. Community collaborators, including schools, neighborhood groups, and cultural organizations, will help us host workshops, create local impact, and strengthen trust with diverse audiences. Our connections with chefs, educators, and cultural leaders will open doors to new markets, educational events, and storytelling opportunities. Through networks such as farmers market associations and culinary guilds, we will connect with families, chefs, and eco-conscious shoppers, who value local and sustainable food. We will form partnerships with local food co-ops and regional restaurants to expand distribution and build credibility for uncommon culinary plants. Finally, strategic partnerships with university research kitchens and regional distributors will ensure long-term sustainability, innovation, and expanded reach. We will measure success by attendance at workshops, CSA sign-ups, social media reach, and growth in sales of uncommon culinary plants.



Marketing Channels: Aid



Where will you promote your products to reach your audience?

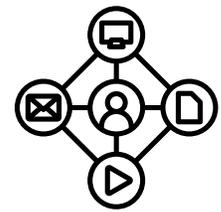


Marketing Channel Aid: Company Style Guide

This aid will help you create a company marketing style guide. A style guide keeps your entire brand speaking in one clear, recognizable voice and telling the same visual story across all marketing channels. There are three parts to this aid: 1) a chart (below) to introduce the parts to include in a style guide, 2) a fill-in-the-blank template (Your Turn: Creating A Company Style Guide) so you can verbalize your style, and 3) a one-page template you can use as a reference to ensure your voice and story stay consistent.

Component	Description	Purpose	Importance
Brand Voice & Messaging	Defines the tone, personality, and language style used in all communications.	Establishes how the brand “sounds” to customers.	Builds recognition and emotional trust, prevents mixed or inconsistent messaging
Logo Usage	Rules for logo placement, sizing, spacing, and acceptable logo variations	Ensures the logo is applied consistently across materials.	Protects brand identity and credibility, avoids distortion or misuse
Color Palette	Specifies primary and secondary brand colors with exact codes (HEX, RGB, CMYK).	Creates a unified visual identity across packaging, signage, and digital.	Reinforces brand positioning through color psychology, aids instant recognition
Typography	Approved fonts for headings, body text, and accents	Provides consistency in written materials.	Strengthens professionalism and readability, builds visual recognition
Imagery & Photography Style	Standards for photos, illustrations, and graphics (authentic farm scenes, etc.)	Shapes emotional connection and storytelling.	Ensures visuals align with brand values, avoids mismatched or generic imagery.
Packaging Guidelines	Rules for product line themes, materials, and individual product labeling	Ensures packaging reflects brand identity and product positioning.	Packaging is a key customer touchpoint. Consistency builds trust and recognition.

Marketing Channels: Aid



Where will you promote your products to reach your audience?



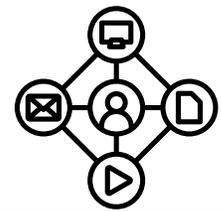
Marketing Channels Aid: Company Style Guide (cont.)

The chart below is a continuation of the chart on the previous page.

Component	Description	Purpose	Importance
Copywriting Rules	Preferred vocabulary, phrasing, and grammar conventions	Keeps written messaging aligned with brand values.	Avoids confusing or contradictory language; reinforces brand personality.
Social Media & Digital Guidelines	Standards for tone, hashtags, image treatments, and posting style online	Ensures digital presence is consistent and recognizable.	Strengthens campaigns across platforms; builds cohesive online identity.
Community Engagement Guidelines	Standards for in-person interactions (farmers markets, workshops, events, etc.)	Defines how the brand connects face-to-face with people.	Builds authenticity and trust; especially vital for uncommon crops needing education.
Legal & Compliance Notes	Trademark usage, nutritional labeling requirements, and disclaimers	Ensures communications and packaging meet legal standards.	Protects the brand legally; avoids regulatory issues in food and agriculture.



Marketing Channels



Where will you promote your products to reach your audience?



Your Turn: Creating A Company Style Guide

Below is the fill-in-the-blank Style Guide Narrative aid. This will enable you to put all of your style ideas into a cohesive style story.

1. Brand Voice & Messaging

- Description: Our brand voice is <<enter text>> (adjectives: *warm, heritage-focused, innovative, etc.*).
- Purpose: It is used to <<enter text>> (state how communications should sound: inspire trust, highlight tradition, encourage exploration, etc.).
- Importance: This matters because <<enter text>>
- Explain why consistency in tone builds recognition and trust for your business.

2. Logo Usage

- Description: Our logo should always appear <<enter text>> (placement rules: *top left, centered with clear space*).
- Purpose: It ensures <<enter text>> (state: consistent recognition across packaging, signage, and digital, etc.).
- Importance: This matters because <<enter text>>
- Explain why misuse weakens credibility of your business.

3. Color Palette

- Description: Our primary colors are <<enter text>> (list HEX/RGB/CYMK codes).
- Secondary colors are <<enter text>> (list color name/HEX/RGB/CYMK codes).
- Purpose: These colors are used to <<enter text>> (state: reinforce sustainability, heritage, freshness, etc.).
- Importance: This matters because <<enter text>>
- Explain how color consistency builds recognition and emotional connection for your business.

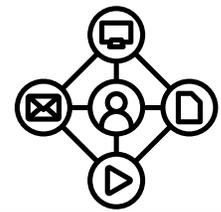
4. Typography

- Description: Our approved fonts are <<enter text>> (list fonts for headings, body, accents, etc.).
- Purpose: Typography is used to <<enter text>> (state: maintain readability, create a professional look, etc.).
- Importance: This matters because <<enter text>>
- Explain how consistent fonts strengthen your company's brand identity.

5. Imagery & Photography Style

- Description: Our imagery should <<enter text>> (state: use natural lighting, authentic farm scenes, avoid stock photos, etc.).
- Purpose: It is meant to <<enter text>> (state: connect emotionally, tell our farm's story).
- Importance: This matters because <<enter text>> .
- Explain how visuals reinforce trust and authenticity for your business with your customers.

Marketing Channels



Where will you promote your products to reach your audience?



Your Turn: Creating A Company Style Guide (cont.)

The list below is continued from the previous page.

6. Packaging Guidelines

- Description: Product line packaging should <<enter text>> (state: use distinct themes for categories). Individual product packaging should <<enter text>> (state: include recipes, heritage storytelling, etc.).
- Purpose: Packaging is designed to <<enter text>> (state: communicate value, make products approachable, etc.).
- Importance: This matters because <<enter text>> .
- Explain how packaging is your customer's first touchpoint.

7. Copywriting Rules

- Description: We prefer to use words like (list preferred vocabulary) and avoid (list words to avoid).
- Purpose: Copywriting rules ensure (state: messaging aligns with brand values).
- Importance: This matters because <<enter text>>
- Explain how consistent language prevents confusion within your business.

