

KNOW YOUR MARKET

BUILDING A MARKET BEFORE YOU'RE READY TO GO
TO MARKET



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- Understand how customer insight drives farm business success
- Explore strategies to define and reach your ideal market
- Learn how to assess your competitive landscape
- Align your product, pricing, and sales channel with customer needs
- Build a confident, research -based plan that sets you apart



**WHEN FARMS
GET IT WRONG**



WHEN FARMS GET IT RIGHT

- Organic growth driven by real customer need
- Strong relationship -building from the start
- Clear understanding of market gaps
- Business built on evidence -based demand and customer insight
- Strong value proposition that resonates with the target customer

DEFINE YOUR TARGET MARKET

CUSTOMER PROFILE: WHO ARE YOU SELLING TO?

Understanding your ideal customer helps tailor products to their preferences and ensures a **better market fit** for your farm business.

SHOPPING HABITS: WHERE DO THEY SHOP OR SOURCE THEIR FOOD?

Analyze how your customers make purchasing decisions, focusing on their preferred shopping methods and frequency of buying from local farms.

CORE VALUES: WHAT DO THEY VALUE: PRICE, FLAVOR, ETHICS, CONVENIENCE?

Identifying the values of your target market enables you to align your brand's mission with their **beliefs and priorities**, fostering loyalty and trust.



CHOOSING THE RIGHT SALES CHANNEL

Understand the best outlets for your farm products

- Farmers market vs. wholesale vs. online
- Direct -to -consumer vs. institutional sales
- Different packaging, pricing, and communication needs

EFFECTIVE SALES CHANNELS FOR FARMERS

- Farmers markets connect you directly with customers.
- Online sales expand your reach beyond local areas.
- Wholesale partnerships can ensure steady orders for your products.

ALTERNATIVE SALES CHANNELS TO CONSIDER

- Institutional sales require understanding of volume needs.
- Direct sales build stronger customer relationships and loyalty.
- Proper packaging and pricing can enhance marketability.





BUILDING STRONG CONNECTIONS FOR BUSINESS SUCCESS

Explore how relationships can enhance farm growth

- Foster **trust** with customers through transparency and accountability.
- Organize community **events** to engage and attract new clientele.
- Develop **partnerships** with local businesses like for mutual support and outreach. Partnership examples: distributors, aggregators, chefs

DIRECT VS. INDIRECT

Half of businesses fail to assess competitors effectively.

