

ASSESSING YOUR MARKET

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Marketing is Everything!

- Strive to know the most you can about everything related to:
 - Product and/or Service
 - Marketing options/strategies
 - Customers
 - Local marketing resources
 - Competition

Developing a Marketing Plan

- Starts with research on your product or service
- Clarification of what you will do is essential to success in marketing

Developing your Product Definition

- Product features
- Service features
- Marketing season
- Benefit to buyer



Examples of benefits to consumers Attributes of food

- Freshness
- Flavor
- Nutrition
- Aesthetics
- Diversity of varieties (color and size)
- Novelty products
- Heritage varieties (nostalgia)

Other attributes of food

- Convenience
- Value-added
- Services "beyond products"
- Attributes that relate to their values
 - Environmentally friendly production practices
 - Treatment of labor or animals
 - Family owned
 - Locally produced

Why do market research?

Understand
your market,
competition and
consumer trends



Helps to
develop
marketing
strategy

Research Data

- Primary - gathering information through observing, surveying, interviewing
- Secondary - Studying data already collected and published

Secondary

- Demographics
 - How many and types of people? Age, ethnic background, income levels, etc.
- Consumption data - average lb. of certain foods consumed
- Trends - specific market studies

Sources of Secondary Data

- Economic Research Service
<http://www.ers.usda.gov/>
- National Ag Statistical Service
<http://www.usda.gov/nass/>
- Ag Marketing Service (AMS)
<http://www.ams.usda.gov/>

Collecting Primary Data

- Observation
- Surveys
- Personal Interviews
- Product Testing/Tasting

Tips on Surveys

- Formulate questions to receive quantifiable information
- Multiple choice and checklists
- Sampling method, size and response rate influence results

Which Marketing Options are for You?

- Choice will depend on:
 - Location
 - Population demographics
 - Personality
 - Product and/or service
 - Expertise level
 - Economics
 - Other...

Narrowing down your options

- Selecting potential market strategies
- Evaluate pros and cons of both
 - Example - Costs and benefits - see Case Study on Riley Creek Blueberry Farm

Identifying a target market

- Demographics
- Lifestyle
- Expectations

Identification of your customers

- Who are your customers?
 - Where they live and shop
 - What they want & when
 - How much they would use



Customer values



- Health conscious?
- Concern about the environment?
- Support of local farmers?

What are benefits of your product or service?

Assessing the Competition

- Who sells similar products
- Conduct a competitive analysis
- Look at Strengths, Weaknesses, Opportunities and Threats (SWOT analysis)

Other Tips for Marketing Success

- Diversification
- Tell your story
- Build relationships
- Focus on quality
- Have a plan
- Monitor your progress
- Enjoy what you do...

Diversification to reduce risk

- Use a combination of marketing methods
 - Increases sales
 - Spreads out labor
- Diversification helps promote stability and sustainability



Tell your story

- The farm
- Your farming practices
- How to use products
- Benefits of products



Quality is Everything

- Sell quality
- Professionalism
- Presentation



Have a Plan...

- Business plan is a roadmap to success
- Yearly sales goals
- Markets identified
- Distribution plan



Parting Thoughts

*Do what you love,
love what you do...*