8. Social Media & Digital Guidelines

- Description: Our posts should <<enter text>> (state: use storytelling tone, consistent hashtags, authentic images, etc.).
- Purpose: Digital guidelines ensure <<enter text>> (state: our online presence matches our offline identity).
- Importance: This matters because <<enter text>>.
- Explain how consistency strengthens campaigns and recognition for your business.

9. Community Engagement Guidelines

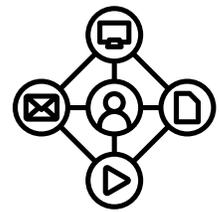
- Description: We engage with our community through <<enter text>> (list: *workshops, farm tours, market demos, etc.*).
- Purpose: Engagement is used to <<enter text>> (state: build trust, educate customers, reduce barriers to trial, etc.).
- Importance: This matters because <<enter text>>
- Explain how community connection reinforces authenticity for your business.

10. Legal & Compliance Notes

- Description: Our materials must comply with <<enter text>> (list: *trademark rules, nutritional labeling, disclaimers, etc.*).
- Purpose: Compliance ensures <<enter text>> (state: we meet regulations and protect our brand).
- Importance: This matters because <<enter text>>
- Explain how legal protection avoids risk and builds credibility for your business.

Marketing Channels

Where will you promote your products to reach your audience?



Your Turn: Creating A Company Style Guide - Example

Below is an example of how the filled in blanks from the previous page turn into a style story. Remove the italicized text. Then insert your text into the section.

Our brand voice is warm, curious, and down-to-earth similar to a voice of a friendly guide who helps people feel confident exploring uncommon culinary plants. We use this voice to make unfamiliar ingredients approachable, spark sensory curiosity, and build trust with customers who may be encountering these plants for the first time. Maintaining a consistent tone across all communication channels strengthens recognition and reinforces our identity as an inviting, educational, and community-rooted farm.

Our logo is always placed in the top left corner with clear space around it, ensuring it remains legible and recognizable across packaging, signage, and digital materials. Consistent logo use protects our credibility and prevents the dilution that happens when a brand mark is stretched, recolored, or placed on cluttered backgrounds.

Our visual identity is grounded in a natural, garden-inspired color palette: Deep Green, Warm Gold, and Soft Sage, supported by Cream and Clay Brown. These colors reinforce our connection to the land and evoke warmth, freshness, and heritage. We pair these colors with two primary fonts (Playfair Display for headings and Lato for body text) to maintain readability and a polished, cohesive look. Consistent use of color and typography helps customers instantly recognize our materials, whether they encounter us at a farmers markets or online.*

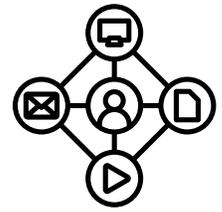
Our imagery reflects the authenticity of our work. We use natural lighting, real farm scenes, and close-ups of texture and color to highlight the beauty of uncommon plants. We avoid stock photos or overly polished studio images because our customers value transparency and realness. These visuals help tell our story and reinforce the trust that comes from showing our actual hands, fields, and harvests.

Our packaging follows the same principles. Each product uses our core colors, fonts, and layout rules, and includes a sensory note, a simple use tip, and a short origin story to make uncommon plants feel accessible. Packaging is often the first touchpoint for new customers, so clarity, warmth, and approachability are essential. This consistency helps customers feel confident trying something new.

-
- The HEX, RGB, and CMYK codes should be placed on your internal one-page Style Guide. Mentioning only the color names here is acceptable.
-

Marketing Channels

Where will you promote your products to reach your audience?



Your Turn: Creating A Company Style Guide – Example (cont.)

This story is continued from the previous page.

Our copywriting emphasizes sensory, friendly language and words like bright, earthy, lemony, tender, and aromatic. We avoid technical or intimidating terms. This ensures our messaging stays aligned with our values of accessibility, curiosity, and neighborly guidance. Consistent language prevents confusion and keeps our brand feeling welcoming.

Our social media and digital presence follow the same tone and visual rules. Posts use authentic images, short captions, and storytelling that highlights flavor, garden moments, and simple tips. This ensures our online presence matches the experience customers have with us in person, strengthening recognition and trust across platforms

Community engagement is central to our brand. We connect with customers through workshops, tasting demos, farm tours, and market conversations. These interactions reduce barriers to trying unfamiliar plants and reinforce our role as an approachable educator. Community connection deepens loyalty and turns curiosity into long-term relationships.

All materials comply with trademark rules, seed labeling requirements, and necessary disclaimers. This protects our brand, ensures accuracy, and maintains the professionalism expected in a growing food business.

Together, these communication standards create a cohesive, trustworthy, and recognizable brand experience. They ensure that every touchpoint from packaging to social media to in-person interactions reflects the same warm, sensory, curiosity-driven identity that defines our farm and our mission.



Your Turn: Creating A Company Style Guide Chart

On the following page is an example of a Company Style Guide Chart. Remove the italicized text. Then insert your text into the section. Also remove color squares and replace with your own farm's colors.

Insert logo here

Foraged Foods Farms

Style Guide

Logo use: *Keep clear space equal to the height of the "G" around all sides. Do not stretch, recolor, or place on busy backgrounds.*

Mission Statement: *Insert your mission statement here.*

Color Palette

RGB (Red, Green, Blue): For On-Screen. CMYK(Cyan, Magenta, Yellow, Black): For Print. Hex (Hexadecimal): For Web Design. HSV and HSL are other values but are used for digital art and interfaces.



RGB: 87,130,121
CMYK (%): 33, 0,7,49
HEX: #5878279



RGB: 129,135,90
CMYK (%): 4,0,33,47
HEX: #81875a



RGB: 186,143,45
CMYK (%): 0,23,76,27
HEX: #ba8f2d



RGB: 148,182,210
CMYK (%): 30,13,0,18
HEX: #94b6d2

Font

Heading 1: *Georgia, 32 pt, Teal*

Heading 2: *Calibri, 20 pt, Gold*

Heading 3:

Heading 4:

Body:

Bullet List. Make sure to note tab/indent spacing.