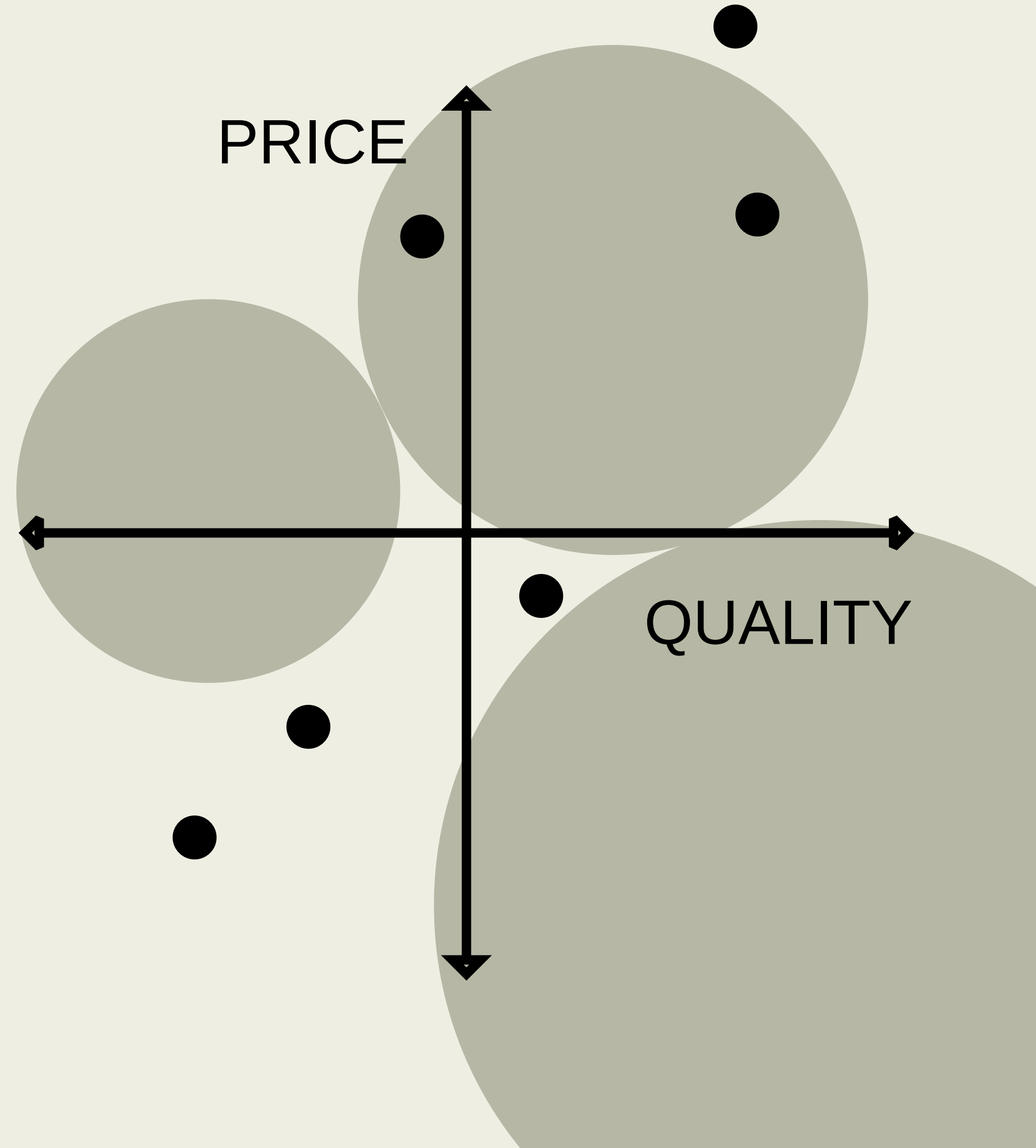
3 TYPES

There are three main categories of competitors to analyze.

PRODUCT
BRAND
PRICE

75%

A significant majority prioritize direct competition awareness. **PLACEMENT**



WHAT SETS YOU APART

1

Your **VALUE PROPOSITION** should clearly articulate what makes your farm unique and why customers should choose your products over competitors.

2

EFFECTIVE MESSAGING resonates with your target audience, emphasizing benefits and values that align with their preferences and lifestyles. You solve a problem for your customer.

3

Consistent **BRANDING** across all platforms reinforces your identity, fosters recognition, and builds customer loyalty in a competitive market.





BUILD YOUR CUSTOMER - CENTRIC PLAN

- Align product, price, and channel to the customer
- Marketing becomes easier with research
- Plan with confidence and purpose

KEY TAKEAWAYS:

A successful farm business starts with understanding your market

Your customer should guide your product, price, and sales strategy

Research gives you clarity, confidence, and competitive advantages in farming



NEXT STEPS

Define your ideal customer and where they shop

Research your competition using AI, local data, and observation

Map your value proposition and how you solve a customer problem

Choose your best - fit sales channel based on your customer's needs

Use your research to guide your pricing, marketing, and planning decisions



WHO CAN HELP?

SMALL BUSINESS ADMINISTRATION

- VETERANS BUSINESS OUTREACH CENTER
- SBDC
- SCORE

BOOTS TO BUSINESS FOR VETERAN BEGINNING FARMERS AND RANCHERS

SEPT. 28, 2025 HOSTED BY THE VETERANS BUSINESS OUTREACH CENTER





THANK YOU

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