

*“Supporting Successful and Sustainable
Economic Development through
Agricultural Research
and Extension”*



**Kent Wolfe, Director
Center for Agribusiness
and Economic
Development**

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www.caed.uga.edu

Marketing Plan can help avoid.....



Marketing

- Marketing is the overall process of meeting customer needs. It is more than selling.
 - It involves the development of a product that consumers want to purchase
 - communicating the product's existence to purchasers.
- Frequently referred to as the “Four P's”: Product, Price, Place (Distribution), and Promotion.

Who is your Target Market?



Target Market Identification

- Target Market – A segment of the population that is most likely to use your product or service.
- Usually described using demographic variables like, Gender, Income, Race, Age
- Used to:
 - Determine market potential
 - Develop product packaging
 - Choose marketing channels
 - Develop marketing mix and advertising strategy

Target Market Examples

Demographic	US Pop.	Hot Sauce Enthusiasts	Pork Consumers*	Frozen Pizza Consumers
Gender				
Male	50%	80%	43%	8.9%
Female	50%	20%	57%	90.8%
Age	35.5	29	55	47
Income	\$34,076	\$60,000	\$31,000	\$43,641
Education – College grad.	23.6%	78%	<10%	26%
Household Size	2.65	1.45	2.65	2.47

Product

- What is your product, really?
- Think about what are you selling?
 - a food item
 - an experience
 - a memory
- Need to create a perception among consumers that reflects your product – Branding.

Planning

- Is having a plan important to your success?
- You tell me

What is this product selling?

16 oz. \$6.24



Do I have a marketable Product?

“It is easier to sell something people want than it is to sell something that is easy to produce”





Wonder Sauna Hot Pants

Approved
AAU
USA

Health-Watchers of America
Look Better-Feel Better-Wake Up Your Body

FOR MEN AND WOMEN
BLENDENCE EXACTLY WHERE YOU WANT
ONE SIZE FITS ALL - EASY TO INFLATE

ONE PIECE WONDER SAUNA LONG HOT PANTS
SIMULTANEOUSLY REDUCES WAIST, HIPS AND THIGHS

Reduces Waist, Tummy,
Hips & Thighs

An advertisement for 'Wonder Sauna Hot Pants'. The background is red. A man and a woman are shown wearing the product, which is a blue, inflatable-looking garment around the waist and hips. The man is standing, and the woman is sitting on a stool. The text is in yellow and white. There is a logo for 'AAU USA' and a small logo at the bottom right.

Packing Driven Failures



Failure to know your customer

Price point too high

Folks don't want healthy at
McDonalds



Brand Extension Failures



Some are just bad ideas



Unfamiliar Products

1. Have to convince people to try the product
2. May have to show folks how to use the product
3. Have to inform folks of the products benefits
4. Have to build awareness and create demand
5. Potentially a long acceptance curve

Carefully Choose a Name



Cocaine Energy Drink

Cocaine is a high-energy drink, containing three and a half times the amount of caffeine as Red Bull. It was pulled from U.S. shelves in 2007, after the FDA declared that its producers, Redux Beverages, were "illegally marketing their drink as an alternative to street drugs." You know what they say -- there's no such thing as bad publicity.



Change in Shopping Habits

- Significant decrease in impulse purchases
- More “list” shopping – consumers are purchasing products they need and sticking to their lists
- Looking for less expensive alternatives – store brands
- Looking at smaller portions

U.S. Food Trends

- Americans say health concerns influence purchase decisions, but convenience and taste have more influence !!!







Maple Leaf
ready crisp bacon

144
65 g

College Student Cafeteria - Food Trends

Food trends in 2009:

1. Locally grown fruits and veggies
2. Crispy garlic-ginger chicken wings
3. Mac 'n five cheeses
4. Vietnamese pho
5. Green tea and pomegranate smoothies
6. Crab cake sliders
7. Mini samosas
8. Tilapia Veracruz
9. Goat cheese salad
10. Chicken molé

Foods trends in 1989:

