

APPENDIX 1-17

INFLUENCE OF PERSONALITY AND LIFESTYLE GOALS ON MARKETING

As discussed in chapter 3, “Sell It,” small farms need to take advantage of niche markets and high-margin sales in order to optimize income. Direct sales to customers are one way to achieve this goal. Direct marketing options include farmers’ markets, community-supported agriculture, farm stands, U-pick, and agritourism. Before engaging in direct marketing, evaluate what you enjoy, your comfort zone with direct sales, and the time you are willing to commit to this form of marketing.

Answer the following questions for yourself, and for other farm team members.

Are you a sociable person? Do you enjoy visiting with people and sharing your story, or would you rather grow and deliver your product without interacting with customers?

How well can you describe and sell your product? What is the story of your farm and your product?

Do you enjoy getting up early to harvest crops, then spending the rest of the day in town selling at a farmers’ market?

Do you like to work without interruption, or would you enjoy visiting with people who stop by your farm to make purchases?
