

## APPENDIX 1-18

# MARKETING STRATEGY COMPARISON

All marketing channels have advantages and disadvantages. Write down any marketing strategies you are already involved in, and any others you are considering, in the table below. Use the following list as a reference. Evaluate each strategy in terms of its advantages and disadvantages to you. Potential marketing channels include:

- Wholesale
- Roadside stands
- Farmers' markets
- CSA
- U-pick
- Agritourism
- Restaurants
- Public institutions (e.g., schools, hospitals)
- Farmers' cooperatives
- Web/online sales

MARKETING CHANNEL	ADVANTAGE	DISADVANTAGE