**Self Assessment - Direct Marketing Strategies**

1. Four types of direct marketing are:
   1. Community Supported Agriculture, Farmer’s markets, Commodity markets, Brokers
   2. Farmer’s markets, On-line marketing, Distributor sales, U-Pick
   3. On-farm stands, Community supported Agriculture, Farmers’ markets, Restaurant sales
   4. Customer Systems for Agriculture, Agritourism, U-pick, Farmer’s Markets
2. Which of the following is the **least** likely to ensure successful farmers’ market sales?
   1. Like to talk to and provide information to people.
   2. Provide a high quality product.
   3. Your stand location in the market.
   4. Have an attractive booth with good signs and farm pictures.
3. T or F Community Supported Agriculture is the best way to start out in direct marketing.
4. T or F U-pick operations are for farmer’s who don’t like to socialize with customers.
5. Which of the following marketing strategies is **less** likely to be successful if you live 50 miles from the nearest town?

a) farm-stand b) farmers’ market c) on-line sales d) entertainment farming

1. Which of the following is the **least** important for a successful U-pick or farm-stand operation?

a) good signs on major road b) customer service c) paved road d) space for parking

1. Which of these in **not** an appropriate method of contacting a chef at a restaurant to sell produce?
   1. Stop by after the Farmer’s market and ask if the chef would like to buy anything.
   2. Call and arrange a meeting at his (her) convenience.
   3. After an agreed meeting time, arrive with samples to show and for tasting.
   4. Know as much as you can about the restaurant before you make the initial contact.