- Level 1
 - Level 2
- Number List
1. Level 1
 - a. Level 2

Tone and Voice: *Warm, confident, neighborly, curious, down-to-earth*

Photo Style: *Natural light, hands in the frame, real plants, imperfect beauty, close-ups of texture, color, and sensory detail. No glossy stock photos.*

Writing Rules

- *Use common plant names first; scientific names italicized on first mention.*
- *Social: playful + short. Email: warm + helpful. Signage: simple + clear.*
- *Accessibility Basics: High-contrast text, alt-text for images, short paragraphs, clear hierarchy.*

On-Brand Content Includes

- *Uncommon plants made simple and inviting*
- *Sensory descriptions (taste, smell, texture, etc.)*
- *Real gardens, real hands, real food*

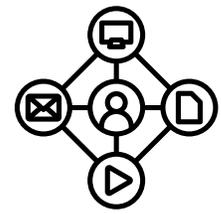
Social Media and Digital Guidelines

- *Content Focus: uncommon culinary plants*
 - *Engagement: Ask simple questions, invite curiosity, respond in a friendly, helpful tone.*
- Accessibility: Alt-text for images, readable contrast, avoid text-heavy graphics*

Packaging Guidelines

- *Label Voice: How to describe the plant, what tone to use, and what to avoid*
- *Back-of-Package Content: A one or two sentence origin or story, simple use tip and a simple grow tip*

Marketing Channels



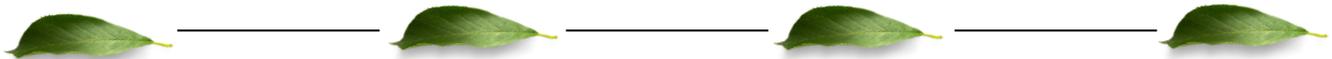
Where will you promote your products to reach your audience?



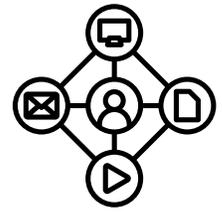
Side-by-Side Comparison: Uncommon vs. Common Culinary Plants

Taking pictures is different when it comes to promoting and marketing uncommon culinary plants. Below is a comparison chart showing what to take into consideration when taking photographs of uncommon culinary plants.

Component	Uncommon	Common
Examples	Sunchokes, amaranth, chickweed	Tomatoes, peppers, basil
Purpose of photography	Showcase uniqueness, heritage, and intrigue; reduce barriers by making plants approachable.	Reinforce familiarity, freshness, and everyday utility; highlight reliability and abundance.
Styling Approach	Artistic, storytelling compositions (heritage context, chef plating, cultural cues, etc.)	Simple, clean, everyday settings (kitchen counter, family meal prep, grocery basket, etc.)
Lighting & Mood	Warm, natural, sometimes dramatic to emphasize rarity and heritage.	Bright, neutral, consistent lighting to emphasize freshness and accessibility.
Angles & Focus	Close-ups of unusual textures, colors, or shapes; highlight distinctive features	Standard angles showing recognizability; focus on clarity and abundance
Props & Context	Cultural or culinary props (heritage utensils, recipe cards, farm scenes, etc.)	Everyday props (cutting boards, bowls, family table settings, etc.)
Messaging through Imagery	Curiosity, inspiration, education (“this is new but you can cook it”, etc.)	Trust, reliability, affordability (“this is familiar, you already know how to use it”, etc.)
Branding Role	Differentiates the brand; builds intrigue and premium perception.	Reinforces accessibility and consistency; builds mass appeal and trust.



Marketing Channels: Aid



Where will you promote your products to reach your audience?



Marketing Channels Aid: Communication Roadmap Worksheet

The fill-in-the-blank section below is a companion to the Communication Roadmap, which you can find following this aid. The roadmap shows the steps below in a quick reference graphic. Use it to quickly outline who you're talking to, what they need to know, and how you'll communicate uncommon culinary plants throughout the season. Keep your answers simple as this aid is meant to guide you, not add extra work.

1. What is the purpose of this communication?

Primary Goal: <<enter text>> *(Increase awareness and trial of my uncommon culinary plants among home cooks and local chefs.)*

Secondary Goal: <<enter text>> *(Educate customers on flavor, use, and cultural context)*

2. Who is your audience?

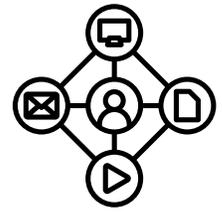
Audience	What They Need to Know.	Best Channels to Reach Them
Home cooks	What it tastes like, how to cook it, simple recipes	Social media, markets, recipe cards

3. What is the core message you want to deliver?

- Unique Value Proposition statement: <<enter text>>
(I grow culturally significant, nutrient-dense, uncommon culinary plants that connect people to global food traditions.)
- Core Message: <<enter text>>
(Uncommon culinary plants become easy, exciting, and approachable when someone shows you how to grow them, taste them, and understand the stories they carry.)
- Supporting Message: <<enter text>>
(They're worth trying because they offer new flavors, resilient growing options, and a deeper connection to global food traditions.)

Marketing Channels: Aid

Where will you promote your products to reach your audience?



Marketing Channels Aid: Communication Roadmap Worksheet (cont.)

This is a continuation of the Communications Roadmap Worksheet from the previous page.

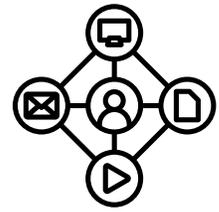
4. What are the uncommon culinary plant specific messages that need to be addressed?

Below are some uncommon culinary plant specific messages that you may want to address in your communication plan.

- What might confuse customers about this crop? Consider the plant's name, appearance, flavor, use, storage, etc.
- How would you describe the flavor in one simple sentence?
- What is the easiest way to cook this crop? Keep it simple by providing one method.
- What cultural or heritage context should you share respectfully? Make sure it is factual, appropriately honoring origin.
- Are there any safety or preparation notes (*must be cooked, remove skins, short shelf life, etc.*)?
- What is the easiest "first recipe" or use to recommend?



Marketing Channels: Aid



Where will you promote your products to reach your audience?



Marketing Channels Aid: Communication Roadmap Worksheet (cont.)

This is a continuation of the Communications Roadmap Worksheet from the previous page.

5. What channels will you be using for each customer segment?

List the various channels you will be using, what will be the message in each channel, where will this message be seen, and how often this message will go out. When complete make sure to include this messaging in your overall timeline. The marketing timeline is addressed later in this Marketing Plan document.

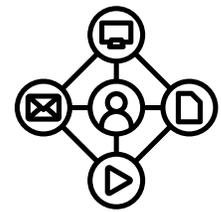
Channel	Channel Component	What do you need to communicate	Where will this message be placed?	How often will this message be delivered?
Market Content	Email	Harvest updates	Directly sent to the customers' email.	Monthly

6. When will these messages go out?

Use the overall marketing calendar in the Marketing Timeline section to fill in this information.



Marketing Channels: Aid



Where will you promote your products to reach your audience?



Marketing Channels Aid: Communication Roadmap Worksheet (cont.)

This is a continuation of the Communications Roadmap worksheet from the previous page.

7. Is there anyone helping you?

If so, indicate their roles and responsibilities. Make sure to list their roles, their specific duties, and how much you will need to pay them.

Task	Person Responsible	What are their tasks/ responsibilities?	How often will you be using this person?	How much will this task cost?
<i>Social media</i>	<i>Chris Doe</i>	<i>Manage all aspects of social media messaging</i>	<i>Weekly</i>	<i>2 hours /week \$100 / hour = \$200 / week or \$800 / month</i>

8. What items will you need to prepare?

Items you need to prepare might be signage, flyers, etc.

