

Brand Basics Worksheet

Your Brand is the *cumulative* experience that customers have with your Farm online (website, social media, email, newsletters) and in-person (markets, packaging and merchandise).

Define your Farm Brand to improve the consistency, messaging and experience of Buyers. The purpose of this worksheet is to help you clarify your Farm Brand based on your values and *ideal* customers.

1 Brand Audience

Define your *ideal* customers. *Circle all that apply.*

Customer type: retail buyers | wholesale:
restaurants, food hubs, distributors

Geography: urban | suburban | ex-urban | rural

Age range: 20's | 30's | 40's | 50's | 60's+

Household size: 1 | 2 | 3+ people

Income: affluent | well-to-do | middle | poor

Education: post-grad | college | high school

Are your current customers consistent with your ideal customers above? **YES | NO**

2 Brand Visibility

Places your *ideal* customers frequent. *Circle all that apply.*

Local business: coffee shop | gym | restaurant
| salon, barber | other

Local church: regular attendee | holiday
attendee | does not attend

Local schools: pre-school | primary (K-8) |
secondary (9-12) | college

Are your Farm products available at a local business, church or school? **YES | NO**

3 Brand Values

What is your "Why"? Answer these questions to help uncover your motivations for Farming.

1. Why are the products that you grow and harvest important to you?
2. What practices are you committed to on your Farm and why?
3. What is your relationship with your local community?
4. Is your family's Farming legacy or lifestyle important?

4 Brand Messaging

What do your ideal customers care about? What will connect Buyers with your Farm Brand?

1. Pick three (3) adjectives from your Brand Values above, which could be used by an ideal customer to describe their experience with your Farm.
2. Ask your existing Buyers to give three (3) adjectives to describe their experience with your Farm.
3. Is there a gap between your description, and your existing Buyers description of their experience with your Farm?