

Southern Maryland Agriculture Development
 Commission and University of Maryland Extension
 Specialty Crop Initiative– Small Fruits and Hops



PREPARING TO MARKET
 ALTERNATIVE & NICHE MARKET
 FRUITS ASSESSMENT

I already have a good understanding of this point

I need to know more before applying this to my business

I would contract this out to an expert or professional (= outsourcing)

This is beyond the scope of my business operations

1.	I already have a niche market in mind for my alternative fruits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	I have a clear idea of my target customers and how to teach them to use these fruits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	I know how to develop a marketing plan for a fruit that is not red, white or blue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	I know my competitors and what products they offer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	I understand and will use wholesale, direct and retail markets.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	I understand how the market sets prices.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	I have the skill sets to market an unfamiliar or Heritage fruit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	I understand the pros and cons of producing a Value-added product from my fruits.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.	I will use social media, a website, and other on-line tools in the production and marketing of my berries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Marketing Points to Ponder:

1. Quality fruit is the key to marketing success. Introducing a new product to customers may take time which may result in product waste for the first few years.
2. Certain ethnic groups may prefer purchasing and alternative fruits for their traditional recipes.
3. The primary requirement for a commercial fruit farm is proximity to a large urban population. Most customer will drive up to 50 miles for fresh fruits.
4. Alternative fruits should be paired with having traditional fruits available too. People appreciate diversity but are more adapt to try a new product if another popular fruit is available at the same time.