

Urban Farm Market Channels – Initial Worksheet

For each potential market channel, fill in each square in the **first four columns** with a value – enter either “**low**”, “**medium**” or “**high**” based on your estimate for each aspect of the market channel for your urban farm.

In the final column, enter words to describe the buyers and what is most important to buyers through this channel.

Potential Market Channel	Start-up cost and/or difficulty of start-up or entry	Price chargeable	Potential sales volume	Likely Competition		Characteristics & values of customers in this market channel
Farmers' Markets						
Farm Stand						
Chefs and restaurants						
CSA, subscription sales						
Sales to Food Hub						
Other?						