Farm Buyer Persona Worksheet

A farm buyer persona worksheet for farms describing a sample customer in detail. It helps make marketing choices by imagining one typical buyer and what matters to them.

Farm / unit: _____ Date: _____ By: _____

Persona name _____

Age range and household _____

Job and daily routine _____

Where they shop _____

What they want from a farm _____

What worries them _____

How they find new farms _____

What would make them buy _____

Quote in their own words _____

NOTES / CALCULATIONS

TIP Base the persona on real customers you know, not guesses, and update it each year.