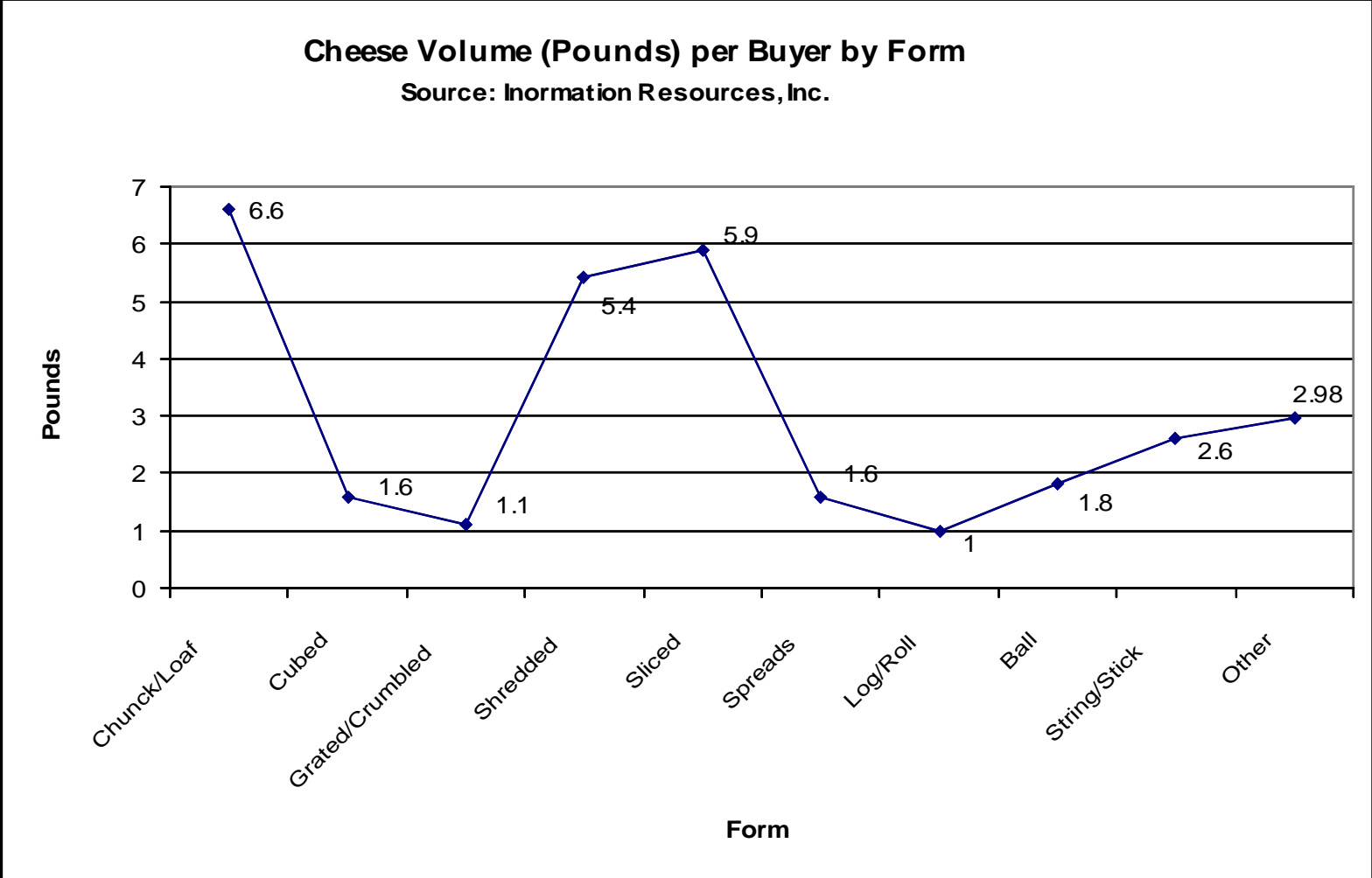
1. Fruit and cottage cheese plate
2. Chicken nuggets
3. Turkey tetrazzini
4. Chicken chop suey
5. Egg, bacon, and cheese English muffin
6. Half-sandwich and cup of soup
7. Taco bar
8. Spanish beef and rice
9. Vegetarian bean chili
10. Algerian lamb stew

Top 10 trends

- 1 Locally sourced meats and seafood
- 2 Locally grown produce
- 3 Sustainability
- 4 Nutritionally balanced children's dishes
- 5 Hyper-local (e.g. restaurant gardens, do your own butchering)
- 6 Children's nutrition
- 7 Sustainable seafood
- 8 Gluten-free/food allergy conscious
- 9 Simplicity/back to basics
- 10 Farm/estate-branded ingredients



Product Form - Preferences



Product Form

- **Live** fish
- **Fish in the round** are put on ice and sold just as they came out of the water.
- **Drawn** fish have their entrails removed.
- **Dressed** fish are sold completely cleaned but with the head intact.
- **Headed and gutted**
- **Chunks**
- **Steaks**
- **Nuggets**
- **Fillets**
- *Flank fillets*
- *Butterfly fillets*
- **Deboned** fish have the rib and back bones removed, with the rest of the body intact.
- **Smoked** fish

Packaging Counts – Specialty Food Expert

- Have a beautiful product, including jar and label
- Use expensive beautiful glass
- Go to trade shows to show product as well as find out what the competition is doing
- Make your product presentation count-90%of the purchases of these niche products is based on product presentation.
- Make sure packaging reflects the image you want to portray

Packaging

- First Line of Promotion is Product Packaging and is your silent salesperson
- Evaluate your target market and create a package that is consistent with their expectations- i.e. single jar or 3-pack, arthritis approved.
- Packaging should reflect a product's desired personality (Tennessee Toe Jam)
- Packaging Considerations (size, plastic glass, dressy)
- Selling a 8 oz. Jar of Jelly for \$6.95, it needs to be packaged accordingly



Hot Sauce Packaging Examples

\$6.29 (5 oz)



\$6.95 (5 oz)



\$7.59 (4 oz)



\$1.59 (12 oz)



\$ 34.29 for 2.5 oz.



\$ 32 for .35 ml



Packaging Example- Direct Beef Sales

- Customers indicated they would like a package weight printed on the meat packages. This would allow them to better estimate how much product they need for their meal preparations.
- Some customers indicated they have larger families and would like products in larger packages. If weights are printed on the individual packages, this issue may be addressed as customers can use additional packages to meet their meal needs.
- In addition, there appears to be some confusion as to what type of roast product is in the package. A couple of the customers indicated they were unfamiliar with the roast cuts they received.

Pricing

Take into consideration such factors as:

1. How are you going to position your product in the food fish market? Is it an economy or luxury item?
2. Who are your customers? Are they individual consumers, up-scale restaurants, or food wholesalers?
3. What species and prices are competitors offering?
4. What are the quality perceptions associated with your chosen species, location or production system?

