**Format:** Work with your pod-mates, in-class

**Points:** 10 points possible

**Please write the names of the pod members present in class today:**

**Instructions**

1. **Read:** Each group will receive a printed copy of the *Oregon Flower Farm Business Plan* (Word document).
2. **Identify:** Working together, locate and highlight or circle the sentences or phrases that describe:
   * The **problem** or gap the business addresses
   * Limited access to local, sustainably grown flowers and small-farm products.
   * Heavy reliance on imported flowers (80% of U.S. supply).
   * Local demand for fresh, eco-friendly, community-based agricultural experiences.
   * Need for income diversification and creative use of limited irrigation resources.
   * The **products/services** offered
   * Cut flowers, herbs, dry-farmed produce, pastured animals.
   * Agritourism: U-picks, small events, on-farm experiences, farm stand.
   * CSA subscriptions for individuals and businesses.
   * Educational tours, community gatherings, and floral event services.
   * The **target customers**
   * Local consumers and businesses in the Willamette Valley.
   * Environmentally conscious and community-oriented customers.
   * Floral industry (weddings, events).
   * Farm-to-table and local sourcing advocates.
   * The **value or benefit** customers receive
   * Access to fresh, local, sustainably grown flowers and food.
   * Opportunity to engage directly with producers and the land.
   * Meaningful, educational, and community-centered experiences.
   * Supports local economy and regenerative agriculture.
3. **Analyze:** Using the *Value Proposition Canvas* framework, complete the table on page 3 to the best of your ability.
4. **Synthesize:** In one sentence, write Oregon Flower Farm’s **value proposition**, starting with:

**Oregon Flower Farm…**

|  |  |  |
| --- | --- | --- |
| **helps** | [customer segment] | **local consumers and businesses** |
| **who** | [job or pain] | **want fresh, sustainable, and locally sourced flowers and farm products** |
| **by providing** | [product/service] | **regeneratively grown flowers, produce, and community farm experiences** |
| **that** | [gain created or pain relieved] | **connect people to the land, support local agriculture, and create a sense of place and belonging.** |

1. **Submit:** Each group submits this document and answers the following questions.
   * What customer needs are most important in this plan?

Local, sustainable, high-quality agricultural products.

Opportunities for authentic, educational, and community-based experiences.

Transparency and trust in production practices.

* + How clearly is the value proposition communicated?

Fairly clear throughout, especially in the Executive Summary and Marketing & Sales sections.

Could be made more explicit in how the farm differentiates itself from competitors.

* + Could it be refined for better market fit?

Yes—emphasize emotional value (connection, experience) alongside product quality.

Clarify the target segment (e.g., local families, wedding/event clients, sustainability-minded consumers).

Consider simplifying messaging: focus on “fresh, local flowers with a story” or “a community farm for beauty and belonging.”

**Submission Guidelines:**

1. One submission per pod.
2. Turn in your submission at the end of class.
3. Sign the Thank You card for your mentor.

| **Category** | **Example from Plan** | **Interpretation** |
| --- | --- | --- |
| **Customer Jobs** | “Direct to local consumers and businesses”; “Host events and U-picks”; “Provide local, sustainable products.” | Customers want locally sourced products and authentic farm experiences. |
| **Pains** | “Limited by water resources”; “Competition in local flower market”; “Cut flowers not a necessity.” | Customers may lack consistent access to local, affordable flowers; sustainability and reliability are concerns. |
| **Gains** | “Healthy ecosystem that supports pollinators”; “Community resource and gathering space.” | Customers gain social and emotional satisfaction—beauty, connection, and sustainability. |
| **Product / Service** | “Cut flowers, herbs, produce, pastured animals, CSA subscriptions, U-picks, small events.” | Diverse product mix combining farm goods with experiential offerings. |
| **Pain Relievers** | “Regenerative farming practices”; “Local and direct-to-consumer marketing.” | Reduces environmental concerns, builds trust and transparency, ensures freshness. |
| **Gain Creators** | “Provide gathering space where we can learn together”; “Agritourism activities diversify income and community engagement.” | Creates emotional and social value—learning, connection, and joy. |