Farm Value Proposition Worksheet

A farm value proposition worksheet for farms stating clearly what they offer and why customers should choose them. It leads to a short statement for signs, web pages, and sales talks.

Farm / unit: _____ Date: _____ By: _____

Our customers _____

Their main needs _____

Our products and services _____

What we do better _____

Proof we can offer _____

Competing choices nearby _____

Draft value statement _____

Short version for a sign _____

Customer test feedback _____

NOTES / CALCULATIONS

TIP Try the statement on three customers and ask whether it matches why they buy from you.