Pricing

- How are you going to price the product:
 - Commodity pricing
 - Premium
 - Cost plus
 - Quantity discounts
- Whatever the method, it is important that the customer understands the arrangement.
- Make sure pricing includes total cost:
 - Purchase of raw materials
 - Processing
 - Packaging
 - Distribution
 - Marketing and promotion

Jams and Jelly Packaging Examples

\$4.50 (16 oz)



\$5.25 (10 oz)



\$5.00 (9.9 oz)



\$6.24 (16 oz)



Estimating Market Potential

- $MP = N \times Q$; where
 - MP = Market Potential
 - N = number of buyers
 - Q = average number purchased by each buyer

Estimated Retail Sales

- The potential retail sales for a specific retail operation can be estimated by using a standard formula:

$$ES = P \times EXP \times (ADI/MDI) \times MS \quad \text{where}$$

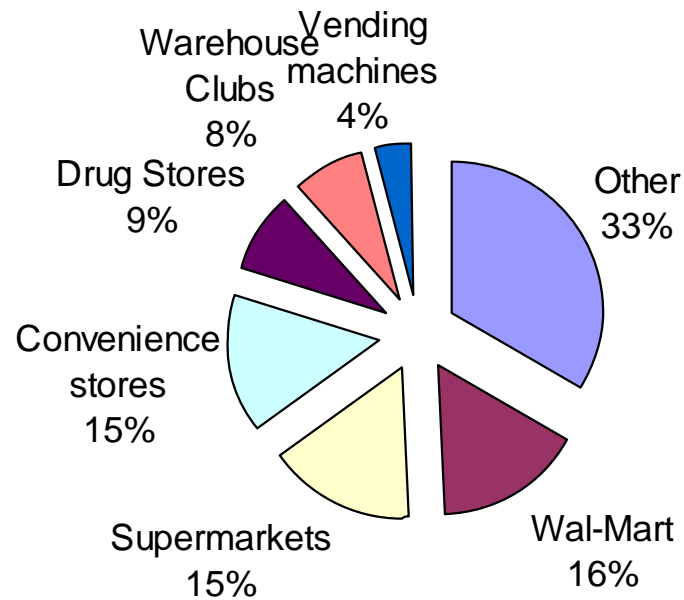
- ES= Estimated Sales
- P= Trade Area population
- EXP= Average expenditures for retail outlet category
- ADI = Area Estimated Average Household Disposable Income
- MDI = Georgia Average Household Disposable Income
- MS= Estimated Market Share

Where are you Going to Sell your Product

- Supermarkets and Grocery Stores (Chain and Independent)
- Specialty and Gourmet Stores
- Health Food and Natural Foods Stores
- Club Stores Mass Merchandisers or 'Big Box' Stores
- Drug & Department Stores
- Convenience Stores Food Service (Business, Institutional Chain and Independent Restaurants)
- Vending
- Military
- Export Markets
- Internet
- Mail Order and Catalog
- Niche Gift & Gourmet Stores
- Gift Baskets Companies

Example- Snack Foods

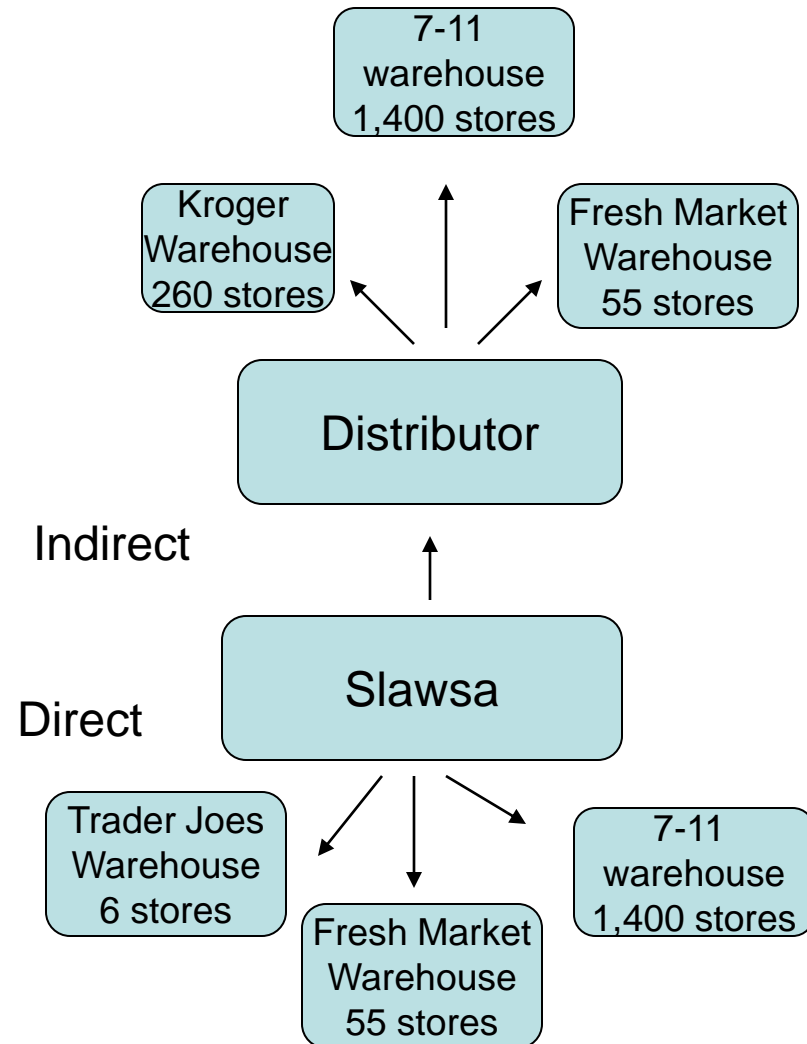
Snack Food Product Market Channel Share



Distribution Channel -The way a product Reaches the Consumer

- Things to consider

- Efficiencies
- Access
- Costs



Things you Need to Think About & Buyers Want to Know (retail)

