**5 P’s of Carrot Marketing**

**FARM A:**

 100 Acres +

Cost of Production: $0.35 per pound

Certified Organic



**FARM B:**

2 acres

Cost of Production: $1.45 per pound

**FARM C:**

No Single Farm Identity – aggregated product

Cost of Production: $0.90 per pound

Biodynamic

**PRODUCT AND FORM**

**PRICE**

**PLACE**

**PROMOTION**

**PEOPLE**

Notes: