

Conducting a Market Analysis

Speaker: Jay Ruskey; Owner of Good Land Organics

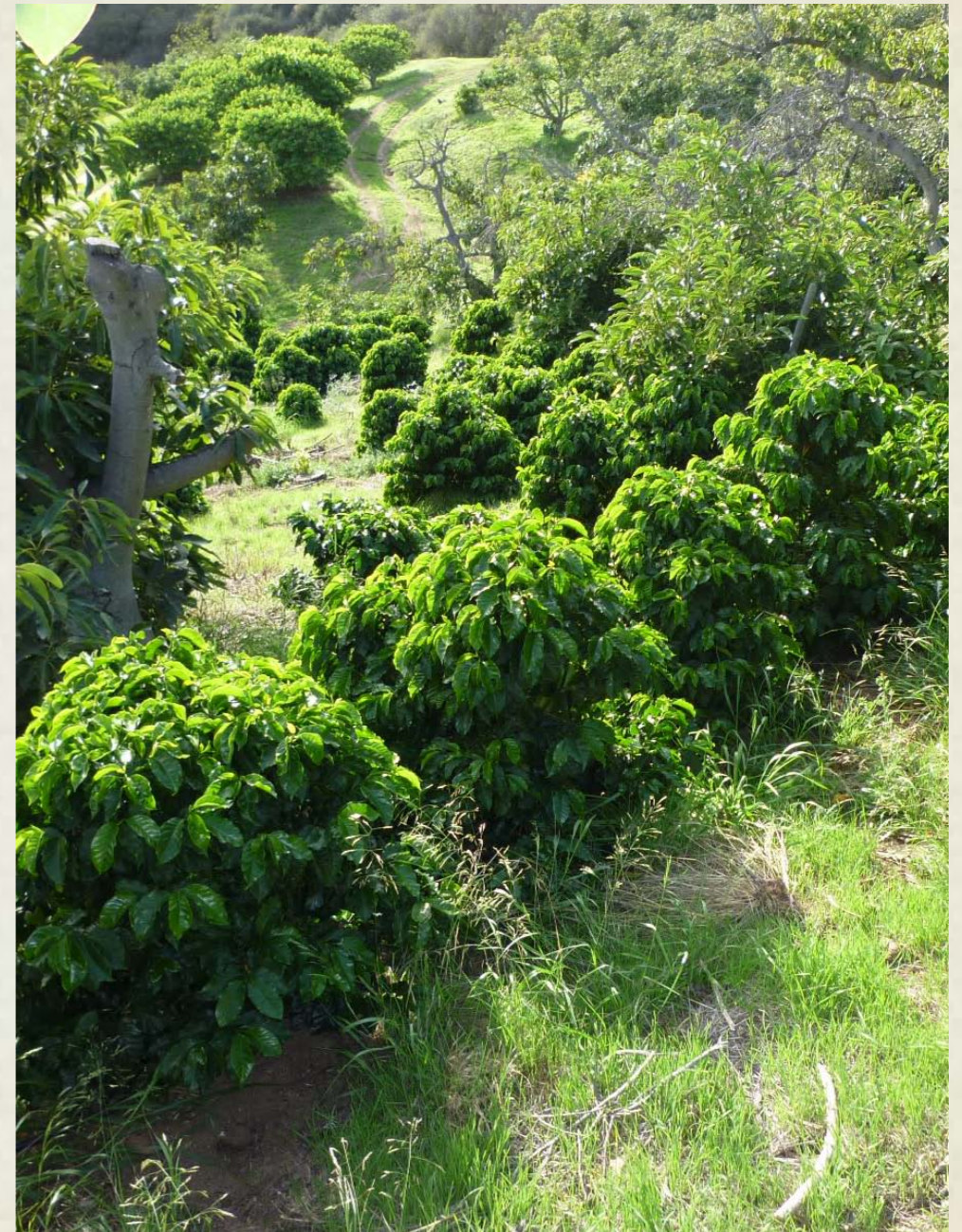
Benefits to Ag Tourism

- Revenue Diversity
- Building a Brand
- Networking
- Farm Value
- Great Marketing Traction



