



Marketing Plan Resources for High Tunnel Growers

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Developing and using a marketing plan is a key step for any business, but especially important for high tunnel growers. Taking the time to conduct market research will help identify competitors, price points, marketplaces, and even new ideas for what to grow. This information can then be used to complete production budgets (see High Tunnel Talk, Issue no. 6) that will help you decide on crops and production methods that will maximize profits from implementing high tunnel technology.

The following tutorial will walk you through the basics of Market Research for small businesses. It will also outline how a small business or farm enterprise can use it to help launch its new venture, new product or expand into a new marketplace. This online tutorial is divided into three sections under the “Curriculum” link: Course Terminology, Course Details & Next Steps. Please review each section in detail and refer back to specific topics as necessary. There is a small quiz at the end of each section to help review the topics.

Market research can be invaluable for any business, but should be strategic for small businesses due to time, cost and goals. We hope this is helpful in guiding your own farm business research, and should you have questions or want further assistance, please contact our team at The Laramie Group or your partners at Capital RC&D.

<http://thelaramiegroup.com/courses/market-research-for-small-business/>

Additional Marketing Resources:

High Tunnel Marketing & Economics by Karl Foord, Regional Extension Educator with the University of Minnesota, provides an overview of marketing topics specifically related to high tunnel production.

<http://ucanr.edu/sites/placernevadasmallfarms/files/112351.pdf>

2016 Marketing Webinar Series produced by Capital RC&D in partnership with The Laramie Group, features two recorded webinars and supporting materials designed to provide information about building a brand, identifying customers and new opportunities, developing a marketing

(Continued on page 2)

(Continued from Pg. 1)

plan, and the importance of keeping records for and periodic assessment of marketing activities.

Marketing & Branding for Small Farm Businesses provides an overview of creating a brand for your farm business and the elements of a marketing plan. Supporting resources include a downloadable Marketing Plan Template, Touchpoints Worksheet, and Branding Top Ten featuring the key elements to consider when developing branding materials.

Small Farm Business Marketing: Measuring your Return-on-Investment (ROI) reviews important terminology and shares methods for evaluating your marketing investments, including a walk-through for using the provided ROI Input Worksheet and ROI Spreadsheet.

Both webinars and supporting materials are available on the Capital RC&D Local Food Initiative website: <http://www.capitalrcd.org/viewproject/lfi>



High tunnel network

Visit www.hightunnelnetwork.org for additional resources specifically for high tunnel growers.