Farm Marketing Plan Template

A farm marketing plan template for owners who want to put their goals, customers, products, and sales channels on paper so the whole year of marketing work follows one clear direction.

Farm / unit: _____ Date: _____ By: _____

Farm overview and story

Marketing goals

Target customers

Products and services

Sales channels

Pricing approach

Promotion activities

Budget and timeline

How results will be measured

TIP Fill in the overview first, then revisit the plan each season and cross out any activity that did not bring in customers.