

Marketing Risk Management: *Checklist for Farms and Agribusinesses*

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- ✓ In the past 4 months, have you identified your actual and potential buyers of your product(s)?

- ✓ In the past 4 months, have you identified and written down the following for your small farm and agribusiness:
 - Product – How does your product differentiate from similar products?
 - Price – How does your price compare to similar products?
 - Place – Where will you market your product?
 - Promotion – How will you market your product? What promotional activities will you do?

- ✓ If you consider yourself a beginning small farm and agribusiness, have you done the following within the past 4 months?
 - Spoken to other farmers, institutions, and retailers, and obtained information from buyer directories
 - Gathered market information
 - Identified your strengths and limitations
 - Compared markets with strengths and limitations
 - Decided on the best market(s) to sell your product(s)

- ✓ In the past 4 months, have you evaluated your pricing strategy in the following ways:
 - Determined your break event price
 - Defined your goals
 - Evaluated your customer base
 - Evaluated your competition
 - Picked or reviewed your pricing method

- ✓ In the past 4 months, have you communicated your marketing plan with the following individuals:
 - Managerial staff
 - Any employee that might interact with customers
 - Financial professionals (if needed)
 - Legal professionals (if needed)

For more information, check out the [webinar recording](#) on this topic or the Purdue Institute for Family Business site on [Contingency Planning!](#)

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