**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