

Brand Blueprint Worksheet For Farmers and Farm Products

Fill out this worksheet as completely as you can. While some questions may seem repetitive, they can help you identify the unique aspects of your farm and/or value-added products. Once you've completed the worksheet, ask a few trusted customers which elements they find most compelling. Your final brand blueprint should summarize the key words, images, and messages you want to convey about your farm or product.

YOUR STORY

- WHO is farming or producing?
- WHERE are you farming, producing or selling?
- WHAT are you farming or producing?
- HOW are you farming (or producing) (methods, techniques, or approach)?
- WHY are you farming (or producing)?

YOUR NICHE

Your Customers (If you serve more than one type of customer, answer questions for each type.)

- **Demographics** – Age, gender, ethnicity, race and cultural background, education, economic status, marital status, children living at home, zip codes, and other characteristics.
- **Motivations** – What's their motivation for supporting farms or buying local products? What positive feelings or associations does it inspire?
- **Problems/needs** – Are they trying to eat healthy? Cook gourmet meals? Cook the foods they grew up eating? Make healthy meals their family will enjoy? Are they on a tight budget? Do they need advice about how to prepare your products? Do they want to spend time on a farm? Have a fun or educational experience? Meet new people?
- **Summary: How do you solve their problems or meet their needs?** Example: Cloverleaf Farm gives our CSA members the opportunity to support their local family farm, get a wide selection of fresh, healthy fruits and vegetables, and be part of our farm community.

Your Peers/Competitors - List the top 3-5. How are you similar? How are you different?

Brand Positioning Statement. In one sentence, specify the one or two most compelling or unique benefits that meet a specific need for your customers. If you claim to have the best quality, or the freshest products, you must be able to say why (because...). Here are a few examples:

- Cook's Choice Farm Stand is the best place for chefs and amateur cooks to shop because of the quality, freshness, and flavor of the wide variety of crops we grow.
- Carnival Farm is the best CSA for families who live in the Valley because we offer a wide range of Pick Your Own crops, farm tours, a petting zoo, and a play area.
- Busy parents can prepare tasty, healthy dinners in a flash using the bewitching local flavors of Salem Sauces.

YOUR IMAGE (how you want to be perceived)

Brand Personality. If your farm was a person, which 3-5 adjectives would your customers use to describe you?

- **Examples:**
 - Red Rose Farm is efficient, reliable, and courteous
 - XYZ Farm is fun, helpful, and energetic
 - Waterville Farm is family-oriented, flexible, and conscientious

Descriptor. A few words or a phrase that you will use with your name and logo to describe what you do. A descriptor is especially helpful if your name is not self-explanatory. Can be used in addition to or instead of a tagline.

- **Examples:**
 - Grass-fed meat from the Valley
 - Conscientiously grown produce
 - A third-generation family farm

Tagline. A few words or a phrase that you will use with your name and logo to inspire a positive association for your customers. The purpose of a tagline is to convey the benefits that your farm or products provide. A tagline is nice to have, but not essential.

- **Examples:**
 - McDonald's: I'm Lovin' It
 - Kashi: Seven whole grains on a mission
 - Whole Foods Market: Health Starts Here
 - Disney: Where Dreams Come True

Key messages. List the 3 concepts, facts, or statistics that you most want people to know or think about your farm or products.

Brand story. In 2-3 sentences, describe where you're based, your approach or values, your most important or compelling products or offerings, how your products satisfy your customers' needs and desires, and how you're unique or special.