



# ***Researching Your Markets***

**So You Want to Farm in Maine?  
Penobscot County Extension Office  
Bangor, Maine  
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## ***Overview***

- **Basic Marketing Concepts**
- **Key Elements of Market Research**
- **Surveying Your Customers**
- **Market Research Applications**
  - **Developing a Customer Profile**
  - **Evaluating the Competition**
  - **Estimating Market Potential**
- **Developing a Marketing Plan (Homework)**
- **Questions???**

## ***What is Marketing?***

**“Everything you do to promote your business from the moment you think of the product idea until customers buy your products on a regular basis.”**

**- Jay Levinson, author of Guerrilla Marketing**

## ***What is Marketing?***

**The process of finding out what customers want/need and satisfying those wants/needs in a profitable way...**

- ✓ Produce what you can sell**
- ✓ Focus on new opportunities**
- ✓ Customer determines production**
- ✓ Target marketing techniques**

# ***Marketing Strategy***

## **❖ Target market**

- **Demographics**
- **Lifestyle Patterns**
- **Customer Expectations**

## **❖ Marketing mix**

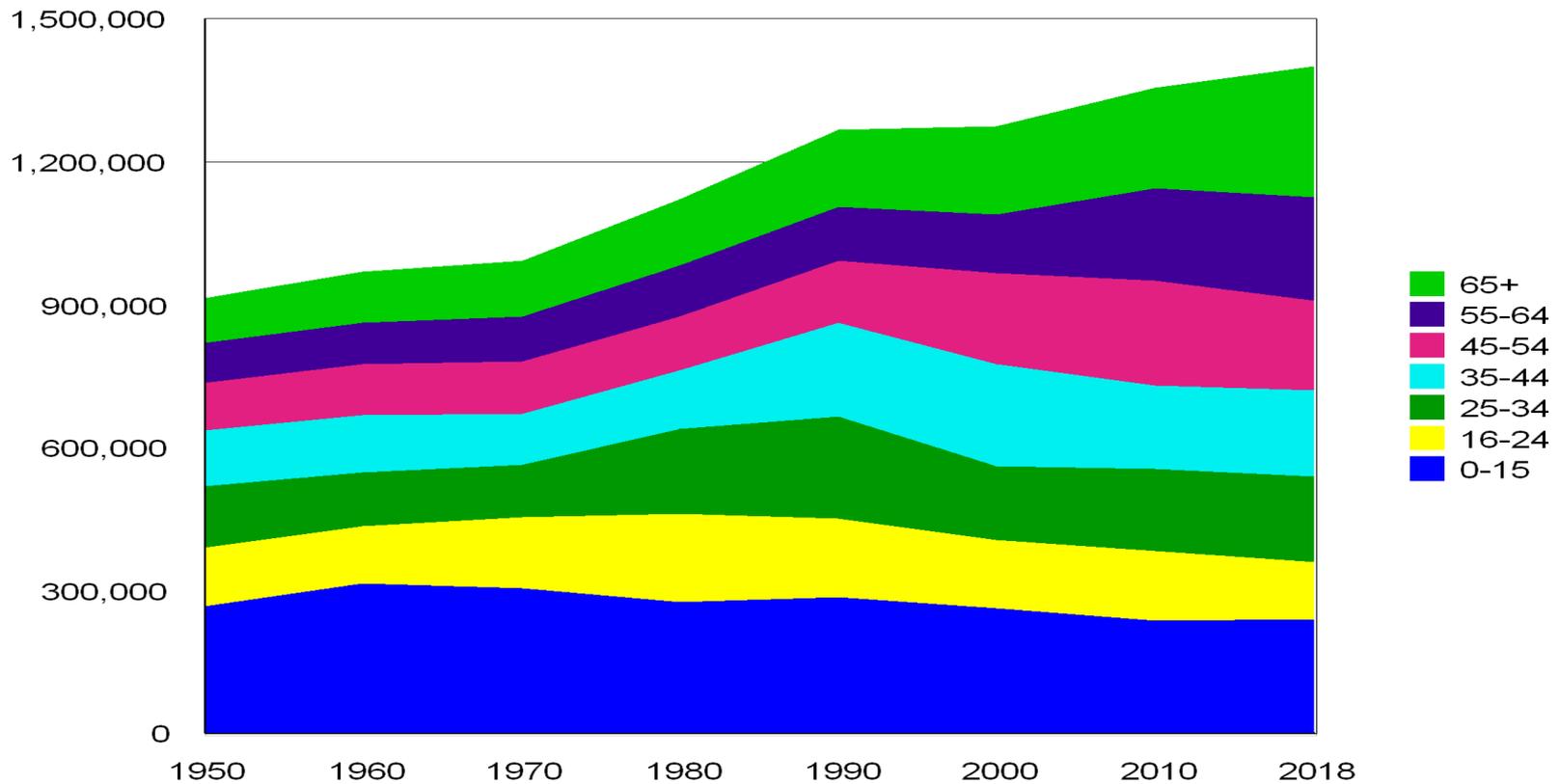
- **Product**
- **Place**
- **Promotion**
- **Price**
- **Position**