- **What is the customer appeal?**
- **Why will consumers buy the product?**
- **Where does it fit into product category?**
- **Who are the competitors?**
- **Will it generate a sufficient profit?**
- **How will it be displayed?**
- **How is it to be advertised and promoted?**
- **What are the pack sizes?**
- **Is the continuity of supply secure?**
- **What after-sales service is available?**

Source: SBCS counsellors John Treverton and Frank Clutton with the assistance of Geoff Lee, Project Manager, Department of Innovation, Industry & Regional Development – Office of Small Business.

Selling to Chefs*

Many chefs would like to buy locally produced food, but the transaction often seems too difficult and time consuming.

The secret to selling to foodservice operators is to make it easy for them.

*Source: This section is adapted from Farmer's Market Today, How to Sell Your Food to a Chef by Chef Randall Smith

Understand the Restaurant

If a chef is overly concerned with price, then this particular house may not be the right place for you. It's likely such a chef sees food as a commodity and not an ingredient.

Even broad line distributors avoid these accounts.

Deliver

Delivering to the account is essential. You may see pictures in cooking magazines with chefs going to the local farmer's market to hand select today's produce. That's nonsense for most chefs.

If the chef's operation is busy that day, he's likely not spending his morning at the farmer's market.

To make local foods a larger part of foodservice offerings, then creative methods for distribution will need to be developed.

No Pop Calls

A chef's day is pretty structured so don't pop in with a box of fish.

They are more likely to say no when asked to make a choice while juggling 10 other balls.

Make an appointment or set up standing appointments, either by phone or in person, and keep them.

Call or visit chefs at non-peak times - 9 to 11 am and 2 to 4:30 pm.
Don't be afraid to call for reorders. Chefs are busy and don't always have time to call you

A chef really does get badgered by salesmen all day long and we quickly learn to limit our time with them.

To a chef, you are still a salesman, and a time demand. If he expects you, he will make time for you.

Build a Relationship

A vendor-customer relationship is no different than any other type of human relationship. It takes time and effort to develop. There are ups and downs, misunderstandings and surprises.

Don't take rejection personally.

Ask questions about what the chef is looking for.

Offer a tour of your farm.

Become friends if you can

Part of the ethos of local food is this idea of neighborliness, sharing what's in our backyards.

Act as though you are working with a person, even when it feels like you are working with a corporation, and understand that you may be working to build a market for next year by your efforts this year.

Be Flexible with Payment

Paying cash on delivery is not always possible.

Be careful, but flexible, in how you expect payment.

Must Aggressively Market to Succeed

- Marketing is one of the most important things a business can do to ensure its success because it has a **direct effect on profitability** and **sales**.
- Functions –
 - Establishing awareness
 - Remind folks
 - Providing information for knowledge
 - Creating brand loyalty
 - Promote new product uses
- Rule of thumb 10% of expected **Gross Revenue** needs to be directed toward Marketing

Key Attributes of a Good Customer Proposition*

1. KISS – Keep It Simple Stupid - don't expect customers to work hard to understand the material
2. Be Concise - deliver your message in as few words as possible
3. Clarity - deliver a single message that doesn't confuse
4. Consistency - make sure everyone in your team delivers the same message
5. Message - above all focus on benefits not features

*<http://www.bcentral.co.uk/marketing/basics/DirectMail.asp>

Online Marketing

- To be effective you need a good website.
- How do you develop a "good" website?
- It's much easier to point out what you shouldn't do.

Slow Download Times

- **Slow download times**
 - People hate to wait and will leave
 - The longer a site takes to load, the fewer people will wait to see the site.
- Remember, images and graphics should compliment and enhance your site, not overpower it.
- Use compression utilities for images –ex **NetMechanic.com**
- <http://websiteoptimization.com/services/analyze/>
- <http://tools.pingdom.com/>
- http://www.netmechanic.com/products/GIFbot_FreeSample.shtml

The Evil "BLINK!"



- Blinking words
- Animated GIFs
- When visitors are reading and concentrating on a site's content, the flashing images or dancing baby starts moving and breaks concentration
- He tires and stops, a reader regains focus, and guess what? "Hey, check me out again" - "Whoa! you didn't think I was through already, did ya?" - "Look at me!!! Love me!! WORSHIP ME!!!".

Background Sound

- Don't do it.
- Keep site professional, looped song or noise can be very annoying.
- Do not use a continuous loop.

Getting Noticed

- A Juniper Research study conducted in April, 2008 found that 27% of all internet searchers limit themselves to the first three listings on the first page of Google. This is up from just 16% in 2002.
- An even greater percentage of searchers limited themselves to just the first page of the search engine results. In 2002, 32% of searchers looked at just the first page; in 2008, 41% of searchers looked at just the first page of the Google listings.
- Correspondingly, the percentage of searches who look at the first two pages has fallen to 17% and just 7% make it to the third page of the Google listings.

