

# Local Agriculture Promotion and Assessment Worksheet

Shannon Dill and Laura Hunsberger, University of Maryland Cooperative Extension

Do you want to teach people about agriculture and the food supply? If so complete this worksheet and learn:

- \* Who is your target market?
- \* What message you want to send?
- \* How to relay that message?

**Understanding the Demographic of a Target Market**

**Where is the Information:**

**Go to your local and State Economic Development Website or the US Census.**

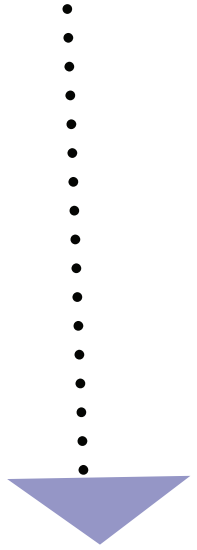
**Area:** \_\_\_\_\_ (town, county, district)

**Population:** \_\_\_\_\_

**Predominant Race:** \_\_\_\_\_

**Education Level:** \_\_\_\_\_

**Average Household Income:** \_\_\_\_\_



**Understanding the demographics — the ones who are doing the household buying — will allow you to determine the best way to target these groups.**

**Agricultural Profile:**      **Acres of Farmland:** \_\_\_\_\_

**Number of Farms:** \_\_\_\_\_

**Number of Direct Marketers:** \_\_\_\_\_

**Number of Farmers:** \_\_\_\_\_

**Size and Number of Farmers' Markets:** \_\_\_\_\_

**Major Commodities:** \_\_\_\_\_

**Other Influences:** \_\_\_\_\_

**Message to be sent:**

- Buy Local
- Agriculture Education
- Commodities/Production Education
- Environmental Education
- Ag Careers

**Method:**

- Media
- Class/Workshop
- Festival/Event
- Publication
- Display



**Reach more people by partnering with Local Businesses and Organizations? Would This Enhance Outreach? Possible Partners:** \_\_\_\_\_

\_\_\_\_\_

**Their role in the project:** \_\_\_\_\_

\_\_\_\_\_

**From your research of demographics in your area, Where and how are you most likely to reach these people?**



**What can you give or do for the target audience to relay the message you are sending?**

**Material Presented:** \_\_\_\_\_

\_\_\_\_\_

**Evaluation of the Project? What are your Next Steps? Possible Follow-up Ideas?**

\_\_\_\_\_

\_\_\_\_\_



It is the policy of the Maryland Cooperative Extension that no person shall be subjected to discrimination on the grounds of race, color, gender, religion, disability, age or national origin.