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Market Planning

One Option

First Things First

- Set your goals! How much do you want to sell? What do you want your income to be? How much can you grow?
- Market survey
 - What is our product?
 - Who/Which Market/Advantages/Disadvantage
 - Where
 - When
 - How much
 - Other marketers? How much competition? What kind?
 - Increasing business?
 - Price vs Quality
- Opportunities ? What is my niche?

Planning, cont.

- What are our strengths?
 - How to maximize
- How close are we to markets?
- What are weaknesses
 - How to minimize?
- Will labor force change – more or less
- What skills do we have now
 - What skills do we need to add/learn

Labor

- Who?
 - Family?
 - Long term
 - Year round?

Specific Plan

- Space (available?) Can I Add more?
What is cost?
- Crop rotation
- Succession planting
- What my soil does well
- Labor
- Cost/Break even point

Equipment

- Hand tools vs mechanical
- Hoes, shovels, harvester, water, sinks,
 - Seeders, rototiller, broadfork
- Packaging

Options

- Restaurants
- CSA
- Co-ops
- Farmer's Markets
- Wholesale

CSA

- Advantage
 - Prepay
 - Planning/cost
 - No backing out
 - Product doesn't have to be "perfect"
 - Minimal packaging
- Disadvantage
 - Keeping happy
 - Working with
 - exclusivity/other markets
 - Education "volunteers"

Restaurants

- **Advantage**
 - Price
 - Dependability
- **Disadvantage**
 - Timing
 - Delivery
 - Quality must be perfect
 - Invoicing

Co-op

- **Advantage**
 - Ready market
 - Little time spent to market/just deliver
 - Half wholesale – planning easier
- **Disadvantage**
 - Packaging
 - Wholesale pricing
 - Dependability

Farmer's Market

- **Advantage**
 - As crop is available
 - Retail price
 - Consumer recognition/education
- **Disadvantage**
 - Display cost
 - Labor cost
 - No guaranteed sales/whim of weather

Restaurants

- **Advantage:**
 - High end – or local food
 - Relationship with owner/chef
 - Market/Advertise together
- **Disadvantage**
 - “perfect”
 - Dependability/Flexibility
 - Risk of not paying

What to grow

- What is market? Will the market take more?
- What can I do better than current distribution?
- How much does it cost? What is return?
- Do the crops I am passionate about.
 - Easier for me to market
 - Easier for me to grow

High Tunnel

- Season extension
- Crops to maximize income
 - Depends on market
 - Tomato, cucumber, onion, summer squash, melons, strawberries, raspberries, carrots
 - Head Lettuce, Mixed greens, spinach..l

Crops

- Routine –
 - Spinach, lettuce, mixed greens
 - Local is “in”
- Specialty
 - Carrots, beets, potatoes
 - Lettuce
 - Herbs
 - Edible flowers

Pricing

- What is cost?
- What is break even point? Can I produce/sell that much?
- What will market pay? Why?
 - Quality
 - Local
 - Organic
- Promote your advantage