**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: