

# Put "Face to your Farm" Worksheet

The goal of this worksheet to help you develop a clear mission statement and to identify your marketing strengths and weaknesses. Your answers will help me develop a customized marketing strategy and help you develop a unique point-of-view and original content for you to use on your website and social media posts.

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What's the name of your farm business?

In a few sentences, please describe your farm business. What do you grow or make? How big (or small) is your farm? If you have this summarized on your website or Facebook page, please feel free to copy and paste.

Describe what's unique about your farm – for instance are you a first generation farmer or has your farm been in your family for generations? Are you certified organic? Do you make a farmstead product? Again, if you have something written already on a brochure, on your website or Facebook, feel free to copy and paste.

In addition to selling at farmers markets, what other sales outlets do you have?

- CSA
- Wholesale accounts
- Online sales
- Other

How do you want shoppers to perceive your farm and products? You can write a sentence or just list adjectives.

How do you NOT want shoppers to perceive your farm and product? You can write a sentence or just list adjectives.

Who are your major competitors and how do you differ from them? Competitors can be other farmers selling at market, supermarkets, food delivery services, etc.

If one of your competitors is another farm selling at markets, what are they doing differently than you?

What messages are you using to promote your business? Do you believe they are effective? Why/Why not?

To help me understand how shoppers perceive you, please evaluate the following statements.

	Strongly Disagree	Disagree	Agree	Strongly Agree	Not Applicable
At market I am known for my wide variety of product.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
At market, I am known for gourmet and specialty product.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
At market, I am known for my "fair" pricing compared to other farmers selling similar product.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Most of my shoppers are regular, repeat customers.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
My shoppers know the name of my farm and where it is located.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
My shoppers often ask me questions about storage, preparation, and serving suggestions about my products.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

What do your customers think about you businesses, what would you LIKE them to think, and what might be preventing them from thinking the way you want?

What are your best selling products, the foods that sell out fast and that shoppers ask after?

What products are more difficult to move or are underrated by shoppers?

**"If I weren't a farmer, I'd be a..."**

**In your answer, please include why you'd pick this alternative vocation.**

**If your farm were a person taking a day off, who would it be and what would it do? For instance, would it get dressed to the nines and go out dancing or pack a beautiful picnic and go for a hike?**