A PRIMER for Selecting New Enterprises for Your Farm:

MARKETING 2: Market Development Worksheet

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**MARKET DEVELOPMENT**

Is this product relatively new to most consumers within your targeted markets? □ YES □ NO

List the top three factors necessary to strengthen this product within your targeted market.

1. ________________________________________________________________________________________________________
2. ________________________________________________________________________________________________________
3. ________________________________________________________________________________________________________

Will you need to be involved in consumer product promotion or education? □ YES □ NO

If so, what approaches may be useful to build consumer awareness and interest in your product?

________________________________________________________________________________________________________
________________________________________________________________________________________________________
________________________________________________________________________________________________________
________________________________________________________________________________________________________

What partners may have a shared interest in developing market opportunities for this product?
Other producers, local retailers, consumer groups, others?
________________________________________________________________________________________________________
________________________________________________________________________________________________________
________________________________________________________________________________________________________
________________________________________________________________________________________________________

Is market development dependent on shared marketing with other products? □ YES □ NO

Where might there be opportunities for cooperative effort?
________________________________________________________________________________________________________
________________________________________________________________________________________________________
________________________________________________________________________________________________________
________________________________________________________________________________________________________

Are you willing to work with other producers to develop new market opportunities? □ YES □ NO

**VALUE ADDING OPPORTUNITIES**

What are the three most promising value-adding opportunities that you may eventually pursue?

1. ________________________________________________________________________________________________________
2. ________________________________________________________________________________________________________
3. ________________________________________________________________________________________________________