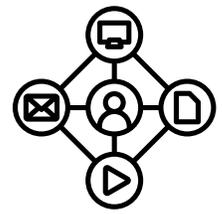
Item	How long will it take you to prepare this item?	What is the source document for this item?	Are there any costs associated with this item
<i>Recipe Cards</i>	<i>Sunchoke with lemon butter and thyme</i>	<i>Insert the online link</i>	<i>No but watch copyright rules.</i>

9. Did this plan work?

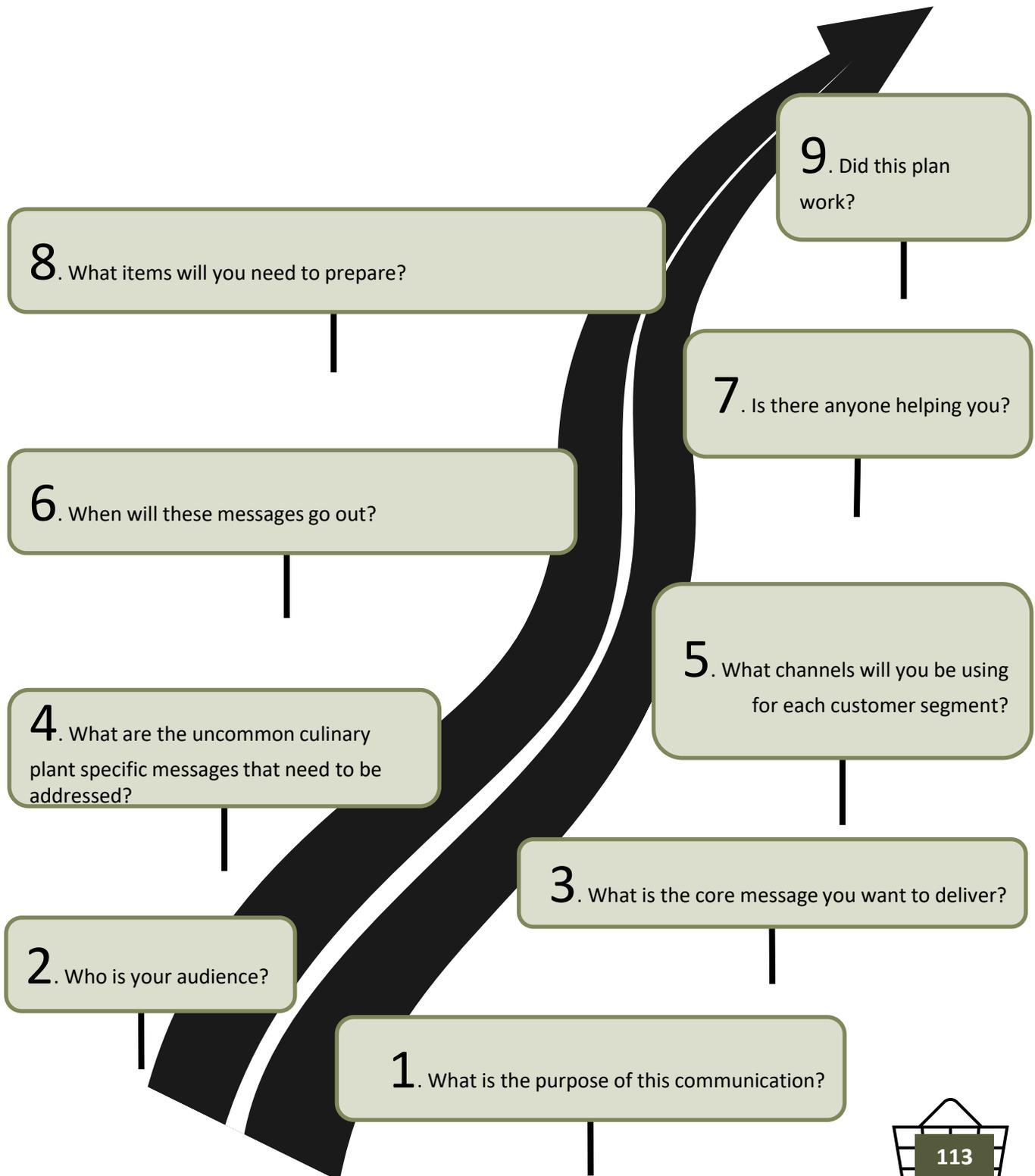
Go to the Metrics section of this document and use the aids there to determine if this message worked.

Marketing Channels: Aid

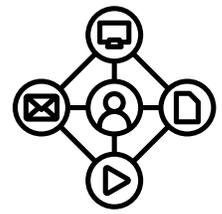
Where will you promote your products to reach your audience?



Marketing Channels Aid: Communication Roadmap



Marketing Channels: Notes

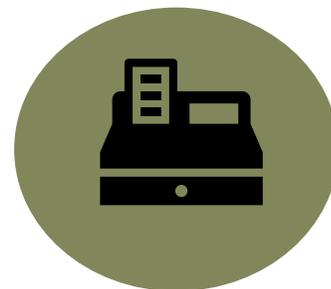


Where will you promote your products to reach your audience?



Marketing Channels Notes:
What channels do you think will work best for your business and why?

Marketing Budget



How will you fund and staff your marketing efforts?



Section Guidance

A marketing budget keeps your spending within your defined limits and documents the resources that you will need to achieve your marketing goals.



Side-by-Side Comparison: Uncommon vs. Common Culinary Plants

The chart (below) compares uncommon and common culinary plants to help you think through costs, pricing, and potential returns. It's an aid for setting realistic budgets based on what your crop needs and what they can offer

Component	Uncommon	Common
Examples	Sunchokes, amaranth, chickweed	Tomatoes, peppers, basil
Education & Storytelling	High amount of effort (workshops, tastings, recipe development, etc.). Essential to reduce barriers and build awareness.	Minimal amount of effort. Customers already know how to use staple (common); direct funds elsewhere.
Visual Branding	Significant investment in distinctive packaging, heritage motifs, and storytelling visuals to differentiate	Moderate investment in branding focusing on freshness and reliability, less need to accent uniqueness
Advertising Spend	Targeted, niche campaigns (social media storytelling, etc.). Smaller reach but higher engagement per dollar	Broad, mass advertising (supermarket flyers, mainstream digital ads, etc.). Larger reach, lower cost per impression
Content Marketing	High amount of effort. Blogs, videos, farmer stories, recipe cards. Content is central to adoption strategy.	Moderate amount of effort. Content supports promotions and seasonal reminders rather than education.
Community Engagement	Budget for workshops, farm tours, cooking classes, and event sponsorship	Budget for loyalty programs, CSA discounts, and community sponsorships
Pricing Strategy Support	Funds directed toward premium positioning (heritage branding, sustainability certifications, etc.).	Funds directed toward competitive pricing strategies (coupons, bulk promotions, etc.).
Research & Feedback	High amount of effort for exploratory surveys, pilot programs, and customer feedback loops	Lower amount of effort for confirmatory research on pricing and retention suffices.
Overall Budget Balance	More skewed toward education, branding, and engagement to build awareness and trial	More skewed toward advertising scale and price competitiveness to maintain volume and loyalty



Marketing Budget

How will you fund and staff your marketing efforts?



