**Marketing Checklist**

Common to all enterprises/channels

* Website
* Social media
* Business cards
* Brochures/other physical promotion materials
* Pricing strategy
* Packaging
* Branding
* Suitable site (if visitors coming to your property)
	+ Parking
	+ Pathways
	+ Signage
	+ Washrooms
	+ Insurance
* Camera

CSA

* Bins/bags
* Signage
* Pick-up location (if on farm there are many things to consider about a visitor friendly site)
* Day(s) of the week/Hours
* Duration of share
* Cost/avg. value per pick-up
* Share size options
* Staffing

Farmer’s Market

* Market infrastructure
	+ Tents
	+ Tables/table cloths
	+ Scales
	+ Display bins/baskets
	+ Farm signs/banners
	+ Pricing signage
	+ Clothing
	+ Cash box/float
	+ Coolers
* Vehicle
* Days of the week
* Staffing
* Duration of market
* Bags/elastics/twist ties
* Pints/quarts

Wholesale Meat/Vegetables

* Boxes/bags
* Appropriate storage
* Labels
* Delivery vehicle or accessible pick-up location
* Processing facility

Workshops, Agritourism, Farm Store

* Curriculum
* Classroom space
* Overnight accommodations
* Trade show set-up