

Product/Market Considerations

Who will purchase your product? What is important to these customers? How can your product appeal to this audience? Consider product alterations (e.g., packaging) and marketing techniques (e.g., labeling).

What is your production capacity? What is a manageable market for this production level? If you establish a community-supported agriculture (CSA) operation, how many subscribers would be manageable to start with? How many farmers markets are feasible for you to attend?

How and when will you consider expansion?

Passion Fruit Farming Course: Market Research and Considerations

Who is your competition? How can you increase your competitive advantage? What is your niche marketing strategy? How will you differentiate your product from the competition?

Marketing channels have advantages and disadvantages. Choose a couple of channels you are considering from the list of suggestions below, and write some brief notes about each.

Potential marketing channels:

- Wholesale
- Roadside stands
- Farmers markets
- Community-supported agriculture (CSA)
- Restaurants
- Public institutions (e.g., hospitals and group homes)
- Farmers' cooperative
- Websites
- Other direct marketing opportunities—Value-added processing (e.g., jams, dried food, and culinary herbs)

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Are there markets that offer a better price?

Market	Price

Licenses and Special Permits

Are special licenses or permits needed to grow and sell your products?

Some food buyers require Good Agricultural Practices (GAP) certification. Does your marketing channel require GAP certification?

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Is there an advantage to marketing your products by using “certified organic,” “sustainable,” “locally grown,” “natural,” or other terms? Are there certifications that would be valuable for your farm or products?

Logo and Branding

Do you have a farm logo, or are you considering having a logo? Here’s some space to sketch logo ideas.