Who are you Targeting?

- The younger the audience the more vivid the colors
- Men:
 - prefer blue and orange to red and yellow.
 - associate brown with masculine qualities.
 - Color-blindness is prevalent in men 1 in 7.
- Women:
 - prefer red and yellow versus blue and orange.
 - more likely than men to respond positively or negatively to a web site based on its color.
 - prefer softer pastel colors.
 - more likely to view contrasting colors negatively.

Who are you Targeting?

- International - colors are interpreted differently internationally.
 - White signifies bad luck in China, Japan, and India.
 - Purple is associated with prostitution in Arabic cultures.
 - Dark green, while symbolic of money in the United States, does not have the same appeal in foreign countries where money is multi-colored.
 - The safest color that appears to not have any negative connotation in any country is blue.
 - Gold is another good choice for a web site color. Gold evokes feeling of prestige and quality.

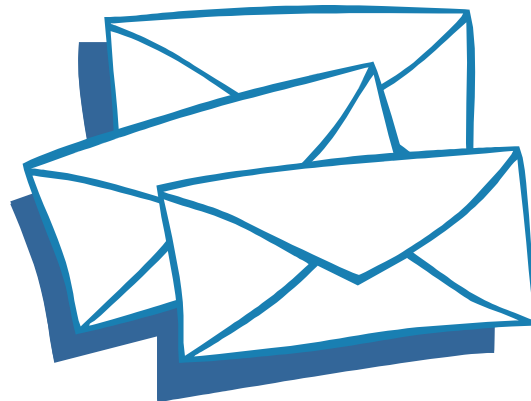
Direct Mail

- **Advantages**

- Demographic selection
- Unlimited message length
- Consistent reproduction
- Direct response by order or coupon

- **Disadvantages**

- Expensive
- Difficult to obtain “pure” mailing lists
 - Long lead time
- Negative reaction to junk mail



Direct mail marketing guide

- Use direct mail marketing to get your message straight to the right consumer in the right market. With this concise guide to direct mail.
- Direct mail marketing can provide a tailored offering directly to your target market and group. However it only gives the best results when it's planned and implemented with care and dedication.

Designing Direct Mail Material*

Direct Mailing Responses:

- Grab Their Attention - make them open it
- Create Interest - make them read it
- Create Desire - make them care about it
- Get Action - make them do something about it

*<http://www.bcentral.co.uk/marketing/basics/DirectMail.asp>

Newspaper

- **Advantages**

- Broad mkt coverage
 - Immediate
 - Short lead time
 - Flexible ad size
- Visibility of product
 - Color
 - Use of coupons
- People believe what they read!

- **Disadvantages**

- Inconsistent reproduction
 - One day life span
 - Limited demographics
 - “Lost in the Crowd”
- Lack of movement & sound



Atlanta Journal-Constitution Demographics by Section

Segment	Classified Readers	Thursday Food Reader	Sunday Sports
Male	53%	38%	62%
Female	47%	62%	38%
White	64%	68%	75%
Black	34%	30%	23%
College Grad.	21%	28%	32%

Southern Living Subscriber Demographics

Segment	Classified Readers
Male	24%
Female	76%
Median Age	54 years
Median Household \$\$	\$82,017
Net Worth	\$445,312

Sports Illustrated Issues - Demographics

Segment	Adventure	Select	Golf Plus
Median Age	28	39	38
Median H.H. Income	\$57,281	\$98,427	\$67,788
College Grad.	27%	44%	34%

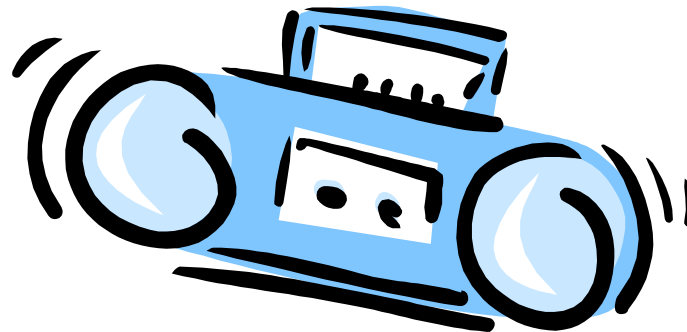
Radio

- **Advantages**

- Demographic selection
 - High frequency
 - Immediate
- Sound reinforcement
 - Quick flexibility

- **Disadvantages**

- Restrictive message length
 - Need for repetition
 - Short recall factor
- Cluttered placement



Radio Advertising Demographics - WSKX in Savannah, GA

- Top 40 adult contemporary
- Potential Market Reach – 676,481
- Targets 23-34 year old females (16% of the population)
- Target market population 55,463 people

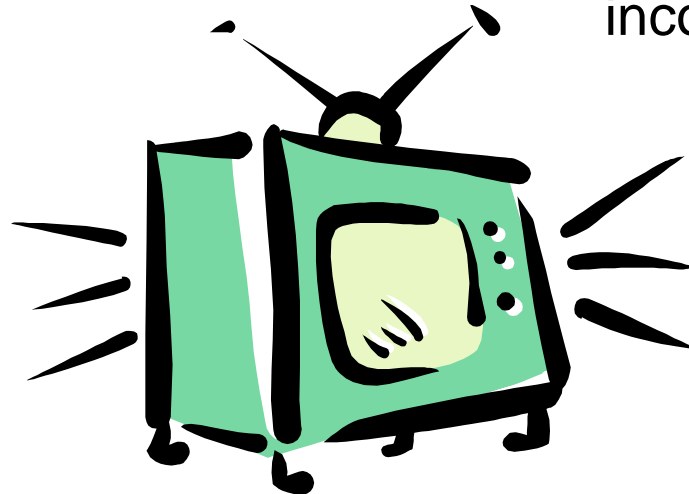
Television

- **Advantages**

- Use of sight, sound, motion, & color
 - Mass coverage
 - Immediate
- Demographic selection

