# Appendix A: Charts

## Sales Channels

| Sales Channel | Audiences | Customer Intent | What They Want | Why They Buy Here | Pros | Cons | Recommended Marketing Channels |
|---|---|---|---|---|---|---|---|
| Farmers Markets | Local households, food-conscious families, Chefs, food enthusiasts | Weekly shopping / routine food buying | Freshness, variety, trust, connection | Direct access to farmer + local experience | High visibility, immediate cash flow, strong brand feedback | Labor intensive, inconsistent revenue | Website, Google Business Profile, Email, Social Media, Printed Materials & Signage, Community Events & Partnerships, Word of Mouth & Referrals |
| On-Farm Retail / Farm Stand | Nearby residents, drive-by traffic, tourists, local families | Convenience + spontaneous shopping | Easy access, freshness, experience | Location-based impulse + authenticity | High margins, strong customer relationships, brand experience | Requires traffic, staffing, permits | Website, Google Business Profile, Email, Social Media, Printed Materials & Signage, Community Events & Partnerships, Word of Mouth & Referrals |
| Website Store | Busy households, repeat customers, remote buyers | Intent-based purchase / convenience | Easy ordering, flexibility, reliability | 24/7 access beyond physical geography | Scalable, expands reach, supports repeat sales | Logistics, fulfillment complexity | Website, Google Business Profile, Email, Social Media, Business Directories, Word of Mouth & Referrals |
| CSA (Community Supported Agriculture) | Health-conscious families, values-driven buyers, loyal local customers | Commitment / seasonal planning | Predictable weekly food, trust, values alignment | Upfront commitment + relationship with farm | Predictable revenue, strong loyalty, upfront cash flow | High fulfillment pressure, communication burden | Website, Google Business Profile, Email, Social Media, Printed Materials & Signage, Community Events & Partnerships, Word of Mouth & Referrals |
| Wholesale (Restaurants / Retail / Institutions/ Distributors) | Chefs, grocery buyers, institutional buyers, regional distribution buyers | Professional sourcing / supply procurement | Consistency, volume, reliability | Supply chain efficiency + pricing stability | Large volume, stable accounts, scalable revenue | Lower margins, strict requirements, contracts | Website, Google Business Profile, Social Media (LinkedIn), Direct Outreach, Trade Shows & Industry Events, Business Directories, Word of Mouth & Referrals |
| U-Pick / Agritourism | Local families, tourists, experience seekers | Experience / outing planning | Entertainment, freshness, activity | Recreational + experiential farm visit | Low harvest labor, strong branding, media appeal | Weather dependent, safety + liability risk | Website, Google Business Profile, Email, Social Media, Business Directories, Printed Materials & Signage, Community Events & Partnerships, Word of Mouth & Referrals |
| Food Hubs / Aggregators | Food hub buyers | Bulk procurement / sourcing efficiency | Reliable regional supply at scale | Aggregated sourcing + simplified logistics | Access to large buyers, expanded market reach | Reduced control, fees, compliance burden | Website, Google Business Profile, Direct Outreach, Trade Shows & Industry Events, Business Directories, Word of Mouth & Referrals |

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# Marketing Channels with Tactics

Start by finding your primary sales channel in the left column. Then look across the row to see examples of marketing tactics that commonly support that sales channel. These are suggestions, not requirements. Choose the marketing channels and tactics that fit your goals, audience, and available time, then record your selections in the Marketing Campaign Planner Worksheet.

