

**A PRIMER for Selecting New
Enterprises for Your Farm:**
MARKETING 2: Market Development Worksheet

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Marketing 2

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. _____