UK COOPERATIVE EXTENSION SERVICE
UNIVERSITY OF KENTUCKY — COLLEGE OF AGRICULTURE

A PRIMER for Selecting New Enterprises for Your Farm:

MARKETING 4: Market Channels Worksheet

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Marketing 4

Use this worksheet to compare alternative marketing channels.

	TARGET MARKETS		
PRODUCT & MARKET CHARACTERISTICS	WHOLESALE MARKETS	DIRECT MARKETS	ON FARM/ PICK YOUR OWN
Location			
Key Firm(s)			
Number of farmer/customer transactions per year			
Days/year devoted to marketing			
MARKETING FEES ($ total)			
Storage			
Packaging			
Handling & delivery			
Advertising			
Insurance (marketing related)			
Licensing/Legal fees			
Membership fees			
Other			
Total Marketing fees			
PRICES			
Historical average (3-5 years)			
Lower bound			
Upper bound			
Target sales volume (units)			
Total revenue potential			
MARKET RELIABILITY			
Years firm or market has been established			
Growth potential			
VALUE-ADDING OPPORTUNITIES FOR THE FARMER (limited, some, many)			
Additional customer services			
Special packaging			
Delivery			
Processing			
Preserving			
Special promotion			
Other			