| Sales Channel | Website | Google Business Profile | Email | Text Messages (SMS) | Social Media | Additional Marketing Activities |
|---|---|---|---|---|---|---|
| Farmers Markets | Blog posts: farm news, behind the scenes, product profiles, personal reflections, recipes. Event calendar. Product list. Testimonials. Recipe directory. | Accurate listing farmers market schedule and contact info. Update 1-2 times per month, social media or blog posts can be repurposed here. | Monthly newsletter: farm news, behind the scenes, product profiles, personal reflections, recipes. Scheduling changes. Special events or sales. | Send timely notification that require immediate action: Seasonal updates, time and location changes, sales and specials, event promotion, | Weekly IG and FB grid/feed posts, Stories, Reels, FB Events | Word of mouth: Offer a referral bonus or credit. Printed Materials: Business cards, signage. Events: Community events. Partnerships: Market organizers. Earned Media: Local event listings. |
| On-Farm Retail / Farm Stand | Blog posts: what's in season, behind the scenes, product profiles, recipes, farm news, events. Farm stand hours. Seasonal availability. Directions. Testimonials. | Accurate listing of farm stand hours, directions, contact information, seasonal hours, photos. Update regularly. Repurpose social media or blog posts here. | Monthly newsletter: what's in season, featured products, recipes, farm news, special events, seasonal promotions, farm stand updates. | Send timely notifications that require immediate action: fresh product availability, weather closures, seasonal specials, flash sales, event reminders. | Weekly IG and FB grid/feed posts, Stories, Reels, FB Events: harvest updates, featured products, behind the scenes, recipes, customer visits. | Word of mouth: referral incentives. Printed Materials: roadside signage, business cards, recipe cards, postcards. Partnerships: local businesses, tourism organizations. Earned Media: local event listings and community calendars. |
| Website Store | Concise product pages with product descriptions, seasonal collections. Website pages: FAQ's, customer testimonials. Blog posts: recipes, farm news | Accurate business information, website link, contact information, photos, customer reviews. Update product and seasonal information regularly. | Monthly newsletter: featured products, seasonal promotions, new products, recipes, customer stories, special offers. | Send timely notifications that require immediate action: limited inventory, flash sales, order deadlines, seasonal releases. | Weekly IG and FB grid/feed posts, Stories, Reels: featured products, customer testimonials, behind the scenes, recipes, product demonstrations. | Search Engine Optimization (SEO). Word of mouth: referral incentives. Printed Materials: package inserts, postcards. Partnerships: complementary businesses. Earned Media: gift guides, product features. |
| CSA | Landing page: membership information, FAQs, pickup schedule, recipes, newsletters, testimonials, member resources. Blog posts: farm updates, crop reports, recipes, behind the scenes. | Accurate business information, website link, seasonal photos, customer reviews. | Monthly newsletter: farm news, crop updates, recipes, pickup information, member stories, enrollment campaigns. | Send timely notifications that require immediate action: pickup reminders, schedule changes, enrollment deadlines, urgent farm updates. | Weekly IG and FB grid/feed posts, Stories, Reels: harvest updates, member highlights, behind the scenes, recipe ideas, seasonal milestones. | Word of mouth: member referral program. Printed Materials: brochures, postcards. Events: member appreciation events. Partnerships: partner farms, pickup sites. Earned Media: local food and agriculture publications |
| Wholesale | Wholesale pages: product availability, certifications, ordering information, line sheets, food safety information, contact form. Blog posts: harvest updates, farming practices, product spotlights. | Accurate business information, contact information, photos, customer reviews. | Monthly newsletter: seasonal availability, harvest forecasts, new products, farm updates, buyer announcements. | Send timely notifications that require immediate action: product availability, delivery updates, last-minute inventory opportunities. | LinkedIn posts, IG and FB grid/feed posts: harvest updates, certifications, behind the scenes, production highlights, community partnerships. | Direct Outreach: sales calls, personalized emails. Trade Shows: industry events. Printed Materials: line sheets, sell sheets, business cards. Partnerships: distributors, food hubs. Earned Media: trade publications. |
| U-Pick / Agritourism | Visitor information: reservations, hours, directions, FAQs, events. Blog posts: seasonal updates, visitor tips, recipes, behind the scenes. Photo gallery. | Accurate hours, directions, seasonal information, photos, customer reviews. Update regularly during the season. | Monthly newsletter: opening dates, seasonal updates, events, recipes, visitor tips. | Send timely notifications that require immediate action: weather closures, reservation reminders, sold-out notices, event reminders. | Weekly IG and FB grid/feed posts, Stories, Reels, FB Events: visitor experiences, seasonal highlights, behind the scenes, contests, photo opportunities. | Partnerships: tourism organizations, chambers of commerce. Printed Materials: brochures, signage. Events:community calendars. Earned Media: travel guides, local media, influencers. |
| Food Hubs / Aggregators | Accurate business information, photos, contact information. | Monthly newsletter: crop availability, seasonal forecasts, production updates, farm news. | Monthly newsletter: crop availability, seasonal forecasts, production updates, farm news. | Send timely notifications that require immediate action: product availability, delivery updates, harvest changes. | LinkedIn posts, IG and FB grid/feed posts: production updates, certifications, behind the scenes, farm highlights. | Direct Outreach: buyer relationships. Trade Shows: industry conferences. Partnerships: food hubs, distributors, cooperatives. Earned Media: industry publications. |

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