

## ASA Presentation Notes Lesson 9.3

### Why Market?

- Position your product in the marketplace to satisfy the most customers.
- Marketing adds value to a product.
- Increase profit.

### Marketing vs. Selling.

- **Marketing:** the process of developing, promoting, and distributing products to satisfy customers' needs and wanted.
  - Producer has some control over pricing.
- **Selling:** taking a product to market and accepting the price offered.
  - Producer has no control of pricing.

### The Four P's of Marketing.

- 1.**Product.**
- 2.**Price.**
- 3.**Place (distribution)**
- 4.**Promotion.**

#### 1. Product.

- A good or service offered to a customer.

#### 2. Price.

- Pricing Strategies.
  - Cost-plus.
  - Value-based.
  - Competitive.
  - Going-rate.
  - Psychological.
  - Skimming.
- Other Considerations.
  - Discounts.

- Payment period.
- Allowances.
- Pricing differences.

### 3. Place.

- Distribution channels:
  - Direct Sales.
    - Producer sells directly to consumer.
    - Complete product control.
  - Intermediary Sales.
    - Wider distribution.
    - Access to more customers.
- Market coverage:
  - Intensive – widespread product placement, low prices, works well for convenience products.
  - Selective – limited placement, upscale products.
  - Exclusive – one retailer, works well for specialty goods.

### 4. Promotion.

- Advertising – radio, television, print, electronic, word of mouth.
- Personal selling.
- Public relations.

### Agricultural Marketing.

- Goals:
  - Reduce steps between producer and consumer.
  - Sell most profitable product at times of high demand.
  - Terminal markets.
  - Auction markets.
  - Cooperatives.
  - Futures markets.
  - Roadside markets.
  - Farmers' markets.
  - Niche marketing.
    - Organic.
    - Antibiotic/hormone free.
  - Value-added products.
    - Brand name.
    - Processing.

## ASA Reflection Page

List 5 key points that are important to remember from this presentation.

- 1.
- 2.
- 3.
- 4.
- 5.

List 3 ideas or concepts that this new information has in common with previous things learned.

- 1.
- 2.
- 3.

List questions or ideas that remain unclear about the information presented that should be asked for clarity at the appropriate time.