Your Turn: Creating A Simple Marketing Budget

This worksheet guides you through creating a simple marketing budget.

1. How much money is available to spend for marketing?

- From your overall business plan, how much do you project your annual revenue to be: \$ <<enter text>>.
- What percentage (%) or amount (\$) will you allocate to of this revenue to marketing activities.
- This is the amount available to spend for marketing.

2. What are your marketing priorities?

- Look at your top three marketing objectives and insert what your top three marketing priorities will be.
- <<enter text>> (*branding and packaging design, etc.*)
- <<enter text>> (*digital advertising for seasonal crops, etc.*)
- <<enter text>> (*educational workshops, content creation, etc.*)

3. What marketing activities do you want to conduct?

- Using your marketing priorities, list in the chart (below) the marketing activities you want to conduct.
- Rank them.
- Write in the general Marketing Channel (Visual Branding, Advertising, Content Marketing or Partnerships) you want. By ranking the items, you can determine what activities are most important to your business. By identifying the appropriate marketing channel to use, you can ensure you are diversifying your marketing by spreading the activities across different marketing channels.

List of Marketing Activities	Rank	Marketing Channel
Create packaging for live plants	1	Visual Branding

Marketing Budget

How will you fund and staff your marketing efforts?



Your Turn: Create A Simple Marketing Budget (cont.)

This is a continuation of the previous page.

4. What are hidden costs?

Hidden costs are the real-world expenses that don't show up in your main budget categories but still take time, money, or energy to address. They're the small, often overlooked pieces such as prep time, supplies, travel, or administrative tasks. These hidden costs quietly add up and affect your true marketing workload and spending.

a. You can turn the time you conduct certain tasks such as writing text for your content marketing strategy by using one of the methods (below). This determines the amount you are going to pay yourself per hour.

- Replacement Rate: What you would pay someone else to do the task
- Opportunity Rate: What you could earn doing farm work instead
- Aspirational Rate: What you want their labor to be worth long-term

My hourly rate for marketing tasks is: \$ <<enter text>> per hour.

b. Now add in the various marketing tasks into the chart below. Keep a record of how long it takes you to complete various tasks so you can better estimate it for future tasks.

Task	Completion Time (Hours)	Hidden Cost Amount (Completion Time x Hourly rate)
<i>Write plant description for farmers market</i>	<i>0.25 (15 minutes or quarter of an hour)</i>	<i>$\\$25(\text{hourly rate}) \times 0.25 = \\6.25</i>
<i>Design email newsletter template</i>	<i>1</i>	<i>$\\$25 (\text{hourly rate}) \times 1 = \\25</i>
<i>Write plant description for farmers market</i>	<i>0.25 (15 minutes or quarter of an hour)</i>	<i>$\\$25(\text{hourly rate}) \times 0.25 = \\6.25</i>

c. Take the hidden costs and add them to your "Production Costs in Detail" sheet, which is located on the next page. Be thoughtful about combining lots of categories. The more categories you merge, the more clarity you lose about where your time is actually going.

- Tasks to combine into a single cost line in the Total Cost Chart.
 - Small repeatable tasks
 - Small repeatable tasks that happen regularly
 - In the above chart, "Write plant description for farmers market" \$12.50 (2 x \$6.25) should be entered on one line in the Total Cost Chart.
- Tasks to list separately in the Total Cost Chart.
 - Large one-time tasks
 - Small tasks rarely done
 - Focused, multi-hour work
 - Impacts a specific marketing on a long term basis.
 - In the above chart, "Design email newsletter template." \$25.00 should be entered on one line in the Total Cost Chart.



Marketing Budget

How will you fund and staff your marketing efforts?



Your Turn: Create A Simple Marketing Budget (cont.)

This is a continuation of the previous page.

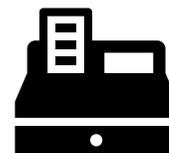
5. What are the production costs in detail?

Add in a few more columns to indicate: a) what is the project task to be done, b) who will do that task, c) how much will each task owner cost, d) what special materials might be needed that you will have to pay for, e) what is the cost of those materials, and f) what is the total cost? Below are some examples.

List of Marketing Activities	Rank	Marketing Channel Category	Project Task	Task Owner	Task Owner Costs	Special Materials	Special Material Cost	Total Cost (Task Owner Cost + Special material costs)
Create packaging for live plants	1	Visual Branding	Determine what information you want on the package	You/Me	5 hours x \$25/hour = \$125	Special software subscription (monthly cost)	\$15	\$140
Take high quality pictures of plants	1	Advertising	What pictures do you need to have a Professional taken	Photographer	\$150/hour x 5 hours = \$300	none	\$0	\$750
Supply a recipe to accompany a plant	2	Market Content	Create a recipe to accompany a plant	Chef	\$75 / hour x 6 hours = \$300	Ingredients	\$200	\$650

Marketing Budget

How will you fund and staff your marketing efforts?



Your Turn: Create A Simple Marketing Budget (cont.)

This is a continuation of the previous page.

6. What are the costs of all of your desired marketing activities?

This will be a one-line summary statement of the various desired marketing activities you want to create. The Project Task, Task Owner, Task Owner Costs, Special Materials, Special Materials Cost columns were all removed and only the Total Cost (\$115 + \$700) was entered.

List of Marketing Activities	Rank	Marketing Channel Category	Total Cost (Task Owner Cost + Special material costs)
Create packaging for live plants	1	Visual Branding	\$140
Take high quality pictures of plants.	2	Advertising	\$750
Supply a recipe to accompany the plant	1	Market Content	\$650
Total of all marketing costs	X	X	\$1540

7. Are there enough funds to cover all of the activities?

Take the amount of funding you have available and subtract it from the “Total of All Marketing Costs”.

If you had \$2000 to spend for marketing and:

- Your total was \$1540 then you would have enough for all of your marketing priorities and plans. Since \$1540 is less than \$2000, you have enough to spend for all of your activities.
- Your total of expenses came out to be \$3000, then you would have to reduce some of your marketing activities since \$3000 is more than \$2000 available to spend.
 - If you ranked your activities, this should be easy. Just start at your lowest priority and start cutting until you reach an affordable amount.
 - You can also categorize your expenses into three categories.
 - Must-have: essential to selling this crop (basic signage, sampling, recipe cards, etc.).
 - Nice-to-have: helpful, but not essential this season (professional photography, fancy labels, etc.).
 - Wait-for-later: good ideas for future years.

