

Farm Produce Marketing Plan Competition Instructions

Objective: Focused on elements like Good Agricultural Practices (GAP) certification, strategic marketing through social media, websites, and flyers, we aim to serve three neighboring towns through diverse distribution channels. Our presentation will cover farm details, individual team member introductions, a comprehensive marketing strategy, budget considerations, and sustainability. Engaging with Tuskegee University's Ag & Natural Resource team, we seek to enhance our plan. We aspire not only to win based on design, knowledge, GAP compliance, and innovation but also to make a positive impact on our school, community, and the broader agricultural sphere. Winning would be a testament to our dedication to a sustainable and locally-driven food system, and we eagerly look forward to showcasing our creativity at the Farmers Conference a-8(98()- 91(t)17(h)-8)7(19(e)36(s)313()-d)-8()-112(w)68(r)7(s)] TJ6Dn9lpp4(e)-3(a)-3(s)-19(e)-8

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food supply chain (production, processing, sales and marketing, and distribution).

Teams can set up virtual meetings with the Tuskegee Univ1 311.1 -5()-161(d)3 [(Te)048>-(o)1Fkegee bu