



# Extension Agent Guide for Marketing Local Foods



Rachael Carter and Lauren-Colby Lindley





# PART 2

## Understanding Your Market





MISSISSIPPI STATE  
UNIVERSITY™

EXTENSION



# Module 1

## Market Segments



# Identify Market Segments

- There are many different segments.
  - Age
  - Race
  - Location
  - Income
  - Education
- Who are you trying to reach?
- What product are you offering them?





# Existing Data Sources

- Census [www.census.gov](http://www.census.gov)
- Bureau of Economic Analysis [www.bea.gov](http://www.bea.gov)
- County Business Patterns  
<https://www.census.gov/programs-surveys/cbp.html>
- Department of Health <http://www.msdh.state.ms.us/>
- ESRI [www.esri.com](http://www.esri.com)
- Department of Revenue <http://www.dor.ms.gov/>
- USDA [www.usda.gov](http://www.usda.gov)
- Department of Archives and History [www.mdah.ms.gov](http://www.mdah.ms.gov)





MISSISSIPPI STATE  
UNIVERSITY™

EXTENSION



## Module 2

### Evaluating the Market





# Assessing the Market

- Assess the local market.
- Assess local resources.
- Interview potential market channels.
- Determine prices.
- Assess how difficult market entry will be.
- Assess your skills.
- CAN YOU MAKE A PROFIT?





# Customer Values, Wishes, and Wants

- What are your potential customers' values and characteristics?
- How will your product and service meet these needs?



# Target Marketing

- Identify Target Market
  - What group do you want to purchase your product?
- Price Sensitivity
  - Is your good a luxury good?
  - Will your customers be concerned about price?





# Pricing Strategies

- Get top dollar.
- Develop a business plan.
- Offer packages.
- Offer variety.
- Know your customers!





MISSISSIPPI STATE  
UNIVERSITY™

EXTENSION



# Module 3

## Brand Identification





# Brand Identification

- What is unique about your business?
- What message are you trying to convey?
- What do you want to accomplish?
- What experience will you create?



# Purpose of Branding

- Re-tells the story of a positive experience.
- Emphasizes character.
- Defines, creates, and implements a system to share your business's personality.

Ben Muldrow – Arnett Muldrow and Associates

View Branding for Mississippi Agritourism and Local Foods:

<https://www.youtube.com/watch?v=jbyBZs1iocg>