Marketing Budget: Aid

How will you fund and staff your marketing efforts?



Marketing Budget Aid: Getting Started In Creating A Marketing Budget

This planning aid helps you choose a realistic starting point for your marketing budget before you begin entering numbers. By selecting the investment level that matches your resources and goals, you set clear boundaries for what's possible this season. Completing this step keeps you from overspending, helps you right-size your marketing efforts, and prepares you to evaluate your channels in the next aid.

Bare Minimum (Essentials Only)	Moderate Investment (Balanced Approach)	Growth Mode (Expand Reach & Storytelling)
<i>For farmers with limited funds or testing a new crop.</i>	<i>For farmers ready to invest a bit more in visibility and education.</i>	<i>For farmers aiming to scale or reach new audiences.</i>
<ul style="list-style-type: none">• Basic stall signage• Simple recipe cards• Sampling ingredients• One core outreach method (weekly market presence, etc.)	<ul style="list-style-type: none">• All "Bare Minimum" items• Branded labels or stickers• Small social media promotion budget• Seasonal recipe sets• Occasional demos or tastings	<ul style="list-style-type: none">• All "Moderate" items• Professional photography or design• Workshops or chef collaborations• Paid advertising or boosted posts• Branded packaging upgrades

Marketing Budget: Aid

How will you fund and staff your marketing efforts?



Marketing Budget Aid: Budget Reflection

This checklist helps you perform a double-check to ensure your final budget is practical, focused, and aligned with your overall marketing plan.

1. Marketing Strategy Alignment

- Does every budget item support your primary marketing objectives?
- Are you funding anything that doesn't clearly move your strategy forward?
- Do your spending choices match the customer barrier you are trying to solve?
- Does this budget reflect the positioning angle you chose (heritage, flavor adventure, cultural staple, etc.)?

2. Your Chosen Investment Level

- Does your spending stay within the Minimum Viable Budget level you have selected?
- Are you trying to fund too many "growth mode" activities on a "bare minimum" budget?
- Have you avoided adding items that don't fit into your current capacity or resources?

3. Channel Selection & Prioritization

- Have you chosen channels that match your time, money, and skills?
- Are you funding the channels that historically give you the best results?
- Are you avoiding channels that are too expensive or too time-heavy for this season?

4. Customer Experience & Education

- Does your budget include tools that help customers feel curious, confident, or inspired?
- Have you invested enough in education tools (recipes, signage, sampling, etc.) for uncommon culinary plants?
- Does your spending help reduce customer barriers like unfamiliarity or cooking uncertainty?

5. Crop-Specific Needs

- Does this budget reflect the needs of the specific crops you are selling this season?
- Are there crops that require more storytelling, sampling, or recipe support?
- Are you budgeting differently for crops that are rare, hard to find, or culturally significant?

6. Time & Energy Realism

- Does this budget respect your energy during peak harvest weeks?
- Are you choosing channels you can realistically maintain all season?
- Have you avoided overcommitting to time-heavy activities like demos or workshops?



Marketing Budget: Aid

How will you fund and staff your marketing efforts?



Marketing Budget Aid: Budget Reflection (cont.)

This checklist is a continuation of the checklist started on the previous page.

7. Flexibility & Risk Management

- Do you have a small buffer for unexpected opportunities or challenges?
- If something changes mid-season, do you know which items you can adjust or cut?
- If you had to cut 20%, do you know what you would cut first?
- If you had an extra 20%, do you know where you would invest it?

8. Financial Realism

- Does this budget feel realistic for your cash situation this season?
- Are you spreading your funds too thin across too many channels?
- Have you prioritized must-have activities before nice-to-have ones?
- Does your spending reflect the actual revenue potential of the crops you are marketing?

9. Storytelling & Cultural Integrity

- Does your budget support respectful, accurate storytelling for heritage or culturally rooted crops?
- Are you investing in tools that help customers understand why this crop matters?

10. Final Confidence Check

- Does this budget feel doable, sustainable, and aligned with your goals?
- Do you feel confident that this budget will help you sell your crops effectively?
- Does this budget support the kind of customer experience you want to create?

Marketing Budget: Notes

How will you fund and staff your marketing efforts?



Marketing Budget Notes:
How will you stay on budget?



Marketing Timeline

When will each marketing task be conducted?



Section Guidance

The Marketing Timeline provides a calendar of when you want certain marketing activities to occur.



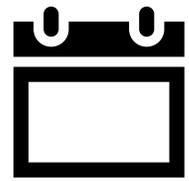
Side-by-Side Comparison: Uncommon vs. Common Culinary Plants

The chart (below) compares uncommon and common culinary plants to help you plan your marketing activities. It highlights differences in planting, harvesting, and peak demand so you can map out when to promote, sell, and deliver your crops.

Component	Uncommon	Common
Examples	Sunchokes, amaranth, chickweed	Tomatoes, peppers, basil
Pre-Season (3–6 months before launch)	Heavy focus on education and awareness: Develop recipes, create storytelling content, design distinctive branding, host teaser workshops or tastings.	Light pre-season promotion: Confirm supply contracts, prepare seasonal advertising, update CSA communications.
Early Season (launch period)	Roll out introductory campaigns: chef collaborations, social media storytelling, farm tours, and cultural tie-ins. Goal: Encourage trial and reduce hesitation.	Launch price and availability campaigns: supermarket flyers, CSA boxes, and digital ads. Goal: Remind customers of staple availability.
Mid-Season (growth period)	Intensify content marketing: publish recipe videos, share customer testimonials, highlight nutritional or heritage benefits. Goal: Build repeat purchases.	Focus on volume sales: maintain promotions, highlight freshness, and push bulk discounts. Goal: Move lots of product quickly.
Late Season (harvest peak)	Host community engagement events: cooking classes, heritage festivals, or farm dinners. Goal: Cement cultural and emotional connection.	Push end-of-season promotions: clearance pricing, loyalty rewards, and storage tips. Goal: Sustain demand until next cycle.
Post-Season (off-season)	Conduct feedback surveys, refine storytelling, and plan next year's educational campaigns. Goal: Improve adoption curve.	Conduct sales analysis, adjust pricing strategies, and plan next year's distribution. Goal: Optimize efficiency.
Overall Timeline Emphasis	Longer lead period: Requires early and sustained education plus community engagement throughout the cycle.	Shorter lead period: Relies on seasonal reminders and promotions with efficiency and scale as priorities.



Marketing Timeline



When will each marketing task be conducted?