## ***What is Market Research?***

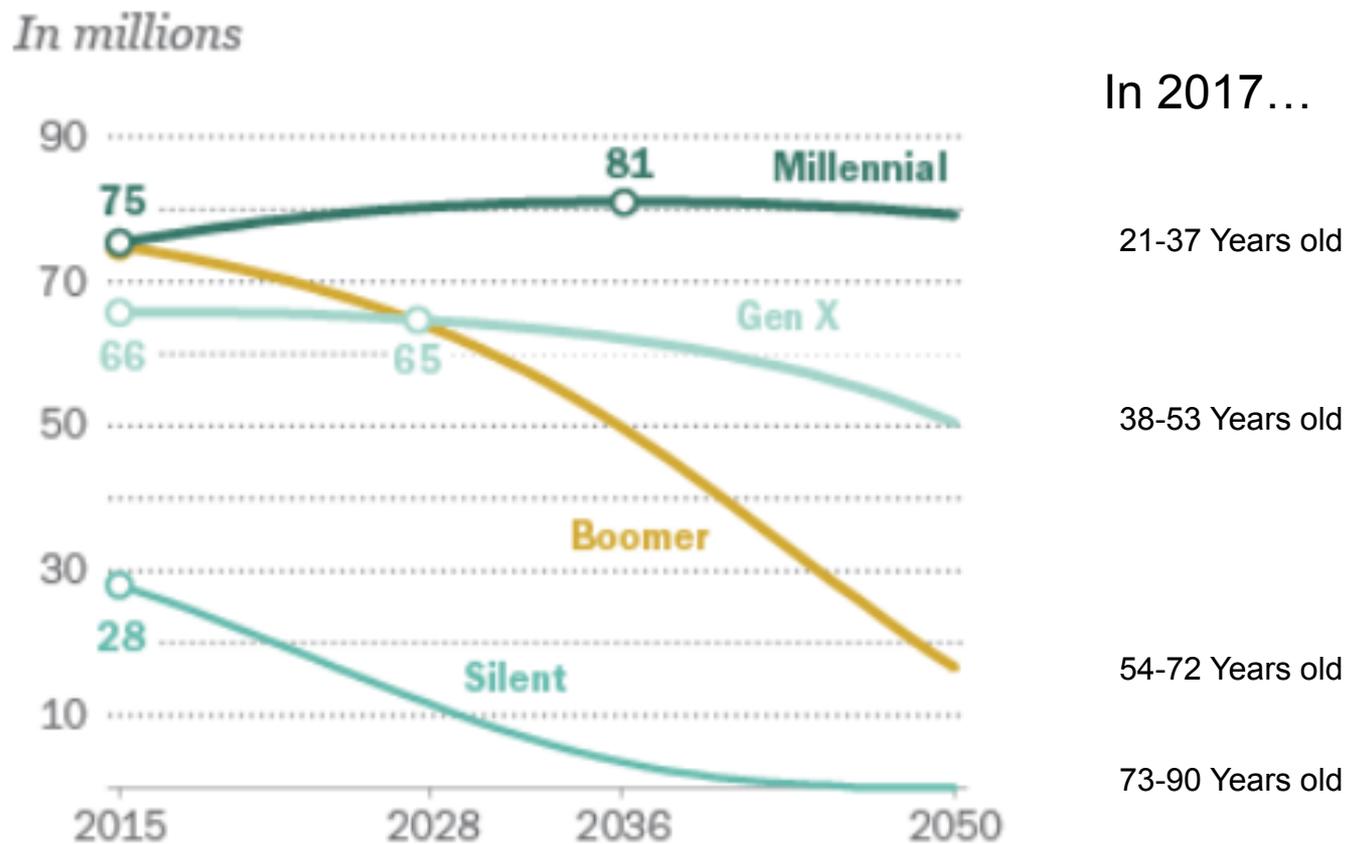
**Systematic gathering, recording, and analyzing of information related to the marketing of your products...**

- ❖ **What are the long-term trends?**
- ❖ **Who are my customers?**
- ❖ **Where can they be reached?**
- ❖ **What do they want to buy?**
- ❖ **Who are my competitors?**
- ❖ **What is the market potential?**

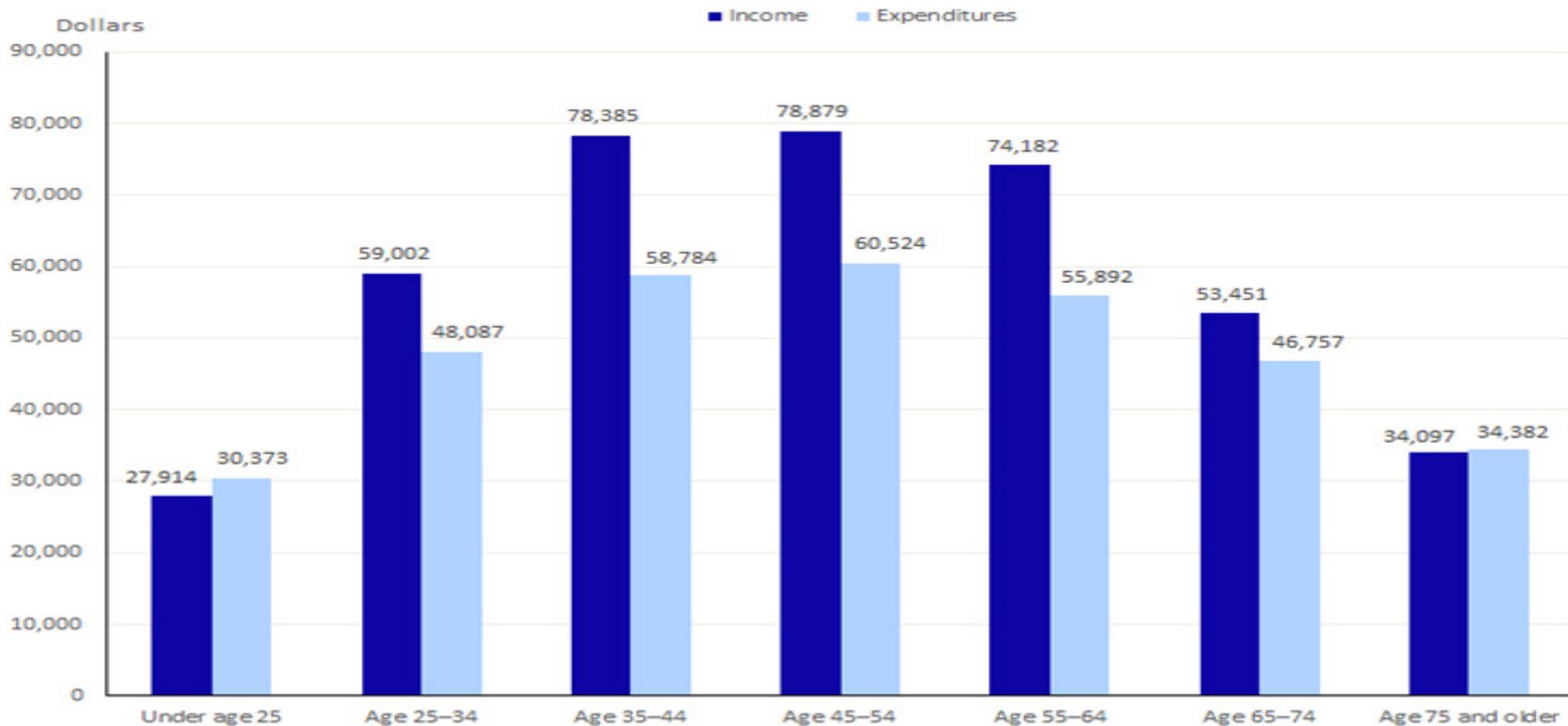
# Maine's Population is Getting Older



# Projected Population by Age Cohort



## Household Income and Expenditures by Age Group, 2013



## The Rise of the Millennials

**MILLENNIALS ARE THE MOST FREQUENT PURCHASERS OF:**



Beverages:  
alcoholic  
and  
nonalcoholic;  
coffee;  
tea

Pasta and  
pizza sauces

Salty  
snacks

Ice cream and frozen desserts;  
chocolate and non-chocolate  
candy; cookies, brownies,  
cakes, and pies; yogurt  
and kefir

