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EXTENSION



# Extension Agent Guide for Marketing Local Foods



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# PART 1

## Understanding Your Business





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# Module 1

## Mission and Vision



# Vision

- Vision is how you would like to see your business in 3, 5, or 10 years.
- What role does your business have in the local foods industry?
- What consumer needs will you meet?
- Draw a picture of your vision for your business under ideal circumstances.





## 4 Key Steps to Mapping Vision

- Collect info.
- Build relationships.
- Develop an action plan.
- Identify resources.
- Establish goals.





# Vision Statement

- Ideal future of your business.





# Mission

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How will you get there?







# Goals and Mission Statements

- Choose a broad goal in the beginning.
- Have a vision in mind.
- Do not rule out possible partners.



# Vision

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What are you trying to market and why?







# Knowing Your Customer

- Are you selling luxury or necessity products?
- Is your product high-end or low-end?
- Understand the culture of spending.
- Adapt your business to your customers' needs and wants.
- Where do they already spend their money?



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# Module 2

## Determining Your Competitive Advantage





# SWOT

Strengths

Weaknesses

Competitive  
Advantage

Opportunities

Threats



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# Module 3

## Developing Strategic Goals





## Set Goals

- Know where you are and where you want to be.
- Be realistic.
- Be prepared.



# Developing Goals

- **SMART**
  - Specific
  - Manageable
  - Attainable
  - Realistic
  - Timely