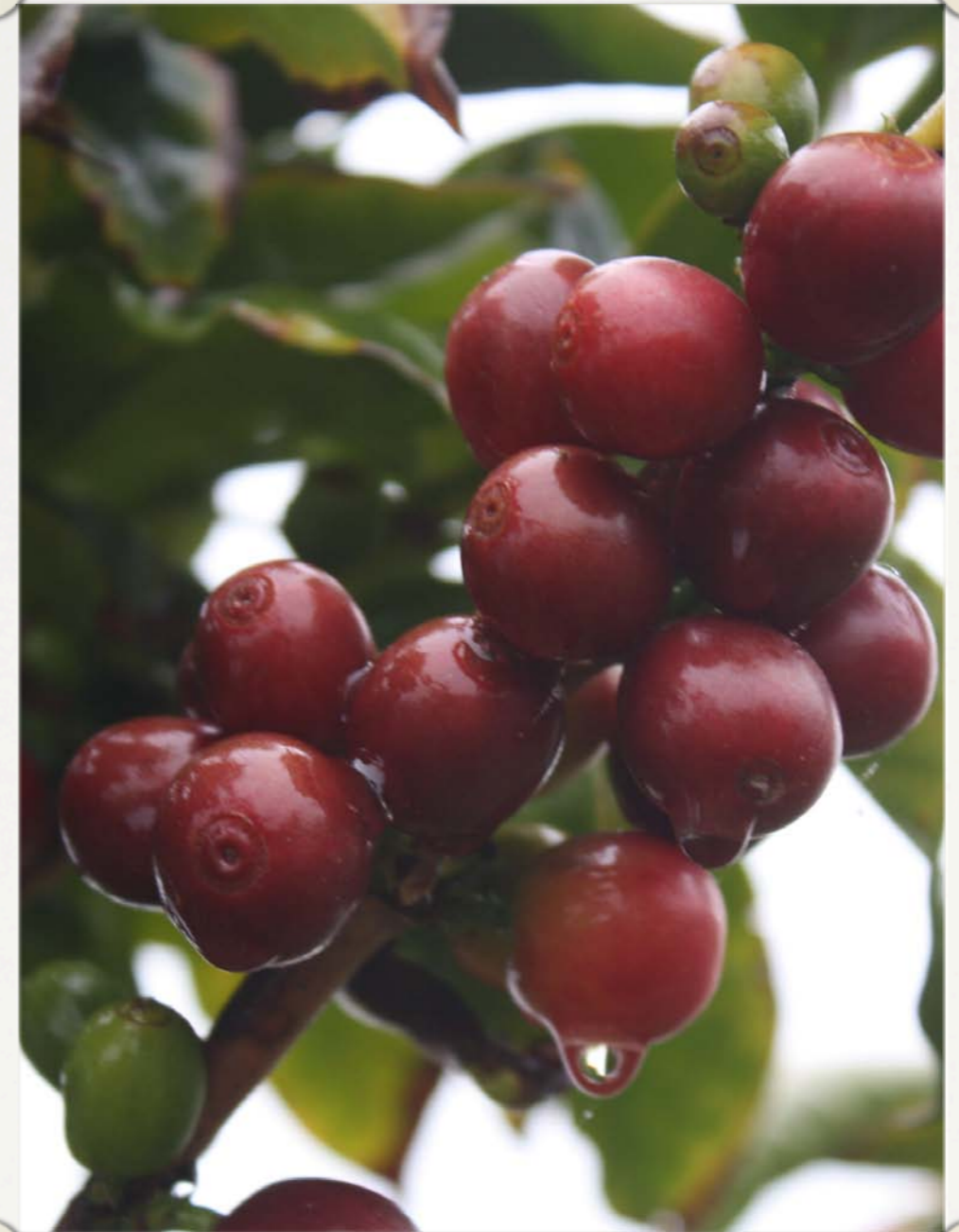
Where are your target customers?

- Major City Markets
 - Greater Los Angeles
 - San Joaquin Valley
 - Bay Area
- Local Opportunities



Who are your target customers?

- Specialty Market
- Foodie Explorers
- Weddings
- Entertainment
- Education Purposes



What is the attraction?

- Location!
- Value -Added Commodity
- Farmers Market Following
- Unique Attributes of the Farm
- Reputation to Discussed



Do you have niche worth promoting?

- Test market
- Visit other similar farms
- Price points



RISKS and CONCERNS

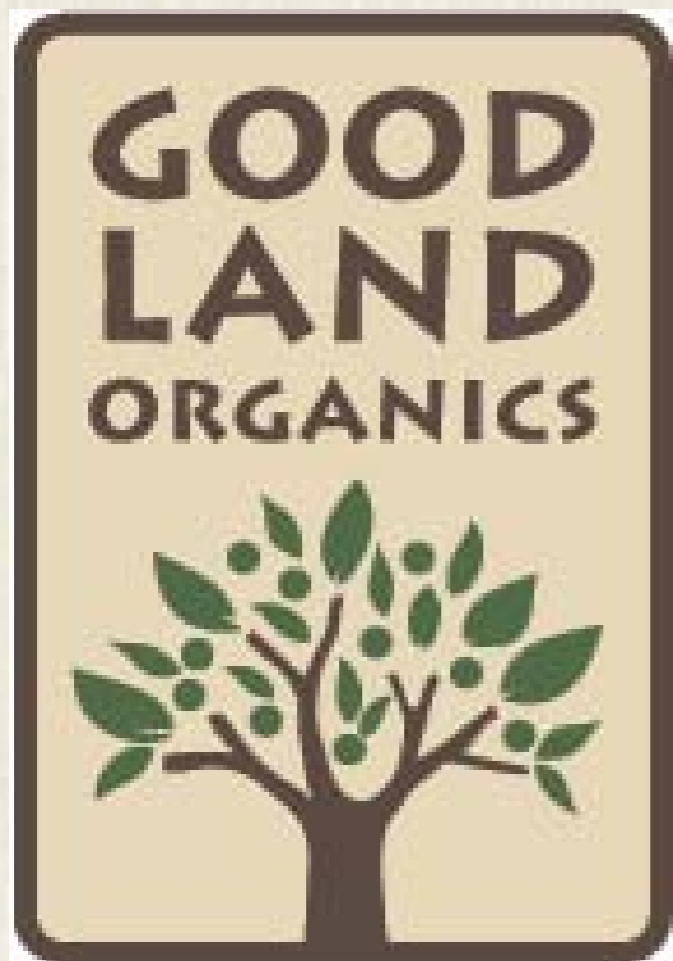
- Permits and Neighbors
- Optimal Price Points
- Costs of facilities



SUGGESTIONS

- Do something your passionate about
- Collaborate with pre-organized groups
- Be patient





WWW.GOODLANDORGANICS.COM

1362 Farren Road, Goleta, CA 93117

(805) 685-4189

RULE OF THUMB

- **ALWAYS
DEVELOP AND
PROTECT THE
BRAND**