Meat, poultry, and seafood

Cereal

Meals, frozen  
or chilled

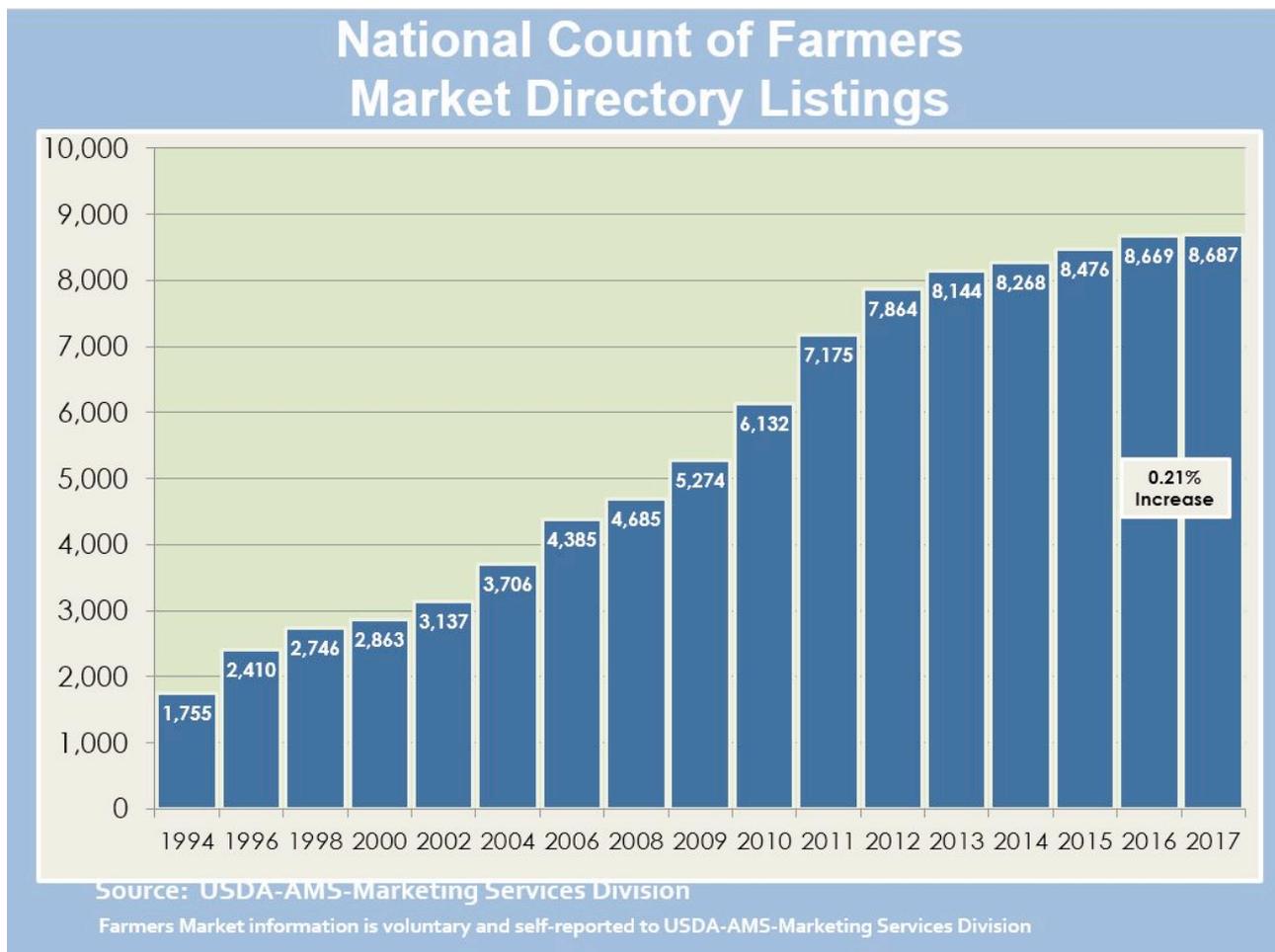


## SOCIAL MEDIA AND BRAND INTERACTION

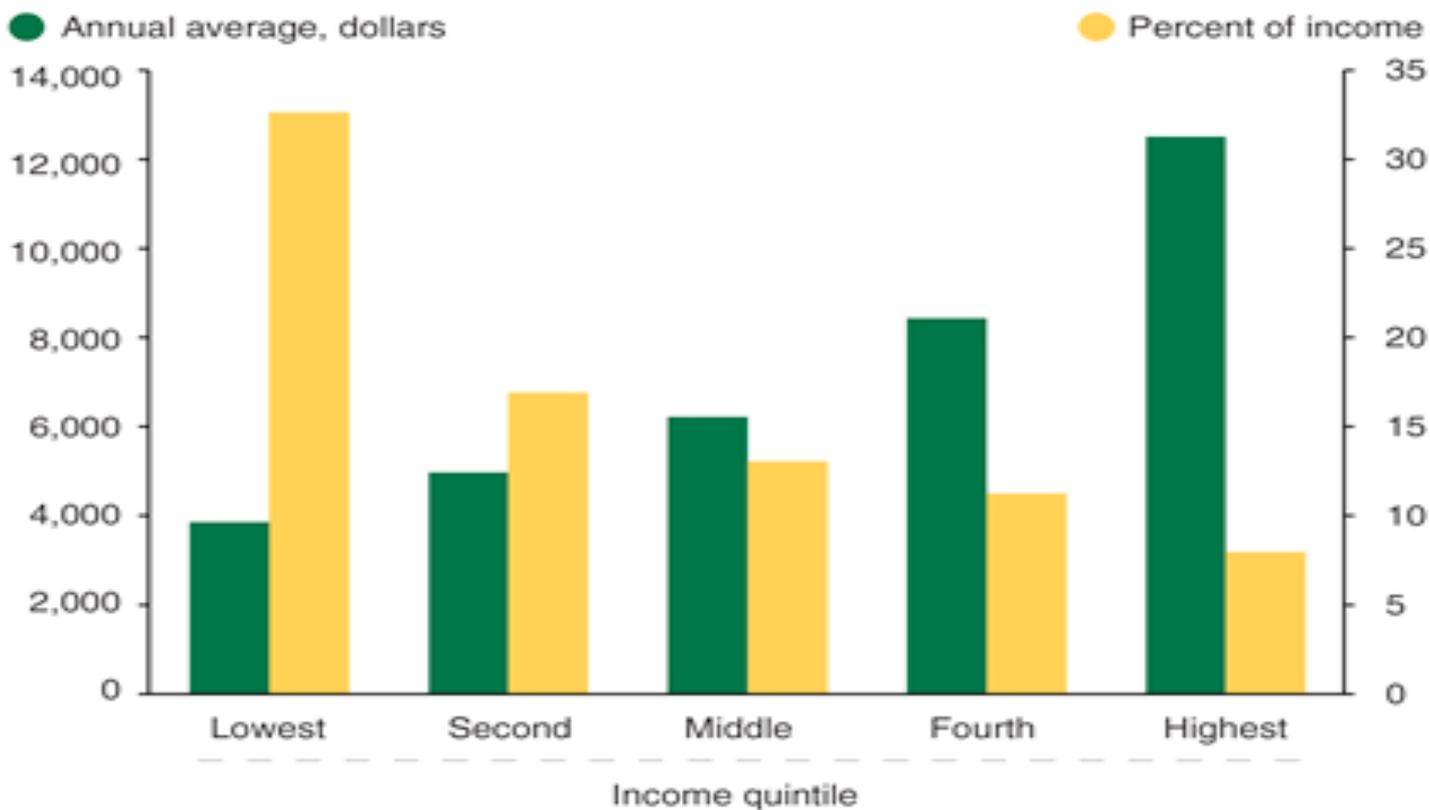
Base: Internet users aged 18+ who have purchased any specialty foods in the past six months.

	Total	Millennials (22–39)	Gen X (40–51)	Boomers (52–70)
	1,292	614	287	258
<b>Agree:</b>				
I have posted comments about a company or brand on social media	48%	60%	45%	33%
I comment on and/or write food or restaurant reviews online	43%	57%	37%	25%
I'm more likely to pay attention to an ad on my mobile phone or tablet than on my TV or in printed publications	38%	53%	33%	10%

# Growing Interest in Local Foods



## Food spending and share of income spent on food across U.S. households, 2016



Source: USDA, Economic Research Service using data from U.S. Bureau of Labor Statistics, Consumer Expenditure Survey, 2016.

## ***Why Conduct Market Research?***

- ✓ **Keep abreast of changing market conditions**
- ✓ **Reduce business risks**
- ✓ **Spot problems in the current market**
- ✓ **Identify and profit from sales opportunities**
- ✓ **Assist in developing a successful marketing strategy**

## ***When Should Market Research Be Conducted?***

- **Starting a new business**
- **Expanding into a new market**
- **Developing a new product or service**
- **Developing or updating a business plan**

## ***Types of Market Research***

- ▶ **Secondary Market Research = Use Existing Data**
- ▶ **Primary Market Research = Do It Yourself**

## ***Secondary Market Research***

- ❖ **Public libraries**
- ❖ **Colleges or Universities**
- ❖ **Federal and state agencies**
- ❖ **Trade associations**
- ❖ **Competitors**
- ❖ **The Internet**

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## Portland (city), Maine

Want more? [Browse data sets for Portland \(city\)](#)

### People QuickFacts

	Portland	Maine
Population, 2014 estimate	66,666	1,330,089
Population, 2010 (April 1) estimates base	66,194	1,328,361
Population, percent change - April 1, 2010 to July 1, 2014	0.7%	0.1%
Population, 2010	66,194	1,328,361
Persons under 5 years, percent, 2010	5.4%	5.2%
Persons under 18 years, percent, 2010	17.1%	20.7%
Persons 65 years and over, percent, 2010	12.6%	15.9%
Female persons, percent, 2010	51.0%	51.1%

