Farm & Food Marketing: Training for TA Providers
Session 1 Facilitator Guide

Applying the “6 Ps” of Marketing

Session 1 Overview

This session is designed to provide an overview of the four modules in the curriculum and deliver three core concepts: What is Marketing?, the “6 Ps” of marketing, and market research for farm and food businesses (including a discussion of using generative AI). By the end of this session, participants will be able to understand and apply these concepts using the provided frameworks.

Included Materials

- Presentation:
  - PowerPoint Slides: Session_1_Applying_the_Six_Ps_of_Marketing.pptx
  - PowerPoint Slides: Session_1_Applying_the_Six_Ps_of_Marketing.pdf
- Worksheets & Exercises:
  - What_is_Marketing_Quiz.docx
  - What_is_Marketing_Quiz.pdf
  - ANSWERS_What_is_Marketing_quiz.docx
  - ANSWERS_What_is_Marketing_quiz.pdf
  - 6Ps_Self-Assessment_Worksheet_for_Products_ Services_ and_or_ Experiences.docx
  - 6Ps_Self-Assessment_Worksheet_for_Products_ Services_ and_or_ Experiences.pdf
  - Sample_Client_Profiles_for_Marketing_Training_Exercises.docx
  - Sample_Client_Profiles_for_Marketing_Training_Exercises.pdf
  - 6Ps_of_Marketing_Self-Assessment_Worksheet.docx
  - 6Ps_of_Marketing_Self-Assessment_Worksheet.pdf

    (This document covers all 6Ps. It’s included for future reference—this full document is not used in this session).

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Session 1 Goals

- Understand that marketing encompasses much more than social media and promotion.
- Learn to use the “6 Ps” of marketing framework to analyze how a farm or food business is currently handling its marketing and identify opportunities for growth or improvement.
- Learn about market research tools (with or without using Generative AI) and how research can help farm and food businesses achieve their goals.
- Practice using market research tools (with or without generative AI).

Suggested Pre-Session Reading:

Marketing Your Farm, pp 1-32

Suggested Agenda

If delivering this entirely live in a 3-hour session, use this high-level timeline:

- 00:00 – 00:10 | Welcome & Introductions: Introduce the topic and set expectations.
- 00:10 – 00:20 | Course overview
- 00:20 – 00:50 | What is Marketing?: Quiz, presentation, and discussion
- 00:50 – 01:05 | The 6 Key Elements of Local Farm and Food Marketing (aka the “6 Ps”: Presentation
- 01:05 – 01:35 | The 6 Ps of Marketing self-assessment exercise – breakout groups and full-group report back
- 01:35 – 01:50 | Break
- 01:50 – 02:05 | To Use or Not to Use Generative AI – presentation and discussion
- 02:05 – 02:20 | Assisting Clients With Their Market Research Needs– presentation and discussion
- 02:20 – 02:40 | Market Research Exercise (solo, on laptop - Help A Client Differentiate Her Farm
- 02:40 – 02:55 | Report back to group on Market Research Exercise
- 02:55 – 03:00 | Close