## QUIZ

# What is Marketing?

1. Which of the following actions are considered marketing in a farm or food business? *(Select one answer.)*

   ☐ Posting on social media platforms

   ☐ Explaining your farming practices to customers

   ☐ Designing attractive signage for your booth

   ☐ All of the above

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2. You receive feedback that some customers dislike cilantro in your salsa. After polling your followers, you find 25% prefer a cilantro-free option, so you add it to your menu. Does this process represent marketing? *(Select one answer.)*

   ☐ Yes

   ☐ No

   ☐ Only if it increases sales

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3. When you offer samples and explain cooking methods to customers at your booth, which marketing tactic are you using? *(Select one answer.)*

   ☐ Product testing

   ☐ Customer education

   ☐ Sales pressure

   ☐ Free advertising

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4. Which of the following activities is least likely to be classified as marketing in a farm or food business? *(Select one answer.)*

   ☐ Building customer loyalty

   ☐ Paying your employees

   ☐ Selecting your sales channels

   ☐ Setting the prices of your offerings

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5. Does providing prompt delivery with clear product labeling and documentation count as a marketing activity in a farm or food business? *(Select one answer.)*

   ☐ Only if the buyer requests it

   ☐ No

   ☐ Yes

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*6.* After noticing that a small group of your email subscribers are highly engaged, you invite them to a special tasting event. Is this considered a marketing activity? *(Select one answer.)*

   ☐ Only if they purchase something

   ☐ No

   ☐ Yes

*To see the answers, look for the document titled "ANSWERS What is Marketing? Quiz."*