

Worksheet 3: Marketing Options

What options are available where you can market your product? Slaughterhouses, processing plants, wholesalers, direct markets and on-farm stands are some of the possibilities. Use appropriate research methods to find out more about those options and additional ones that may occur to you. Select three options that appear most promising for your enterprise and describe each below:

Option #1:

Option #2:

Option #3:

What methods or sources of information did you use to select these three options?
