**Marketing for Profit: Tools for Success**

**Extension Evaluation of project**

1. **Please complete the following chart indicating what sessions of the Marketing for Profit: Tools for Success curriculum you have participated in and what you may have used or plan to use for farmer workshops.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course** | **Participated in session- webinar or Moodle online program** | **Used Curriculum in farmer workshop** | **# of producers in workshop** | **Plan to use curriculum in future farmer workshops** | **If Yes: Anticipated audience of future farmer workshops** | **If No: Do you direct farmers to the online curriculum?** |
| Assessing Your Identity |  |  |  |  |  |  |
| Marketing Channels |  |  |  |  |  |  |
| Where Are We and Where do we Want to Be |  |  |  |  |  |  |
| Learning to Look Around: Getting Your Head in the Game |  |  |  |  |  |  |
| How Smart Are you? |  |  |  |  |  |  |
| Building the Marketing Plan |  |  |  |  |  |  |
| People Sure Are Strange |  |  |  |  |  |  |
| BOGO’s, Bouncebacks, and the Cost of Freebies |  |  |  |  |  |  |
| Every Silver Lining has a Cloud |  |  |  |  |  |  |
| How to Say What you Mean and Mean Something |  |  |  |  |  |  |
| You are What you Look Like |  |  |  |  |  |  |
| You are What they Think you Are |  |  |  |  |  |  |
| Keeping an Eye on your Customer |  |  |  |  |  |  |
| Putting a Handle on the Tomato |  |  |  |  |  |  |
| Drudgery That Pays Well |  |  |  |  |  |  |

1. **Did you work one-on-one with any producers using the lessons from the marketing tools curriculum? If yes, how many farmers did you work with?**
2. **If so, what was the nature of the work?**
* **What were the issues identified that needed to be addressed?**
* **What changes were made to the farm’s marketing plan, process or techniques as a result of your work?**
1. **What was the impact on the farm as a result of the changes?**

|  |  |
| --- | --- |
| Potential Impact | Describe Impact |
| Increase sales (% increase) |  |
| Increased customer traffic (% increase) |  |
| Change from part time to full time farming |  |
| Able to purchase health insurance for the family |  |
| Able to begin a retirement fund |  |
| Increased amount of acreage farmed |  |
| Increase # of farm employees |  |
| Spouse moved from outside employment to full time on the farm  |  |
| Other: please specify any additional positive impacts as a result of this work |  |

1. **Did you work with a farm that was particularly successful in implementing new marketing tactics, strategies and venues that would make a good case study for this program? If so, please provide a brief synopsis and contact information.**

**Marketing for Profit: Tools for Success**

**Farmer Evaluation of project**

**Surveymonkey to all farmers from webinars and online**

1. **Please complete the following chart indicating what sessions of the Marketing for Profit: Tools for Success curriculum you have participated in and what new practices or techniques you have implemented at your farm based on the lessons of each workshop.**

|  |  |  |
| --- | --- | --- |
| **Course** | **Participated in session- webinar or Moodle online program** | **Practices adopted as a result of the workshop** |
| Assessing Your Identity |  |  |
| Description: Understanding your skill sets, personality traits and personal and farm goals helps you to assess the appropriate marketing venue.  |
| Marketing Channels |  |  |
| Description: this session provided a look at the various marketing options as well as the pros and cons associated with participation in each outlet. |
| Where Are We and Where do we Want to Be |  |  |
| Description: This is a look at various innovative marketing programs that are being used by NY farmers, such as online markets, delivery programs and cooperative CSA programs. |
| Learning to Look Around: Getting Your Head in the Game |  |  |
| Description: This session helped you to analyze your business environment, looking at what data to collect and why, i.e. who are your customers, who is your competition, what do consumers think of you, what is the pricing of your potential products in your community. |
| How Smart Are you? |  |  |
| Description: Pricing is always a challenge, but this session gives a realistic, mathematical approach to price setting and explores a variety of pricing strategies. |
| Building the Marketing Plan |  |  |
| Description: A market plan will help you to identify your competition, define your competitive edge and develop a plan that will help you apply for funding, and give you a roadmap to success. |
| People Sure Are Strange |  |  |
| Description: Every community is made up of subsets of communities. This session teaches how to determine who those subsets are, how to find information about each subset and how to determine your ultimate target customer demographic. |
| BOGO’s, Bouncebacks, and the Cost of Freebies |  |  |
| Description: Building a brand is key to getting your business recognized and remembered. Once you have a brand, you need to incorporate it into everything you do.  |
| Every Silver Lining has a Cloud |  |  |
| Description: This session conducts a SWOT analysis of your business. |
| How to Say What you Mean and Mean Something |  |  |
| Description: Learn your company’s elevator pitch and be aware of how customers are hearing what you are saying. Make your elevator pitch a part of your overall communications. |
| You are What you Look Like |  |  |
| Description: This session looks at the critical components to display, as well as other components of drawing consumers to you, building the relationship with consumers and, consequently, building your sales. |
| You are What they Think you Are |  |  |
| Description: Know what your customer’s perception of you are and what their values are so that you can relate your business and your products in ways that matches customer needs and motivations. |
| Keeping an Eye on your Customer |  |  |
| Description: Customer Relationship Management helps you to target your customer, get to know them better, effectively communicate with them and build customer loyalty. |
| Putting a Handle on the Tomato |  |  |
| Description: Positioning your business determines how customers view your business: customer focused, product focused or corporate focused. Knowing your position and your customer will help you through times of crisis.  |
| Drudgery That Pays Well |  |  |
| Description: This session was an overview of the entire curriculum, focusing on the data to be collected, how to maintain that data and putting the information to use to help you succeed. |

1. **What changes did you make to the following, (include the reason for the change(s) made):**

|  |  |
| --- | --- |
| Marketing venues |  |
| Signage |  |
| Marketing message |  |
| Target customer |  |
| Marketing plan |  |
| Business Plan |  |
| Customer Communications |  |
| CRM Strategy |  |
| Product positioning |  |
| Logo/tagline |  |
| Pricing Strategy |  |

1. **Did you work one-on-one with an Extension Educator or other farm advisor to help you evaluate your marketing, determine areas of weakness and strategize changes to your farm/business’ marketing strategies?**

**Who was the Educator or advisor?**

**What weaknesses were identified?**

**What changes were implemented to address these weaknesses?**

**What were the results of the changes? How did these changes impact farm revenue?**

1. **Complete the following chart:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Do you have the following in place?** | **Before the webinar/online presentation** | **Put in place as a result of the webinar/online presentation** | **Will put in place in the future**  |
| Marketing plan |  |  |  |
| Business plan |  |  |  |
| Logo/tagline |  |  |  |
| System to track financial data |  |  |  |
| System to track sales data |  |  |  |
| System to track customer data |  |  |  |
| Online presence (website and/or social media) |  |  |  |
|  |  |  |  |

With the implementation of new marketing strategies, tactics and venues, did you realize any of the following:

Increased sales (percent increase)

Increased customer traffic (percent increase)

Change from part time to full time farming

Able to purchase health insurance for the farm family

Able to begin a retirement fund

Increased amount of acreage farmed

Increased # of farm employees

Spouse moved from outside employment to full time on the farm