

| <b>Characteristic</b>        | <b>Pick-Your-Own</b>   | <b>Roadside Stand</b>   | <b>Farmers' Market</b>   | <b>Grocery Stores</b>  | <b>Restaurants</b>   | <b>Community Supported Ag</b>  |
|------------------------------|--|---|--|--|--|--|
| <b>Market investment</b>     | Containers, ladders, etc. Locational signs & parking. Building or stand – protection from weather; Bathroom facilities!  | Building or stand; parking; Containers; Signage; Scales, coolers, etc.  | Space rental; Containers, scales, bags, display tables, awnings, signage, etc.   | Truck; Boxes; Containers   | Truck; Boxes; Containers; Order sheets   | Building or stand; parking; Containers; Signage; Scales, coolers, etc.   |
| <b>Grower Liability</b>      | Liable for accidents. Need liability insurance.  | Liable for accidents; Need liability insurance  | Varies by market but you will need coverage  | Liability insurance required   | Liability insurance required   | Liability insurance required   |
| <b>Prices Received</b>       | Often lower than other markets because of the 'sweat equity' provided by customer.   | Competitive with similar venues; may be able to charge a premium for special items  | Producer sets prices but the market competition will have an effect.   | Some negotiation between parties   | Some negotiation   | Competitive with similar venues  |
| <b>Quality</b>               | Can sell whatever the customers will pick.   | Can classify produce and sell more than one grade   | Ability to sell may depend on the competition.   | Highest quality required   | Very highest quality   | High quality in general but does offer opportunities to provide lower grades with careful education                  |
| <b>Other Considerations</b>  | Balance between number of pickers and amount needing to be harvested sometimes difficult to achieve.   | Additional items can be added to increase the average/customer sale   | Markets determine what products can be sold  | Long-term steady outlet;   | Need to stay on top of communications  | Lots of work in the pre-season selling shares; You know at the beginning of the season exactly what your market is   |
| <b>Special Advantages</b>    | Average value of purchase/customer may be higher.  | Can be a destination; Can be tailored to meet the needs of the customers; Can educate customers with tastings, demos, etc.  | Central location. Potential for great exposure; Advertising & promotion done by the market; Low overhead; Protect your privacy | Brand recognition; Removes the need to do your own marketing/promotion; Can be high visibility | Very loyal once relationship is established; Great price acceptance; Opportunities to get your name recognized   | Can be very loyal; can be source of labor; Provides income earlier in the year; Great opportunity to build community |
| <b>Special Disadvantages</b> | Location is critical. Greater costs for liability insurance, advertising & promotion, parking, sales & supervisory labor. Greater zoning & planning restrictions. Rainy weather will deter customers. Plant damage. Wasted fruits. Longer hours. | Location is critical; Higher overhead; Greater costs for liability, advertising, parking, labor. Greater zoning/planning restrictions. Long hours. Lots of waste. | Transport, set-up and break-down are time consuming; More dependent on the market reputation; Sales times are restricted       | Less control over display; pricing; may have to settle for a wholesale price                   | Demand can fluctuate; Payment is not always prompt; Chefs may not want you selling to other restaurants in the area; Order & delivery can be time-consuming; Chefs can be very temperamental | More education and customer contact required; Can be a high turnover in the early years; Pick-up days are long       |
| <b>Special Traits/Skills</b> | Must really like people;   | Must like people and be willing to train sales staff.   | Must enjoy people; must be good at display;  | Flexibility and high degree of reliability   | Love food & appreciate the art of preparing food   | Committed to the idea of education   |
|                              |  |   |  |  |  |  |

Direct Marketing Advantages: Greater control. Producer sets price. Satisfaction in selling direct to the people who enjoy your product. More cash on hand. Greater profit potential. Customer feedback. Less stringent regulations.

Direct Marketing Disadvantages: Limited volume. Must deal with people. Need for greater marketing skills. Greater time & resource commitment.