

Course Objectives/Course Outline
Spokane Community College

Course Title: Small Farm Marketing

Prefix and Course Number: AGHRT 238

Course Learning Outcomes:

By the end of this course, a student should be able to:

- Describe how food products are marketed
- Understand how to add value to food products
- Describe market potential, and list ways to find market potential for food products
- Determine how to set prices for food products
- List ways to sell food products
- Understand the benefits of food processing, and the list the regulations associated with it for small-scale food processors
- Describe marketing regulations for common small-farm products

Course Outline:

- I. The Four Ps of Marketing
- II. Food Value Chains
 - A. Food Value Chain Characteristics & Benefits
 - B. Embedding Values in Food Chains
- III. Market Potential
 - A. Identifying Target Markets
 - B. Market Positioning
 - C. Market Connection
- IV. Pricing Farm Products
 - A. Determining Costs
 - B. Value vs. Price
 - C. Finding Price Information
- V. Marketing Options
 - A. Direct Marketing to Individuals
 - a. CSA
 - b. Farmer's Markets
 - c. Buyer's Clubs
 - B. On-Farm Sales
 - a. Self-Serve Stands
 - b. U-Pick
 - C. Internet & Mail Order
 - D. Grocery Stores and Food Co-Ops
 - E. Restaurants
 - F. Agritourism
 - G. Wholesale
- VI. Small Scale Food Processing
 - A. Kitchens
 - B. Processing Regulations
 - C. Processing Livestock

- VII. Marketing Regulations for Specific Products in Washington
 - A. Fruits and Vegetables
 - B. Beef, Pork, Lamb, Goat, & Other Meat
 - C. Dairy Products
 - D. Eggs
 - E. Honey
 - F. Other