

## Producer Worksheet 3A: Product Planning Chart

Choose the Farm to School market channel mix that works best for you

Use this chart to outline how your products add value to your targeted school market.

This chart has been adapted from the Washington State Department of Agriculture to help producers assess current or future product and service offerings for school sales. It may be helpful in assessing how to improve a current product, deciding whether to offer a specific service, or determining when to contract particular areas of production to an outside business. Start in box "A" and move to the right, answering each question. Some questions may require more development, research, or future work. In box "G", start identifying next steps that may have emerged from previous answers or lessons.

<p>What is the product or service that you will provide?</p>	<p>What problem is the product solving for the school?</p>	<p>What other solutions are available for the school?</p>	<p>How is your solution different than the other solutions?</p>
<p><b>A</b></p>	<p><b>B</b></p>	<p><b>C</b></p>	<p><b>D</b></p>
<p>What are the options for developing and differentiating your product? E.g., regional processing kitchen; farm processing, school and farm visits.</p>	<p>Rank the costs of production of those options from greatest to least.</p>	<p>Write down next steps to move forward with product development.</p>	
<p><b>E</b></p>	<p><b>F</b></p>	<p><b>G</b></p>	



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