In Case You Are Wondering: Mapping Out Seasonal Crop Rhythms

Every farm season has its own demands and your marketing should shift right along with your crops. Early season is dominated by planting and getting established; peak season is all about managing the main harvest; and late season focuses on storage crops, final harvests, and winding down. By understanding what your crops need at each phase, you can match your marketing efforts to the natural rhythm of your farm.



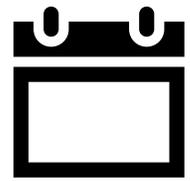
Your Turn: Scheduling Your Marketing Activities

The chart below helps to integrate seasonal crop into general marketing needs.

1. List the crops and produce you have available at various seasons of the year.
2. Plan an activity in each of the three marketing channels (Visual Branding, Advertising, and Content Marketing).
3. Compare your plans with your marketing budget to ensure there are sufficient funds available.
4. Insert this calendar into your marketing plan.

	Spring (March – May)	Summer (June – August)	Fall (September – November)	Winter (December – February)
Available crops or produce	<i>None yet as sunchoke are just starting to emerge.</i>			
Seasonal considerations	<i>Begin for fall selling</i>			
Visual Branding Activities	<ul style="list-style-type: none">• <i>Capture photos of early shoot.</i>• <i>Update signage, labels, and recipe cards for fall.</i>• <i>Create simple “coming this fall” visuals for markets, newsletters or social media.</i>			
Advertising Activities	<ul style="list-style-type: none">• <i>Announce that sunchoke are back in the ground and growing for fall.</i>• <i>Share projected availability.</i>• <i>Begin light outreach.</i>			
Content Marketing Activities	<ul style="list-style-type: none">• <i>Post behind-the-scenes updates</i>• <i>Reintroduce flavor, uses, etc.</i>			
Partnerships	<ul style="list-style-type: none">• <i>Check in with chefs to access their needs for the upcoming harvest season</i>			

Marketing Timeline



When will each marketing task be conducted?

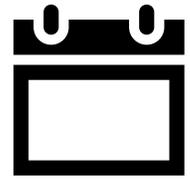


Your Turn: Expanding Your Seasonal Activities Into Monthly Activities

Now that you've mapped your early, peak, and late-season priorities, the next step is to break them into simple monthly actions. Turning seasonal goals into monthly tasks helps you stay ahead of crop timing, customer needs, and marketing opportunities. This section shows you how to translate big seasonal intentions into clear, doable steps you can plan and track month by month.

Month	Available crops or produce	Special days to include in plan	Visual Branding Activities	Advertising Activities	Content Marketing Activities
Jan					
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					

Marketing Timeline Notes



When will each marketing task be conducted?



Marketing Timeline Notes: What are some thoughts on how to keep yourself meeting your timelines?

Marketing Metrics



How will you measure the success of your marketing plan?



Section Guidance

There are many metrics that can be tracked and it may feel overwhelming at times trying to figure out which metric to track. It doesn't have to be overwhelming. Look at your marketing objectives and pick the metric that supports your objectives.



In Case You Are Wondering: Suggested Metrics To Measure

Below are ideas on what metric(s) to track and to track them. Look at the "Purpose" column to see which metric best matches your objectives.

Metric	Simple Definition	Purpose	How to Track It	Example
KPI (Key Performance Indicator)	A number you track to see if your marketing is working.	Helps you stay focused on what success looks like.	Count sign-ups, attendance sheets, or sales tied to an activity.	Increase workshop attendance to 20 people.
ROI (Return on Investment)	The percentage of profit earned for every dollar spent	Helps determine if money has been made or lost	Compare what you spent vs. what you earned after the activity.	Spend \$50 on ads to make \$150 in sales.
Conversion	When someone takes the action you hoped for	Shows how well your marketing motivates people.	Track tasters vs. buyers, clicks vs. sign-ups, etc.	10 people taste a sample then 4 buy the plant.
Reach	How many people saw your message	Helps you understand how far your message traveled.	Use platform insights, flyer counts, or event foot traffic.	300 people saw your Facebook post
Engagement	How many people interacted with your content	Shows if people are interested enough to respond.	Use social insights or tally interactions at events.	Likes, comments, shares, questions at your booth
Traffic	How many people visited your booth, website, or event	Helps you understand interest and visibility.	Use click counts, website visits, or simple tally marks.	40 people stopped at your tasting table
Retention	How many customers come back again	Shows long-term loyalty and repeat demand.	Track repeat buyers or returning workshop participants.	A customer buys yacon again next month.
Cost Per Activity	How much it costs to run one marketing activity	Helps you budget and compare activities.	Add up supplies, time, and fees for each activity.	A tasting event costs \$35 total

Marketing Metrics



How will you measure the success of your marketing plan?



Side-by-Side Comparison: Uncommon vs. Common Culinary Plants

The chart (below) compares uncommon and common culinary plants to help you choose meaningful Key Performance Indicators (KPIs) for your business. Choose the KPIs that measure progress toward your objectives. It shows how your crop's unique traits can shape what success looks like, whether it's customer interest, repeat sales, or market reach.

	Uncommon	Common
Examples	Sunchokes, amaranth, chickweed	Tomatoes, peppers, basil
Focus	Awareness, education, adoption	Full scorecard and process for monitoring performance.
Sales Growth	Percent of increase in sales of specific uncommon crops compared to last season	Total pounds or units sold per season; overall revenue contribution
Customer Acquisition	Number of new buyers willing to try the crop for the first time	Number of repeat customers or CSA renewals
Customer Education Reach	Recipe cards distributed, workshop attendees, downloads of cooking guides	Less emphasis as customers already know how to use common crops.
Engagement Metrics	Blog views, social media shares, comments about uncommon crops	General engagement with promotions and farm updates
Repeat Purchases	Track how many first-time buyers return to purchase again	Track frequency of purchases across staple crops
Community Engagement	Event participation (farm tours, cooking demos focused on uncommon crops, etc.)	Attendance at general farm events or seasonal markets
Brand Awareness	Survey feedback on recognition of the plant's name on the packaging	Market share compared to other local producers of the same crop
Advertising ROI	Effectiveness of campaigns introducing the crop to new audiences	Cost per lead or sale in competitive markets
Operational Efficiency	Less emphasized focus on adoption and education	Strong emphasis on production cost vs. sales margin

Marketing Metrics



How will you measure the success of your marketing plan?



Your Turn: Determining If Your Market Plan Is A Success

Below is a worksheet that will help you determine what data to collect, how to collect it and the data's source. Below is a list of possible KPIs a business can track. Make sure to pick only the KPIs that show progress on your objectives.

1. Sales Growth

KPI Goal: Increase sales of <<enter text>> (crop) by <<enter text>> % compared to last season.

- Data Source: <<enter text>> (point-of-sale records, farmers market receipts, CSA logs, etc.).
- Collection Method: <<enter text>> (weekly tally sheets, digital POS reports, etc.).
- Frequency: <<enter text>> (monthly, seasonally, etc.).