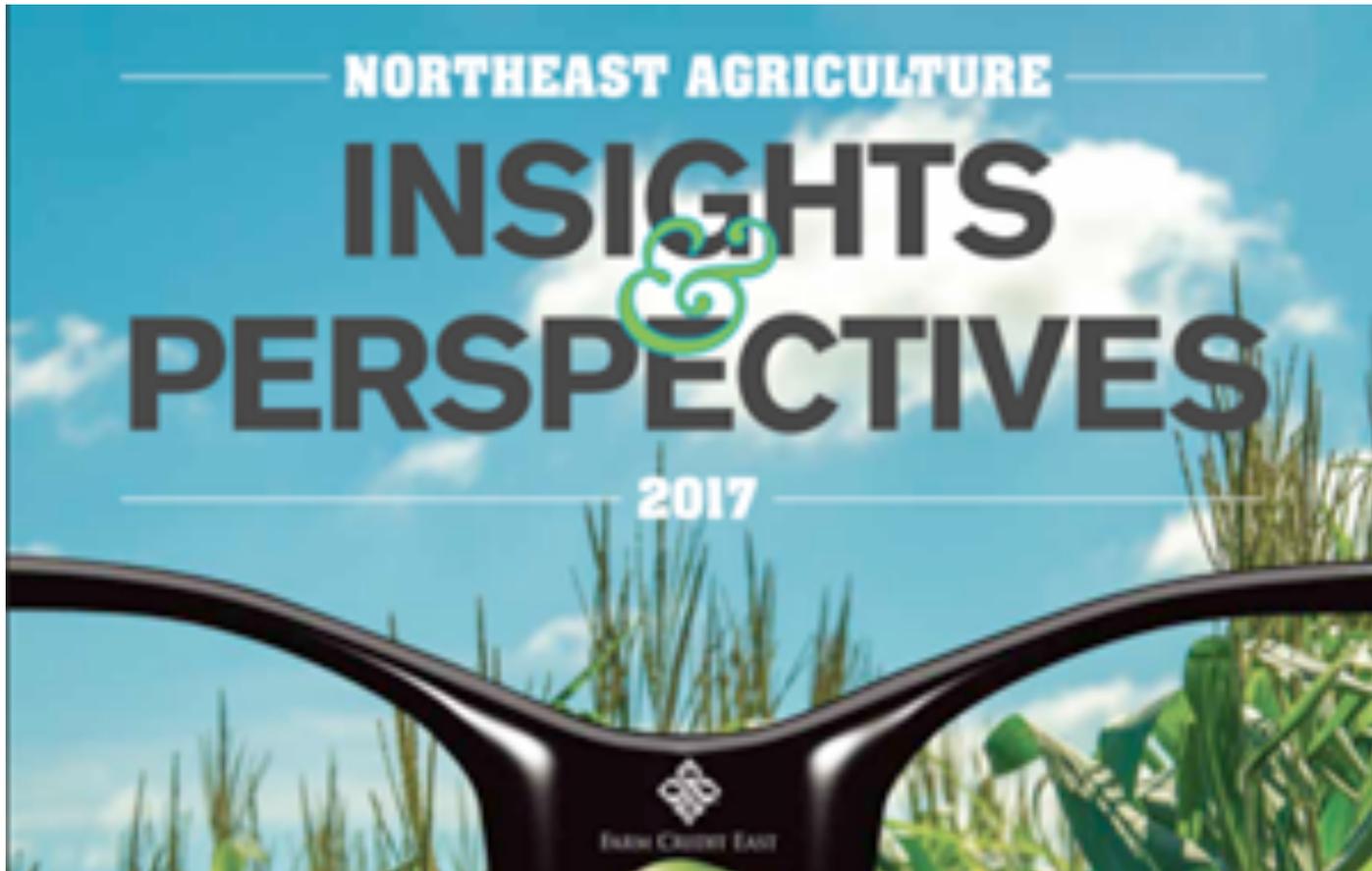
## 2012 U.S. Agricultural Census

**Table 2. Market Value of Agricultural Products Sold Including Direct Sales: 2012 and 2007**

[For meaning of abbreviations and symbols, see introductory text.]

Item	Maine	Androscoggin	Aroostook	Cumberland
Total sales (see text) ..... farms, 2012	8,173	463	895	718
..... farms, 2007	8,136	378	1,246	630
..... \$1,000, 2012	763,062	53,831	210,517	26,304
..... \$1,000, 2007	617,190	68,445	146,516	19,960
Average per farm .....dollars, 2012	93,364	116,266	235,215	36,634
.....dollars, 2007	75,859	181,071	117,589	31,683
2012 value of sales:				
Less than \$1,000 (see text) ..... farms	2,282	119	329	194
..... \$1,000	465	36	31	59
\$1,000 to \$2,499 ..... farms	997	78	55	79
..... \$1,000	1,676	115	97	131
\$2,500 to \$4,999 ..... farms	1,022	61	72	107
..... \$1,000	3,743	226	264	398
\$5,000 to \$9,999 ..... farms	1,045	53	55	96
..... \$1,000	7,324	363	394	662
\$10,000 to \$19,999 ..... farms	841	47	87	67
..... \$1,000	11,571	603	1,149	909
\$20,000 to \$24,999 ..... farms	240	11	18	21
..... \$1,000	5,242	252	385	452
\$25,000 to \$39,999 ..... farms	457	26	34	35
..... \$1,000	14,375	805	1,055	1,146
\$40,000 to \$49,999 ..... farms	132	5	16	17
..... \$1,000	5,854	222	724	762
\$50,000 to \$99,999 ..... farms	379	26	37	48
..... \$1,000	27,134	1,720	2,761	3,643
\$100,000 to \$249,999 ..... farms	338	18	49	26
..... \$1,000	53,046	2,866	8,022	4,355
\$250,000 to \$499,999 ..... farms	198	6	36	19
..... \$1,000	69,097	2,032	13,106	6,662
\$500,000 or more ..... farms	242	13	107	9

## Farm Credit East Reports



## Selected 2015 Benchmark Data from Sample Industries

Industry	Retail Farm Market	Retail Garden Center	Cash Field	Equine	Greenhouse	Orchard Fruit	Vegetable
Current ratio	4.70	1.66	2.12	0.95	1.98	2.78	3.98
Quick ratio	1.47	0.57	0.34	0.74	0.57	1.59	1.41
% Net worth	80.8%	57.3%	73.3%	62.1%	73.3%	76.5%	81.3%
Owner's draw as % of sales	3.9%	2.6%	6.1%	6.2%	1.9%	6.6%	3.8%
Fixed expenses as % of sales	25.7%	19.0%	39.1%	45.2%	21.0%	26.9%	29.5%
Average worker equivalents	15	15	4	6	34	12	14
Gross income/Unit	\$185/SF <sup>1</sup>	\$89/SF <sup>2</sup>	\$620/Acre	\$17,176/Stall	\$17.07/SF <sup>3</sup>	\$7,679/Acre	\$4,668/Acre
Labor as % of sales	28.6%	22.5%	10.4%	18.6%	28.2%	30.8%	23.9%
Net margin as % of gross income <sup>4</sup>	5.7%	5.5%	1.6%	9.4%	8.4%	12.0%	12.4%
Return on assets	2.6%	5.0%	-0.2%	3.0%	6.5%	3.3%	5.2%
Return on equity	3.2%	8.6%	-0.2%	4.7%	9.3%	4.4%	6.5%

Source: Farm Credit East – Knowledge Exchange Partner June 2016



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## Food Consumption Trends



### Overview

USDA's Economic Research Service (ERS) estimates total food expenditures for all food consumed in the United States was \$1.24 trillion in 2010. Food purchased for home consumption accounted for \$646.8 billion or 52 percent of the total.

According to the ERS, spending on food away from home in 2010 was \$594 billion or 48 percent. Restaurants, both full-service and fast food, account for about three quarters of all food-away-from-home sales. According to the National Restaurant Association, U.S. adults purchase a restaurant snack or meal 5.8 times per week.

The United States has 970,000 restaurants and foodservice outlets. The National Restaurant Association projects 2012 sales at \$632 billion, up from \$379 billion in 2000.

