

Marketing - Personal Assessment

1	<p><u>Customer Contact</u></p> <p>Don't like working with the public</p> <p>1</p>	2	<p>You can handle person-to-person interactions</p> <p>3</p>	4	<p>You are energized and joyful from working with people</p> <p>5</p>
2	<p><u>Liability</u></p> <p>You want to limit your liability / risk as much as possible</p> <p>1</p>	2	<p>You can tolerate some liability / risk</p> <p>3</p>	4	<p>You are not at all bothered by liability / risk</p> <p>5</p>
3	<p><u>Meetings</u></p> <p>You Dislike</p> <p>1</p>	2	<p>Can tolerate a moderate amount</p> <p>3</p>	4	<p>You Like</p> <p>5</p>
4	<p><u>Pricing</u></p> <p>You are satisfied with a wholesale / commodity price</p> <p>1</p>	2	<p>You want more than a wholesale / commodity price</p> <p>3</p>	4	<p>You want a premium price</p> <p>5</p>
5	<p><u>Regulations</u></p> <p>You want little involvement with regulations and inspections</p> <p>1</p>	2	<p>You don't mind regulations and inspections</p> <p>3</p>	4	<p>You welcome regulations and inspections</p> <p>5</p>
6	<p><u>Paperwork/Organization</u></p> <p>You Dislike</p> <p>1</p>	2	<p>Can tolerate a moderate amount</p> <p>3</p>	4	<p>You Like</p> <p>5</p>

Marketing Strategy - Preference Worksheet

1	1 Broker or Distributor	2 Restaurants, Grocery, Food Service	3 Farmers's Market	4 Pick-Your-Own, CSA	5 Agritourism, On-Farm Store
2	1 Fresh, raw fruits and vegetables through a broker, distributor or co-op	2 Fresh, raw fruits and vegetables sold to a restaurant, grocery or food service	3 Fresh raw fruits and vegetables through a farmers market or CSA. Meat sales through a broker, distributor, co-op, food service, grocery store	4 Retail meat sales through a farmers market or CSA. Processed foods by any sale method	5 Agritourism, On-Farm Store
3	1 Small-scale sales from farm premises, farm stand, pick-your-own	2 Broker, distributor, agritourism	3 Farmers Market, restaurant, grocery, food service, on-farm store	4 CSA	5 Cooperative or Collaborative
4	1 Broker or Distributor, Institutional Food Service	2 Grocery, Restaurant	3 Farmers Market, roadside stand, CSA, Pick-Your-Own	4 N/A	5 On-Farm Store, Agritourism, Internet Sales
5	1 Fresh, raw products, Brokers and distributors, Farm Stand or other sales from farm premises	2 CSA	3 Farmers Market	4 Restaurants, Grocery, Food Services	5 Any sales of processed products, agritourism
6	1 Small-scale sales from farm premises, farm stand, pick-your-own	2 Broker, Distributor, Agritourism	3 Farmers's Market, restaurant, grocery, food service, on-farm store	4 CSA	5 Cooperative or Collaborative