Marketing Workflow for Midsize Multi-channel Farm

Retail Selling

		0					Sell direct at	
		Pre-pick selling					farmers' mar	
	Developing Markets	Create marketing					Sales staff m	
	Investigate Potential	signage.					driver at man site. Often D	
	Markets.	Estimate sales poten- tial/prices.			Sorting, Packing, Sto <mark>ring</mark>		becomes lead	
Farmers'	Obtain certification.					Pack reusable	salesperson.	
	Apply to markets, ne-	Estimate product				bins for Farm-		Administration
	gotiate participation.	availibility.				ers' market.	Transportation	Administration
	Complete paperwork.	Create product list for weekly market.	Coordinate	Picking		Maintain &	Maintain, Clean,	Personnel
	Obtain sales equipment		Coortimate	e i kening		clean sales equipment &	Load Trucks.	management &
	Hire, train sales staff	Maintain, distribute mar-	Create combined	Coordinate	1	materials.	Drive to Farm-	supervision.
		keting materials.	Pick-List for pick-	picking to	Wash &		ers' Market or	Training.
	Analyze Competition.	Sign up customers by phone & email.	ing crew.	order from	Sort all picked		regular CSA and/or whole-	Payroll.
	Plan potential Delivery	Maintain customer com-	(Include picking	pick-list. Maintain	product.	Pack individu-	sale delivery	Accounting & Bookkeeping.
	Routes.	munication.	needed for storage)	ongoing	Store or re-	al CSA boxes,	route.	Production and
CSA	Set up record-keeping	Maintain record-keeping	Give all wholesale invoices, CSA box	communica-	trieve from	insert newslet-	Some whole-	sales record-keep-
	system. Develop promotion	system.	numbers & con-	tion between	storage as	ters.	sale deliveries	ing.
	materials.	Create weekly newsletter.	tents list, and FM	sales office, picking crew	needed.		or CSA boxes are loaded on	Banking.
	Arrange drop-off sites.	Create weekly delivery	orders to packing	and packing			FM truck for	Account Mainte-
	Hire, train office &	route list.	crew.	crew.		Pack whole-	delivery on way	nance and collec-
	delivery staff.	Determine weekly box contents, determine pick-				sale orders from invoices.	to market.	tions communica- tons.
		ing needed.				Label as	Some delivery	Analysis.
	Analyze Competition.					needed.	routes combine CSA drop-offs	Planning.
	Make connections with	Discover market prices					and wholesale	Systems updating.
Whole- Sale	buyers.	& determine product				·	deliveries.	Networking.
Jac	Plan transportation of product.	availibility.				\ \		
	1	Create & distribute product availibility lists.						
	Set up record-keeping system.	Take orders, negotiate and						
	Hire, train sales staff.	maintain communication					Contracted	
		with buyers and potential					trucking	
		buyers.					or on-farm	
		Create Invoices.					pick-up by	
		Combine orders for pick- list.					buyers	
		list.						