1. Product: What product will we offer and how is it unique?

-Overall Marketing/Brand

Purpose - why does your farm exist

People - who do you serve

Product - what are you selling + what difference does it make in the lives of your customers

-Identify crops & products

Retail

Wholesale (typically 40% off retail pricing)

Cucumbers, scallions, asian greens (bagged salad/braising) whole heads, summer greens mix -- wholesale

Kimchi product -- wholesale, for fall sales

Farm Stand & farmers market w/more variety