

Marketing your maple syrup products: What should you consider?  
Elements of a marketing plan - Module 3 Training Session Template

Lesson Plan - content may include:

- a. Introduction
  - i. Introduction of the speakers and participants (pop-up survey?)
  - ii. Session purpose; importance of basic marketing
  - iii. How this session is linked to the other sessions; the big picture
  - iv. Funders acknowledgement
  
- b. Background (self-assessment)
  - i. What do you know about the market(s) for maple syrup and maple syrup products?
  - ii. What are your marketing needs? How do they fit in your business plan?
  - iii. Linking your planned/anticipated production with market potential? (processing and bottling capacity with number of taps, storage capacity, etc.)
  - iv. What types of market information do you have access to or need? (brands, packaging, market locations and descriptions, market capacity and other details)
  
- c. What should you consider about marketing?
  - i. Your production capacity (now and planned)
  - ii. Importance of understanding basics of marketing and markets
  - iii. Components of marketing: Product, Price, Place, and Promotion (4 Ps)
  - iv. What marketing data is needed/appropriate? Where will you find it?
  - v. Discussion
  
- d. Making your marketing decisions
  - i. Review of various data collection methods/tools you might use
  - ii. