



# My Farm's Product Plan

## Product:

- ? How will it be used?
- ? Could you use the waste from your farm or products for other purposes?

## Place & People = Customers

- ? Who will buy your product? Factory, Restaurant, or Consumer
- ? Could you use the waste from your farm or products for other purposes?

## Price

- ? What is the price going to be set at in order to break even?

## Promotion

Begin to think about your audience and what you are selling to potential customers.

Use the space below to flush out your ideas!

**Your Farm's Name:** \_\_\_\_\_

**Info about your product**

**Potential Customers**

**Price**