U.S. consumers are spending a smaller percentage of their income on food. According to USDA, food expenditures by families and individuals as a share of disposable personal income was 9.4 percent in 2010, versus 11.4 percent in 1990. Food purchased for home consumption accounted for 5.5 percent of total U.S. disposable personal income in 2010. Food purchased away from home accounted for nearly 4 percent of disposable personal income in 2010.

The USDA compiles four food plans for individuals and families for food consumed at home in the United States. Separate food plans are compiled for Alaska and Hawaii. Weekly and monthly costs are calculated for the thrift, low-cost,

## Local Foods

### Overview

### Background

#### Related Topics

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[Food Prices, Expenditures & Costs](#)

[Food Service Industry](#)

[Retailing & Wholesaling](#)

[Food Choices & Health](#)

[Food Consumption & Demand](#)

[Diet Quality & Nutrition](#)

[Processing & Marketing](#)



## Overview

While there is no consensus about how to define "local food systems" in terms of the geographic distance between production and consumption, defining "local" based on marketing arrangements—such as farmers selling directly to consumers at regional farmers' markets or to schools—is well recognized.

ERS research on local food systems:

- explores alternative definitions of local foods,
- estimates market size and reach,
- describes characteristics of local consumers and producers,
- examines the economic and health impacts of local food systems, and
- studies how food environment factors—such as store/restaurant proximity, food prices, food and nutrition assistance programs, and community characteristics—interact to influence food choices and diet quality.

### Local foods webinar highlights recent report

On January 29, 2015, ERS hosted a webinar that provided an overview of *Trends in*

#### Related Reports

[Daily Access to Local Foods for School Meals: Key Drivers](#)

[Trends in U.S. Local and Regional Food Systems: A Report to Congress](#)

[Local Meat and Poultry Processing: The Importance of Business Commitments for Long-Term Viability](#)

[Farm Activities Associated With Rural Development Initiatives](#)

[Direct and Intermediated Marketing of Local Foods in the United States](#)

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#### Related Amber Waves Articles

[Recent Evidence on the Effects of Food Store Access on Food Choices and Diet](#)



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# MAINE

## 2013 BUSINESS DIRECTORY

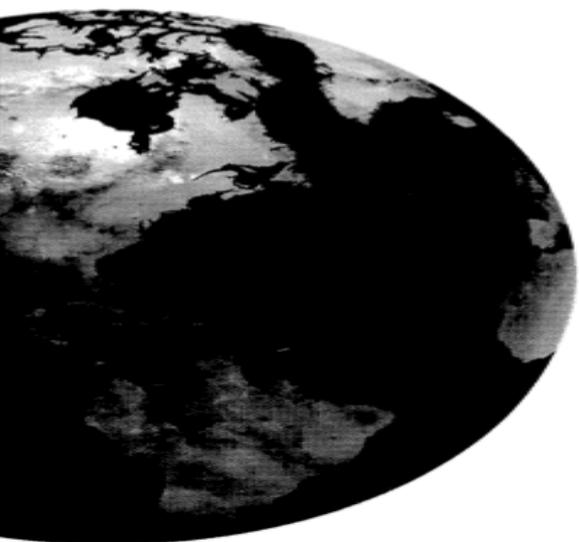
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## Why Consumers Buy— and Don't Buy—Your Farm Direct Products

Bulletin #1149



### Introduction: The Maine Highlands Consumer Survey

In 2005 we conducted a consumer survey to assess direct marketing opportunities and barriers for farmers in the Maine Highlands region (Piscataquis and Woodbury Counties). The survey addressed five direct marketing methods: farm stand, pick-your-own (PYO), farmers' market, home delivery, and farmers' market. Our questionnaire was designed to determine whether the current methods of farm products satisfy consumer needs, and to identify potential areas of direct marketing of farm products that can better serve the needs of consumers.

The questionnaire covered three major themes:

- Consumer behavior in finding and accessing farm direct outlets
- Consumer considerations when choosing fresh produce and retail outlets
- Consumer willingness to buy fresh farm products directly from local farmers

We surveyed both a rural and an urban market area: Piscataquis County and adjacent small towns were the rural market area; Bangor and adjacent areas were the urban market area. Questionnaires were mailed to 2,000 randomly selected residents living in each of the two market areas in July and August of 2005.



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• How Consumers Discover and Access Farm Direct Outlets	2
• Consumer Expectations and Perceived Obstacles	6
• Factors in Consumers' Home Direct Choices	8
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## ***Primary Market Research***

- **Personal Interview**
- **Telephone Interview**
- **Mail (e-mail) Survey**
- **Focus Group Interview**

## ***Why Survey Your Customers?***

- **Learn about customer's expectations**
- **Determine customer's level of satisfaction**
- **Identify strategies for improving sales**
- **Develop a solid customer profile**
- **Identify areas for improvement**

# What You Can Learn From Your Customers

- ✗ **Demographic Information**
- ✗ **What they buy from you**
- ✗ **How often they buy**
- ✗ **What they want to buy in the future**

## What You Can Learn – Con't

- x How they learned about you**
- x Where else they shop**
- x How they rate your products and services**
- x What they like and dislike**

## ***Important First Steps***

- **Define clear objectives**
- **Determine who you plan to survey and when**
- **Write-up a budget for the project**
- **Establish a plan to administer your survey**
- **Develop a method for analyzing the results**
- **Pre-test draft survey**

## **Factors to Consider When Designing A Survey**

- **Limit questions and keep them brief and clear**
- **Give clear directions for answering questions**
- **Ask a mix of questions**
- **Order questions from simple to more complex**
- **Format survey for easy completion**

## **Factors to Consider – Con’t**

- **Follow “yes” and “no” questions with a “why” question**
- **Provide a space for “final comments”**
- **Make sure your questions are not offensive**
- **Don’t answer questions for them**
- **Provide an incentive for completing survey**

## How Many Do You Survey?

- If you have fewer than 1000 customers, try and survey all of them
- If you have more than 1000 customers, selecting a “representative sample” may be your best option
  - ✓ 30% response rate (RR) is excellent for decision-making
  - ✓ 15% RR is good for planning purposes
  - ✓ 10% RR will have limited usefulness
- In general, the sample size needed increases as the customer base increases in size and diversity.



## Sample Customer Survey - Garden Center

Date: \_\_\_\_\_

(Please circle day) Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Please help us learn more about your wants and needs by taking a few moments to complete this questionnaire. All individual responses are confidential. Place completed forms in the collection box and ask for your 10 percent discount coupon.

