Farm Value-Added Product Marketing Plan

A farm value-added product marketing plan template for makers who sell processed farm goods. It organizes customers, message, channels, events, and budget into one working plan.

Farm / unit: _____ Date: _____ By: _____

Product line summary

Target customers

Brand message and story

Sales channels

Pricing position

Promotion activities

Budget and timeline

Partners and retailers

How results will be measured

TIP Pick two or three channels to focus on first rather than trying every channel at once.