Forage Marketing Plan Template

A marketing plan template for forage sellers, outlining customers, products and promotion. Fill in each section for your own operation and update it as plans change.

Farm / unit: _____ Date: _____ By: _____

Products to sell

Target customers

Local market research

Pricing approach

Delivery options

Promotion channels

Customer service

Goals and review

TIP Check market reports from USDA AMS and talk to local buyers.