### CUSTOMER INFORMATION (Circle all that apply.)

1. You are: Male      Female      Single      Married

2. Age: under 24      25-35      36-50      51-65      over 65

3. What town do you live in? \_\_\_\_\_ Zip code: \_\_\_\_\_

4. Family income: less than \$50,000      \$50,000-\$100,000      more than \$100,000

5. What form of advertising influenced you to shop at Sunny Hill Gardens?

Newspaper ad      Direct mail flyer/coupon      Radio      Television      Word of mouth

Newsletter      Roadside sign      Other (please specify) \_\_\_\_\_

6. What newspapers do you read? \_\_\_\_\_

## Sample Customer Survey - Garden Center

7. What radio stations do you listen to? \_\_\_\_\_

8. How many times do you shop at Sunny Hill during the \_\_\_\_\_ spring?

\_\_\_\_\_ summer? \_\_\_\_\_ fall? \_\_\_\_\_ winter?

9. Do you shop at other garden centers? Which ones? \_\_\_\_\_

\_\_\_\_\_ Why? \_\_\_\_\_

10. Circle the most important reasons you shop at Sunny Hill:

Convenience

New and unusual products

Customer service

Product quality

Open year-round

Knowledgeable staff

Price

Like to support family business

Wide variety of products    Special promotions, events

Country atmosphere

Other (please specify) \_\_\_\_\_

## Sample Customer Survey - Garden Center

### CUSTOMER SERVICE

11. Please rate our services and facilities. We want to improve to better meet your needs.

<u>Service/Facility</u>	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Comments</u>
Easy to locate products	_____	_____	_____	_____
Parking	_____	_____	_____	_____
Courteous, knowledgeable sales staff	_____	_____	_____	_____
Hours of operation	_____	_____	_____	_____
Speedy, efficient checkout	_____	_____	_____	_____
Educational materials	_____	_____	_____	_____
Informational signs	_____	_____	_____	_____
Shopping carts	_____	_____	_____	_____
Rest areas	_____	_____	_____	_____
Bathrooms	_____	_____	_____	_____

12. Circle services you would like to see offered:

Water garden installation    Floral design

Resource library                      Landscape design plans

Small engine repair                  Children's play area

Other (please specify) \_\_\_\_\_

13. What seminars/workshops/demonstrations would you attend? \_\_\_\_\_

## Sample Customer Survey - Garden Center

### PRODUCT INFORMATION

14. Circle products you would like to see offered:

Foliage plants

Small fruits

Aquatic plants

Handcrafts

Water garden supplies

Herbs

Lawn Furniture

Potting Shed

Other (please specify) \_\_\_\_\_

15. Please rate our products and displays:

<u>Product/display</u>	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Comments</u>
Plant quality	_____	_____	_____	_____
Plant selection	_____	_____	_____	_____
Selection of hard goods	_____	_____	_____	_____
Prices compared with other garden centers	_____	_____	_____	_____
Product labeling	_____	_____	_____	_____
Attractive displays	_____	_____	_____	_____



**SPARTY'S  
MARKET**



**Customer Survey**

**Thank you for doing business with us. Your satisfaction is important to us. Please take a few minutes to fill out this survey, and then leave it in the box provided.**

**1. How did you hear about Sparty's Market? Check one.**

- Radio -What station? \_\_\_\_\_
- Television - What station? \_\_\_\_\_
- Newspaper - Which paper? \_\_\_\_\_
- Friend, neighbor or relative
- Sign along highway
- Drove by market
- Don't recall, been coming for many years

**2. Why do you shop at Sparty's Market? Check up to 5 reasons that are most important to you. (Read through the list before you answer.)**

- Convenient location
- Quick & easy to get in and out of market
- Reasonable prices
- Special product(s), please list \_\_\_\_\_
- \_\_\_\_\_
- Good quality produce
- Features locally grown (fresher) produce
- Knowledgeable and friendly personnel
- Nice experience
- Can buy amount I want, (a little or a lot)
- Can buy unwaxed and organically grown produce
- Other, explain \_\_\_\_\_

**3. How often have you been to Sparty's Market this season? Check one.**

- First trip this season
- Once a week or more often
- Once in two weeks
- Once a month
- My first visit to the market

**4. Would you come more often if we had a greater variety of products?**

- Yes  No

If yes, what additional foods and/or farm market related products would you like to be able to buy here? \_\_\_\_\_

\_\_\_\_\_

**5. What do you especially like about this market?**

\_\_\_\_\_

**6. What do you dislike (what bothers you) about the market?**

\_\_\_\_\_

**7. From your viewpoint, does Sparty's Market provide anything not available at the supermarket where you buy your groceries?**

- Yes  No

If yes, please explain \_\_\_\_\_

**8. Would you recommend Sparty's Market to a friend, relative or neighbor? Check one.**

- Yes... Why? \_\_\_\_\_
- Maybe
- No... Why not? \_\_\_\_\_

**9. Your age group: Check one.**

- Under 25 years old
- 25 - 34
- 35 - 44
- 45 - 64
- 65 and older

**10. How many members living in your household now?**

**11. How many children do you have under 18 years of age living at home now?**

Number \_\_\_\_ (Write in 0 if none)

If you'd like to have your name added to our mailing list, please fill out the card on the counter near the market entrance.

Thank you very much for completing this survey.

## ***Market Research Applications***

- **Developing a Customer Profile**
- **Evaluating the Competition**
- **Estimating Market Potential**

# Identifying Your Target Market

Your target market includes the people that you are trying to attract

❖ **Suggestions for targeting your market:**

- ✓ Focus on a particular geographic area
- ✓ Focus on your best selling product
- ✓ Focus on those most likely to patronize your business

❖ **Consider the 80/20 rule:**

- ✓ 80% of your profits come from 20% of your customers
- ✓ 80% of your sales come from 20% of your normal product line

## ***Developing a Customer Profile***

### **➤ Demographics**

- Typical age
- Income level
- Educational level

### **➤ Lifestyle Patterns**

- Common interests
- Beliefs
- Behavior patterns

### **➤ Expectations**

- Quality
- Service
- Product mix
- Price

## *Target Market Examples*

<b>Demographic Profile</b>	<b>U.S. Population</b>	<b>Hot Sauce Enthusiasts</b>	<b>Pork Consumers</b>	<b>Frozen Pizza Consumers</b>
Gender				
Male	50%	80%	43%	8.9%
Female	50%	20%	57%	90.8%
Age	35.5	29	55	47
Income	\$34,076	\$60,000	\$31,000	\$43,641
Education – College Grad.	23.6%	78%	<10%	26%
Household Size	2.65	1.45	2.65	2.47

