



# Exploring Vermont Dairy

## Value Added and Diversification on Vermont Dairy Farms

### Lesson 3 Post- Assignment

#### Instructions:

For this assignment you will create a business plan for a value-added product and a diversification plan. Use your imagination and be creative.

#### Business Plan for Value-Added Dairy Product

1. What product would you like to develop?
2. What would you call your product?
3. Who would your target consumer be?
4. Where would you advertise your product?
5. How much would your product sell for?
6. Where would you sell your product?
7. Who would your competition be?
8. How would you test-market your product?

#### **Diversification**

If you were a dairy farmer in Vermont and would like to add a new revenue source what might you consider:

1. What would your venture be?
2. Who would your target consumer be?
3. Are there other similar operations in the area?

4. Would this be year-round or seasonal?
5. Would you need additional labor?
6. Would this take advantage of existing resources already on your farm (or imaginary farm)?
7. How would you market this opportunity?
8. What would your desired goals be?

The Top Ten Agricultural Products site <https://farmflavor.com/vermont/vermont-crops-livestock/vermonts-top-10-ag-products/> list the top ten agricultural commodities in Vermont. Refer to the link to answer the following:

1. What is the top agricultural area bringing over 493 million dollars in the Vermont economy?
2. Many Vermont farms have a maple sugaring operation to diversify their farm revenues. How many millions of dollars does the maple industry make?
3. Generating 2.7 million dollars this seasonal industry is a real money maker at farmstands and at farmers markets?
4. Think about some other products that are not listed on the Top 10 list, like Christmas trees, vegetables, bedding plants and vegetable starts, and the ever increasing in popularity cut your own flowers. How might these products fit into a farmers plans to diversify?