- **Disadvantages**

- Short exposure
- Expensive production
 - Expensive to air
- Cluttered placement
- Viewing time drops as income increases



SciFi Channel Demographics

- Key prime-time demographics :
 - Ranked fifth in adults 25-54
 - Ranked seventh in the 18-49 age range in key prime-time demographics

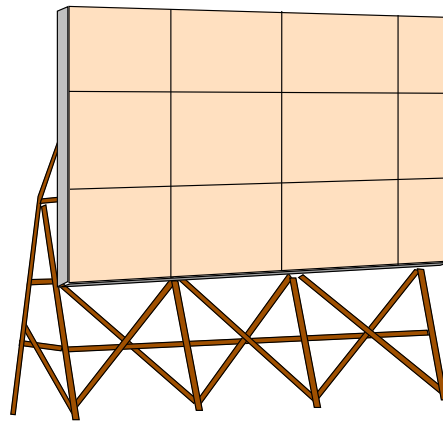
Outdoor

- **Advantages**

- Reaches large audience
 - Long-term exposure
 - Color & graphics
- Forms include billboards, posters, illuminated signs, moving vehicle signs, bench ads

- **Disadvantages**

- Limited message length
- Expensive to produce & place
- Difficult to obtain the best locations
- Legal restrictions for use





TOM'S SHELL

*Self
Serve*

*Cash or
Credit*

Regular

ARM ⁹

Plus

LEG ⁹

Premium

First ⁹
Born

Pilot

1.19[¢] 1.15[¢]

 **DIESEL FRIED CHICKEN** 



AK
LICK-A-CHICK
DRIVE IN RESTAURANT
5 km AHEAD
Best TASTED CHICKEN On The Island





SHERRILL'S
EAT HERE
AND
GET GAS
TIPTON, INDIANA

**FAMILY MARKET
CUSTOM KILLING**

Enjoy

Coca-Cola



BILA MELUDAH, JANGAN BEGITU KUAT, TERIMA KASIH

請您把吐痰的聲音調低 謝謝

PLEASE DO NOT SPIT TOO LOUD, THANK YOU

DANGER AHEAD
FASTEN SAFETY BELTS
AND REMOVE DENTURES

GEVAAR VOOR
MAAK GORDELS VAS
EN VERWYDER KUNSTANDE



UGA Resources

- www.caed.uga.edu/publications/2006/pdf/CR-06-08.pdf
- This focuses on estimating market potential and includes market research resources.
- www.caed.uga.edu/publications/2003/pdf/HT-03-05.pd
- Business skills evaluation tool

Free Map Tools

Maps you can make use of...

Request a FREE brochure from ITT Tech! [Click Here](#)

Like 713 likes. Sign Up to see what your friends like.

+1 22

Tweet 102

Navigate:

Popular Map Tools

- ZIP Codes Inside a Radius
- How Far Can I Travel
- How Far is it Between
- Radius From UK Postcode
- Radius Around Point
- Distance Between UK Postcodes
- UK Postcodes Inside Radius
- Map Tunnelling Tool

Map Resources

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877-467-0326
Call today!

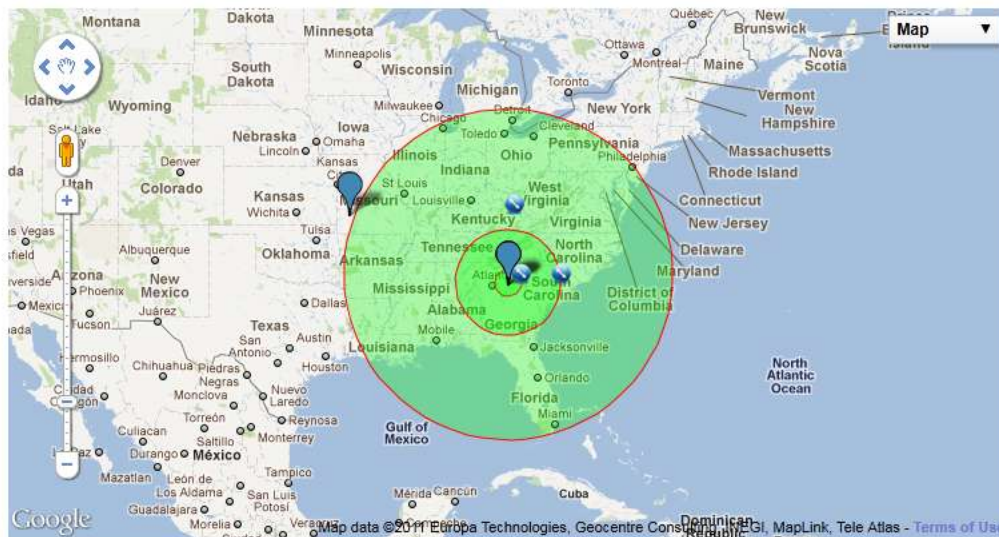
Live or Passive

- Web or Client Svr
- Email alerts
- Email reports
- Online training
- Self-help videos

Radius Around Point

You can use this tool to find the radius around a point on the map. First type in the radius required in kilometers or miles and then click on the map at the center of where you wish the circle to appear. You can then create as many radii as you wish.

