



Kentucky Department of Agriculture KY Proud FFA Direct Farm Marketing Contest Marketing Plan

1. Name the KDA Farmers' Market, KFB Certified Roadside Market and/or on-farm market where you are selling your product(s). Describe the market structure and identify the decision makers in the organization.

Name the market and give the location. Identify whether the market is self-governing (board of directors, elected officers, etc.) or supported by an outside source (Cooperative Extension, Farm Bureau, Renaissance on Main, county government, etc.). If your market is governed by several outside sources as listed above, please specify those sources.

2. What are your marketing goals for this venue?

What have you marketed, to whom and by what means. Discuss buying habits of target customers. How long is your sales season with the products you have chosen? What is your competition like at this time? Discuss any niche marketing you have done or different varieties you have chosen.

3. What market research have you done?

How did you decide the location where you would market or sell your products? Did you visit a farmers' market or other venues before you went to sale or join the market? Did you identify any buying trends or customer preferences? Provide details on any research on the Internet or in trade publications that you may have studied. Have you visited any other farmers' markets, roadside markets or individual farm markets or talked with other vendors?

4. Describe any special assets or barriers that had a major impact on reaching your goals?

Discuss both personal, physical assets and barriers. What skills have you mastered that helped to market your products? What skills did you need? Assets may include proximity to the market, family history of selling at farmers' markets, personal retail experience, available equipment or vehicle, lack of internet resources for social media marketing, etc. Barriers may be lack of equipment, lack of an active farmers' market in your home county, difficulty in getting membership in your local market, etc.

5. Describe how you designed your market display? Discuss the best practices you used in your display?

Show what worked for you and what did not. Emphasize how you put your product to its best advantage and reached out to customers.

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6. What legal considerations are pertinent for your product or activities you planned for the market?

Show your understanding of regulations and requirements for the following: scales, food safety, value-added products (home-based processor and/or home-based microprocessor), selling eggs, meats and cheeses, if appropriate for your products. Also, discuss product liability issues that relate to your product. Provide details regarding permits, training and/or certificates that are required to sell your products.

7. Describe your typical customer and their buying habits?

Discuss the demographics of your typical customer, example age range, sex, income range, etc. What are they buying? How much are they buying at a time?

8. Are you a member of Kentucky Proud?

What does the Kentucky Proud program mean to you? How have you used the program to market your products?

9. Have you used the Kentucky Proud Plate It Up Program to assist with your marketing? Do you offer samples of your products?

If so, how and what recipes for the Plate It Up program has helped you? How did you prepare your samples? What was required for sampling?

10. Summarize your experience marketing your products direct to consumers.

Discuss your experiences with direct marketing to customers. What challenges did you have? What has worked for you? What did not work and why?

Additional information and photos of your operation is highly encouraged.

Applications are due May 15, 2019

You may email or mail your application to the attention of Matt Chaliff.

Email: matt.chaliff@education.ky.gov

**Mail to: Matt Chaliff, Executive Secretary
Kentucky FFA Association
300 Sower Boulevard, 5th Floor
Frankfort, Kentucky 40601**