



Marketing for Profit: Tools for Success

Marketing Training for farmers Curriculum

Module 1 Overview: Self-Assessment

Workshops:

- Assessing Your Identity
- What's out there? Exploring Marketing Channels
- Where are We and Where do we Want to be?

Objectives:

- Provide the knowledge and tools for farmers to look objectively at their personal capacity for various farming enterprises.
- Provide the knowledge and tools for farmers to assess their farm and business capacity to enter into various marketing enterprises.
- Provide farmers with a clear understanding of various direct marketing channels, the requirements for participation, the marketing costs for participation, etc.
- Farmers will be able to conduct a self-assessment and make informed decisions on the appropriate marketing channels that match their personal, farm and business goals and capabilities.

Target Audience:

The target audience is all farmers involved in or considering entering direct-to-consumer sales.

Time:

90 minutes, including Q & A for each workshop

Equipment/Materials/Supplies

- Laptop/projector/screen
- Easel/easel pad
- Marketing pens

Handouts:

- Cost of Production Guide
- Production Management Checklist
- Skills Enterprise Assessment
- USDA Food Hub List

Resources:

Further Self-analysis:

- Understanding yourself about change
 - <http://www.agecon.purdue.edu/extension/programs/fbm21/form11.htm>
- Farmer to Consumer Marketing
 - <http://ir.library.oregonstate.edu/xmlui/bitstream/handle/1957/20662/pnw201-e.pdf>

Further Information Resources:

- Positioning the Farm Business: Steps for Strategic Planning
 - <http://ageconsearch.umn.edu/bitstream/28647/1/sp98-09.pdf>
- The Internal Environment: What Is Your Farm's Competitive Advantage?
 - <http://www.agecon.purdue.edu/extension/sbpcp/resources/internal.pdf>
- Feasibility Study
 - http://www.caes.uga.edu/applications/publications/files/pdf/B%201066_2.PDF

Enterprise Analysis:

- <http://ir.library.oregonstate.edu/xmlui/bitstream/handle/1957/20663/pnw202-e.pdf>
- Enterprise Budgets from Penn State:
 - <http://agalternatives.aers.psu.edu/publications.cfm>
- Farm Cash Records to Cost of Production
 - <http://www.uvm.edu/newfarmer/costpricingfactsheet.pdf>

Commodity Information:

- http://www.agmrc.org/commodities_products/
- Butcher Kept Your Meat? : Factsheet on Animal Carcass Conversion
 - http://www.uvm.edu/newfarmer/marketing/price/The_Butcher_Stole_My_Meat.pdf

Exploring Marketing Channels:

- Guide to Marketing Channels
 - <http://cctompkins.org/sites/all/files/factsheets/factsheet-1317.pdf>

Lesson Plan:

1. Introduce the topic of discussion, encouraging participants to participate in all three workshops in the series, as well as participation in the entire program of Marketing for Profit: Tools for Success.
2. Use the provided powerpoint presentation to present the material to participants.
3. Utilized the notes section of the PowerPoint for discussion points, activities and handouts to present the workshop for this module.

Options for Facilitation

This curriculum is designed to be user-friendly and as easy as possible to incorporate into your programming. The choice of how you utilize the materials is yours. You may use the PowerPoint presentations or just use the notes as a guide as you verbally share the information. The amount of interaction you have in your workshop is also your choice. You can use direct instruction and simply share the information with participants or utilize the activities suggested in the lesson.

Feedback and Evaluation

This project is federally funded and requires documentation of all outreach efforts and follow-up. After you deliver this module, please email deggert@nyfarmersmarket.com or dgrusenmeyer@nyfvi.org and attach scanned copies of the Workshop Evaluation for or send copies to:

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If you have any questions or need assistance, please contact Diane Eggert (deggert@nyfarmersmarket.com) or David Grusenmeyer (dgrusenmeyer@nyfvi.org)