## Customer Profile for “Best Customers” of the Non-White Bread” Market in the U.S., 2010

<i>Demographic Category</i>	<i>Demographic Profile</i>	<i>Avg. Household Spending</i>
Age of Householders	35-54	\$69
Household Type	Couple with School-aged Children	\$89
Household Income	\$50,000+	\$62-\$94
Education Level	Associate's Degree+	\$60-\$80

## ***Evaluating the Competition***

- **Identify key competitors**
- **Determine what customers they serve**
- **Analyze their strengths and weaknesses**
- **Identify key factors to evaluate**
- **Summarize the key competitive advantages**

## ***Estimating Market Potential***

- **Define the market size for the target audience**
- **Estimate market share**
- **Determine average yearly consumption**
- **Estimate an average selling price**

## *Estimating Market Potential – Con't*

$$\mathbf{MP = N \times MS \times P \times Q}$$

**Where:**

**MP = market potential**

**N = number of potential customers**

**MS = market share - % of customers buying from you**

**P = average selling price**

**Q = average yearly consumption**

## ***Artisan Bread Business - Example***

**N = town of 10,000 - 10% are potential customers**

**MS = currently 3 competitors (estimate = 15%)**

**P = average retail price per loaf of bread (\$4)**

**Q = average person buys 2 loaves per month**

**MP = 1,000 x .15 x \$4.00 x 24 = \$14,400**



# Questions???



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# ***Developing a Marketing Plan for Your Farm***

**So You Want to Farm in Maine?  
Penobscot County Extension Office  
Bangor, Maine  
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Extension Specialist and  
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University of Maine**

## ***Marketing Plan for Your Farm***

- Create a marketing plan that reflects the ways you market your products
  
- Include the following key components:
  - ✓ Current situation
  - ✓ Objectives
  - ✓ Strategies
  - ✓ Budget
  - ✓ Action Plan
  - ✓ Evaluation

## Marketing Situation: Where Are You Now?

- ❖ What products do you plan to sell?
- ❖ Who is your target market?
- ❖ What is the market potential?
- ❖ What are the marketing outlets?
- ❖ Who is your competition?
- ❖ What are the industry trends?
- ❖ What are the advertising/promotional channels?

# Marketing Objectives: Where Are You Going?

- ↳ What are your short-term and long-term objectives?
  
- ↳ The objectives you set must be:
  - ❖ Measurable
  
  - ❖ Specific
  
  - ❖ Realistic & Attainable
  
  - ❖ Completed during a specified time period
  
- ↳ Review your objectives regularly

## Marketing Strategies: How Will You Get There?

- ✎ What products will you produce to meet customer needs?
- ✎ How will you package and position these products?
- ✎ What price will you charge?
- ✎ How will you distribute these products?
- ✎ How will you advertise/promote these products?

## **Budget: What Will it Cost?**

- What will these marketing strategies cost?
- What will be the financial return?
- How do I keep track of the costs/returns?
- How do I control these costs?

## **Action Plan: How Will the Plan be Implemented?**

- ◆ Who will implement the strategies?
- ◆ When should the strategies start and end?
- ◆ Which strategies should be done?

## Evaluation: How Are You Doing?

- Are we making progress?
- Have we met any of the objectives?
- Are we within budget?
- What changes need to be made?

## Marketing Plan For Wildwood Farm

Marketing Plan	Marketing Situation	Marketing Objectives	Marketing Strategies	Budget	Action Plan	Evaluation
<b>Products</b>	Fruits & Vegetables	<ul style="list-style-type: none"> <li>◆ Add value-added products</li> <li>◆ Diversify vegetables &amp; fruit Summer &amp; Fall</li> </ul>	<ul style="list-style-type: none"> <li>◆ Maple syrup products</li> <li>◆ Grow apples and pumpkins</li> </ul>	\$500	Years 2 - 5	New products selling well
<b>Customers</b>	Families	<ul style="list-style-type: none"> <li>◆ Attract University families</li> <li>◆ Provide recreational activities</li> </ul>	<ul style="list-style-type: none"> <li>◆ Landscape the eating and resting area</li> </ul>	\$250	Years 2 - 3	Customers are spending more at the farm
<b>Channels</b>	<ul style="list-style-type: none"> <li>◆ U-Pick</li> <li>◆ Produce Stand</li> </ul>	<ul style="list-style-type: none"> <li>◆ Mail Order</li> <li>◆ CSA</li> </ul>	<ul style="list-style-type: none"> <li>◆ Collect customers names and addresses</li> <li>◆ Try special events</li> </ul>	\$200	Years 3 - 4	<ul style="list-style-type: none"> <li>◆ Mail order business is taking off</li> <li>◆ CSA not working out</li> </ul>
<b>Competition</b>	<ul style="list-style-type: none"> <li>◆ Grocery stores</li> <li>◆ Farmers Markets</li> <li>◆ Other farmers</li> </ul>	<ul style="list-style-type: none"> <li>◆ Match competition on quality and exceed on service</li> </ul>	<ul style="list-style-type: none"> <li>◆ Improve quality, service and atmosphere</li> </ul>	\$150	Years 1 - 5	Survey shows high customer satisfaction
<b>Advertise</b>	<ul style="list-style-type: none"> <li>◆ Classified ads</li> <li>◆ Signage</li> <li>◆ Radio ads</li> </ul>	<ul style="list-style-type: none"> <li>◆ Brochures</li> <li>◆ TV display art</li> <li>◆ Feature story</li> </ul>	<ul style="list-style-type: none"> <li>◆ Contact graphic artist</li> <li>◆ Call newspaper representative</li> <li>◆ Contact local TV station</li> </ul>	\$300	Years 1 - 5	TV ads drew many customers

## Marketing Plan For My Farm

Marketing Plan	Marketing Situation	Marketing Objectives	Marketing Strategies	Budget	Action Plan	Evaluation
<b>Products</b>						
<b>Customers</b>						
<b>Channels</b>						
<b>Competition</b>						
<b>Advertise</b>						