Radius Around Point Map



[Dashboard & Scorecards](#) Visualization Solutions Delivered Quickly. Visit us to learn more www.lucruminc.com

[Create maps from data](#) Sign up for a free trial of our web based data mapping software www.eSpatial.com/Free-Trial

[ZIP Code Boundaries](#) For use in mashups, ESRI & MapInfo. Highly accurate, updated quarterly. www.maonics.com/zip-boundaries

AdChoices

Options

Radius Distance km OR miles

Input Point - do one of...

- Click on the map
- Place radius by location name :

[Draw Radius](#)

Distance around a point Tool

www.freemaptools.com/radius-around-point.htm



The Right Site[®]

EASI Census 2010 (4/1/2010) Site Selection Reports & Analysis

- Help
- The Right Site Home
- EASI Home
- Contact EASI

What is an EASI Ring Study? ⓘ

1. Enter an address for the center of your study ⓘ

2. Select a Ring Study Type ⓘ

Three Rings Radius1 Radius2 Radius3
 Single Ring 25 50 75

Display Maps on Report
 Mutally Exclusive Rings

3. Select a Report ⓘ

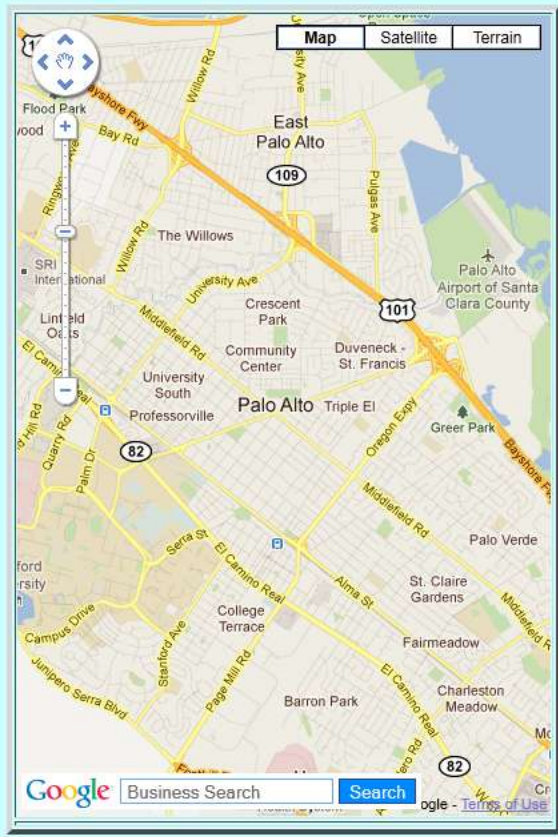
4. Name your Location ⓘ

5. Select a Query (optional) ⓘ

6. Specify Coordinates if needed ⓘ

Format:	Latitude:	Longitude:
<input checked="" type="radio"/> decimal degrees	<input type="text" value="33.861892"/>	<input type="text" value="-83.328391"/>
<input type="radio"/> degree minute second	<input type="text" value="33"/> <input type="text" value="51"/> <input type="text" value="42"/>	<input type="text" value="-83"/> <input type="text" value="19"/> <input type="text" value="42"/>

7. Select a Study Geography ⓘ



Demographic Data

- www.easidemographics.com
- This site allows you to perform demographic analysis for an area or rings.

GEORGIA MARKET MAKER™

Linking Agricultural Markets



Interactive mapping system that locates businesses and markets of agricultural products in Georgia, providing an important link between producers and consumers.

Begin Your Search

Search for market demographics, local producers, and businesses in the food supply chain.

Register Your Business

Click the above button to be included in our database of businesses. Problems? Questions? Contact the CARB at 706-542-2434 or email carbnet@uga.edu.

Resources

- [Related Web Sites](#)
- [Publications & Publications](#)
- [Glossary](#)

New Users

Are you new to MarketMaker?

Take a few minutes to learn how to use the mapping system and become familiar with the benefits of MarketMaker.

[Learn MarketMaker](#)

Case Studies

How can I use MarketMaker?

Learn how a farmer, a meat-packing plant and a grocery store can use MarketMaker.

[View Case Studies](#)



MARKET MAKER™

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MarketMaker

- <http://ga.marketmaker.uiuc.edu>
- Or Google Georgia MarketMaker

Claritas

- <http://www.claritas.com/MyBestSegments/Default.jsp?ID=20&SubID=&pageName=ZIP%2BCode%2BLook-up>
- Lifestyle Data base. Simple data for free more detailed for a fee.

Flavor of Georgia – New Food Products



- 150 new products entered during the 2008 contest, semi-finalist were **invited to attend the Whole Foods local vendor trade show** the following week
- Within two weeks, they were **contacted by a large food show in Orlando and invited to participate**
- Rockingham Pecans – built website, **website received approx. 400 additional hits orders, received international export offer, hired 3 new employees for processing**
- Hot Squeeze Sauces – Two catering business developed product for Flavor of Georgia, **after winning first year orders quickly exceeded production capacity, last week contract for major retailer for 250 stores**
- Many other examples of marketing new, local based products



“Adding Value to Georgia’s Agricultural Economy Through
Research and Extension”

Contact Me:
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www.caed.uga.edu

College of Agricultural & Environmental Sciences



Questions that ***Need*** to be Answered

The producer of any aquaculture product should learn how to answer the following questions in order to successfully market their products.

