Beginning Farmer Marketing Plan Template

A template for a farm marketing plan written by a beginning farmer. It outlines products, customers, prices, channels, and promotion for the season and gives the plan a clear review schedule.

Farm / unit: _____ Date: _____ By: _____

Products and unique qualities

Target customers

Market channels

Pricing approach

Promotion methods

Branding and name

Sales goals

Customer feedback plan

Review schedule

TIP Keep each section short and revisit the plan after your first few sales events.