Congrats! You are a business owner! But you need a brand and a main product. Thankfully, some specialty crop farmers in the area are excited to partner with you, as long as your main product is made from their specialty crop. You and your group are going to need to act as marketing managers to develop your brand, its product, and a marketing plan.

To begin selling, you are going to need a plan. To do this, you will complete a marketing plan write-up and detail your company, product, and selling methods. You are also going to need to create a company name and logo, a product label for your specialty crop product, and an advertisement to get the word out. Since you are a new business owner, you are going to be making your product in your home, which means you need to follow the Cottage Rules. Make sure your label includes all the necessary pieces to follow those rules so you can sell and don’t get shut down!

Every business needs customers! After completing your marketing plan, you need to pitch your company and product to consumers (the rest of the class) to make sure you have interest in what you are selling. Remember, creativity engages and piques the interest of potential customers!

**Steps to Selling Your Product:**

1. **Choose your group’s specialty crop card**
   1. Use the information on the back of the card to learn more about your specialty crop
2. **Determine what product your group will be marketing from the listed common uses on the back of the card**
3. **Develop a Marketing Plan Write-Up**
   1. Marketing teams are made up of individuals that are experts in specific areas of marketing. Consider dividing the write-up into sections to allow each team member to become an expert in their portion of the marketing plan.
   2. This should be 5-7 paragraphs containing the following:
      1. **Company Information** – who you are, company name, you company goals and mission
      2. **Specialty Crop Information** – what crop you chose, how it is grown, what conditions it is grown in, what it can be used for
         1. **Suggested Resources:**
            1. <https://www.almanac.com/gardening/growing-guides>
            2. <https://www.ams.usda.gov/services/grants/scbgp/specialty-crop>
      3. **Product Information** – what product your company chose to make, why you chose that product, how will it be packaged
      4. **Product Ingredients** – what ingredients will be used in your product, are there any major allergens, how will these be labeled on the product
         1. **Hint:** If you are struggling to come up with ingredients, use this resource to find common recipes for your product <https://nchfp.uga.edu/#gsc.tab=0> (Feel free to get creative and add your own ingredients!)
         2. **Optional:** include the pricing for ingredients and determine your cost to produce
      5. **Advertisement Strategy** – how will you advertise your product, why, where is this product going to be sold
         1. **If you chose to price your ingredients:** how much will you sell your product for, what will your profits be
4. **Create a logo for your company** 
   1. Hint – Creative logos are more likely to capture interest and be remembered!
5. **Create a label for your specialty crop product** 
   1. Be sure to use the Cottage Rules so that your business doesn’t get shut down!
6. **Create an advertisement for your product using an online program (Canva, Word, etc.)**
   1. This could be a social media post, ad graphic, podcast commercial, video, etc. You choose!
   2. Remember to include 3 effective techniques from the class discussion in your advertisement!
   3. Ads also need to include how the crop is grown in some way. You could say it in your video, include a picture in your ad, or put it in text on your graphic.
      1. Example: A social media graphic advertising a blackberry pie says “Blackberries grown on trellises in Southern Iowa”
7. **Pitch your plan!** 
   1. Introduce your company and logo
   2. Present your specialty crop and product you chose
   3. Show your label and concisely explain the pieces included that used Cottage Rules
   4. Present your advertisement
   5. Get feedback from “customers”