2. Customer Acquisition

KPI Goal: Gain <<enter text>> new customers for <<enter text>> (crop) this season.

- Data Source: <<enter text>> (customer sign-ups, email list growth, first-time buyer notes, etc.).
- Collection Method: <<enter text>> (market surveys, newsletter subscription tracking, loyalty cards, etc.).
- Frequency: <<enter text>> (monthly, per event, etc.).

3. Customer Education Reach

KPI Goal: Distribute <<enter text>> recipe cards, attract <<enter text>> workshop attendees, achieve <<enter text>> downloads of cooking guides.

- Data Source: <<enter text>> (event sign-in sheets, printed materials count, website download logs, etc.).
- Collection Method: <<enter text>> (manual tally, digital analytics, etc.).
- Frequency: <<enter text>> (per event, quarterly, etc.).

4. Engagement Metrics

KPI Goal: Achieve <<enter text>> <<enter text>> blog views, <<enter text>> social media shares, <<enter text>> comments on posts about <<enter text>> (crop).

- Data Source: <<enter text>> (website analytics, social media insights, etc.).
- Collection Method: <<enter text>> (Google Analytics, Facebook/Instagram Insights, etc.).
- Frequency: <<enter text>> (weekly, monthly, etc.).

5. Repeat Purchases

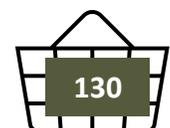
KPI Goal: <<enter text>> of first-time buyers purchase <<enter text>> (crop) again within <<enter text>> weeks.

- Data Source: <<enter text>> (POS system, CSA renewal records, loyalty card tracking, etc.).
- Collection Method: <<enter text>> (customer purchase history, manual notes at market, etc.).
- Frequency: <<enter text>> (seasonally, etc.).

6. Community Engagement/Event Participation

KPI Goal: Attract <<enter text>> attendees to <<enter text>> (farm tour, cooking demo, etc.).

- Data Source: <<enter text>> (event sign-in sheets, ticket sales, RSVP lists, etc.).
- Collection Method: <<enter text>> (manual count, online registration platform, etc.).
- Frequency: <<enter text>> (per event, etc.).



Marketing Metrics



How will you measure the success of your marketing plan?



Your Turn: Determining If Your Market Plan Is A Success (cont.)

Below is a continuation from the previous page.

7. Brand Awareness

KPI Goal: <<enter text>> % of surveyed customers recognize <<enter text>> (crop name, packaging, etc.).

- Data Source: <<enter text>> (customer surveys, informal interviews, etc.).
- Collection Method: <<enter text>> (paper surveys at market, digital forms, etc.).
- Frequency: <<enter text>> (annually, post-season, etc.).

8. ROI (Return on Investment)

KPI Goal: Achieve ROI of <<enter text>> for <<enter text>> (marketing activity: ads, workshops, packaging, etc.).

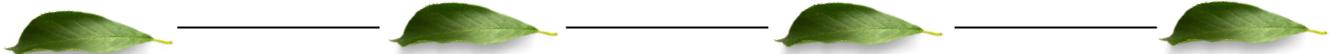
Formula:

- Data Source: <<enter text>> (sales records linked to campaign, marketing expense reports, etc.).
- Collection Method: <<enter text>> (compare campaign costs vs. resulting sales, etc.).
- Frequency: <<enter text>> (after each campaign, quarterly, etc.).
- $ROI = \text{Money you earned from an activity} - (\text{minus}) \text{Money you spent on an activity}$

If there are no KPI examples below that help you meet your objectives, then create your own by using this formula:

Objective

- KPI Goal: <<enter text>>
- Data Source: <<enter text>>
- Collection Method: <<enter text>>
- Frequency of collection: <<enter text>>



Marketing Metrics



How will you measure the success of your marketing plan?



Your Turn: Determining If Your Market Plan Is A Success - Example

Below are some examples of KPIs based upon the filled in template. Simply remove the italicized sample text and add in your own information. Remember to only pick KPIs that help you track progress toward fulfilling your objectives.

Sales Growth

- KPI Goal: *Increase sunchoke sales by 15% in November compared to last year*
- Data Source: *Farmers market receipts and CSA sales records*
- Collection Method: *Weekly tally sheets and digital POS reports*
- Frequency: *Monthly review*

Customer Acquisition

- KPI Goal: *Gain 40 new customers purchasing sunchoke during November markets*
- Data Source: *First-time buyer notes and newsletter sign-ups*
- Collection Method: *Market surveys and email list tracking*
- Frequency: *Per event*

Customer Education Reach

- KPI Goal: *Distribute 200 recipe cards and attract 25 attendees to the "Cooking with Sunchoke" demo*
- Data Source: *Recipe card count and event sign-in sheets*
- Collection Method: *Manual tally and registration forms*
- Frequency: *Per event*

Engagement Metrics

- KPI Goal: *Achieve 500 blog views and 100 social media shares on sunchoke posts in November*
- Data Source: *Website analytics, and Instagram/Facebook Insights*
- Collection Method: *Google Analytics and platform dashboards*
- Frequency: *Weekly*

KPI Goal

- Ensure *30% of first-time buyers purchase sunchoke again within 4 weeks*
- Data Source: *POS system and CSA renewal records*
- Collection Method: *Customer purchase history tracking*
- Frequency: *Seasonal review*

Event Participation

- KPI Goal: *Attract 25 attendees to the November cooking demonstration.*
- Data Source: *Event sign-in sheets*
- Collection Method: *Manual count*
- Frequency: *Per event*



Marketing Metrics



How will you measure the success of your marketing plan?



Your Turn: Determining If Your Market Plan Is A Success - Example

Below is the continuation of the list on the previous page.

Brand Awareness

- KPI Goal: *Achieve 70% recognition of sunchokes among surveyed customers at the November market*
- Data Source: *Customer surveys*
- Collection Method: *Paper surveys at market booth*
- Frequency: *Annually (post-season, etc.)*

ROI (Return on Investment)

- KPI Goal: *Achieve ROI of 150% for the November sunchoke marketing campaign*
- Formula: $ROI = (\text{Profit} \div \text{Cost}) \times 100$
- Data Source: *Sales records linked to campaign and marketing expense reports*
- Collection Method: *Compare campaign costs (\$400 for ads, recipe cards, demo supplies) vs. resulting sales (\$1,000 in sunchoke revenue)*
- Calculation
 - $\text{Profit} = \$1,000 - \$400 = \$600$
 - $ROI = (\$600 \div \$400) \times 100 = 150\%$
- Frequency: *After campaign completion*



Marketing Metrics: Notes

How will you measure the success of your marketing plan?



Marketing Metrics Notes:

What story are your metrics telling you about marketing uncommon culinary plants?



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