# Farm Competitor Analysis Worksheet

A worksheet for comparing your farm with competitors, listing their products, prices, strengths and gaps. Helps owners find a place in the market. It is written in plain language for everyday farm use.

Farm / unit: _____ Date: _____ By: _____

Competitor name and location _____

Products and varieties offered _____

Prices charged for similar goods _____

Selling methods used _____

Strengths you see _____

Weaknesses or gaps _____

What customers say about them _____

What you do differently _____

Actions to stand out _____

**NOTES / CALCULATIONS**

**TIP** Check public listings, market stalls and shelves in person, and keep notes factual and dated.



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