4-H | WORKSHEET

4-H Ag Marketing Project Record

A 4-H ag marketing project record for members to document goals, activities, costs, and lessons learned so the year's work can be summarized and reviewed.

Farm / unit: _____ Date: _____ By: _____

Name, club, and project year _____

Product or commodity studied _____

Markets researched _____

Customer needs identified _____

Marketing plan or materials _____

Sales or outreach activities _____

Results and feedback _____

Lessons learned _____

NOTES / CALCULATIONS

TIP Interview a real buyer or market manager and record what they said about their needs.