Horticulture Marketing Plan Template

A template for a horticulture marketing plan. Growers outline products, customers, channels, and messages for the season. Print a copy for each season and keep the filled pages with your farm records.

Farm / unit: _____ Date: _____ By: _____

Products and price goals

Target customers and notes

Sales channels and notes

Competitor notes and notes

Messaging and branding

Promotion calendar and notes

Budget for marketing

Results and review

TIP Track sales by channel so you know which efforts pay for themselves.