1. Do I have a marketable species?
2. What product form will I provide?
3. How much should I charge for my product?
4. How can I promote my product to increase sales?
5. Where will I sell my product?

Make Sure it Can be Grown Successfully

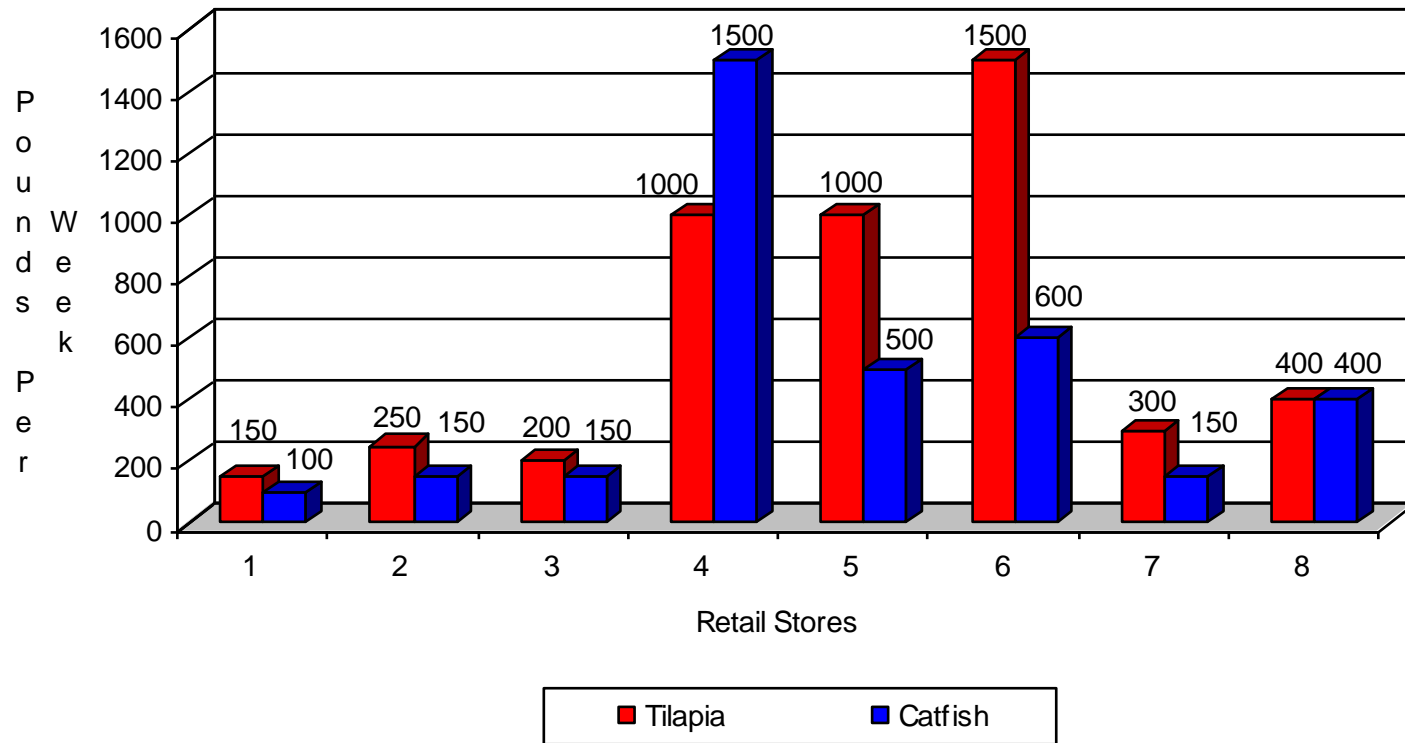
For example, shrimp, and lobster have wide public appeal and are widely consumed, but each have unsolved production problems.

Is it considered an invasive species and therefore not able to be grown or grown under very restrictive conditions?

How Much Should I Charge for My Products

- Setting a price is critical to the success of the business. Pricing a product is an agonizing, lengthy decision, and will likely need periodic adjustments to reflect new market realities
- If the price is too high, you will have difficulty selling it.
- If the price is too low, you may be losing money.

Live Pounds Per Week Sold in Metro Atlanta



Niche Marketing

Niche markets have advantages and disadvantages.

- The main advantage in niche marketing is that producers become wholesalers, and, in some cases, retailers. Consequently, producers have more control over the prices they set for their products, and they retain some portion of the profit that would otherwise have gone to middlemen.

Niche Markets

- The main disadvantage is that considerable time must be spent analyzing and developing niche markets. In most cases the product is sold one fish at a time whether processed, whole, or live.

Know Your Target Market?

Where and when does my target market look for information

- Radio - mornings and late afternoon
- TV- early evenings weekends only
- Publications
 - Health
 - Nutrition
- Internet
- Friends and Family
- Associations or groups

Huge Markets

- Many beginning aquaculturists assume that the huge markets for fish in Atlanta, Macon, Augusta, Savannah, and Columbus offer unlimited opportunities for them to sell their product.
- Even though massive quantities of fish are marketed in those areas, such markets generally serve high-volume producers.
- Generally better to focus on markets within 50 miles of your operation.