Markets

1. *who are our target customers and what do they value*?

-Segmentation (empirical descriptive data, real world, real people, “potential customers”) Market research & segmentation - what are the requirements to sell to the wholesale customers? Pricing, distribution & packaging (Include in product profile, for wholesalers)

-Ideal Customer/Target Customer Profile (Identifying your target customer and writing customer communications in a way that speaks directly to them)

-Sales Potential (customer list and budget goal)

* Here's the Distributors & Aggregation/Food Hubs listed on VT Farm To Plate. Some in particular I think you should look at are Hannaford's (they're the largest chain I know of in VT that actively works with local producers), Farmers To You, Myers Produce, Deep Root Organic, Bear Roots Market.