Seafood Marketing Plan Template

This printable seafood marketing plan template helps fish farmers, pond owners and managers outline a marketing plan for seafood products. Fill in each section. Keep finished copies with your farm records for easy reference later.

Farm / unit: _____ Date: _____ By: _____

Product summary

Target customers

Sales channels

Pricing approach

Promotion ideas

Delivery and handling plan

Budget notes

Review notes

TIP Talk with customers directly, and ask AMS or extension about local market help.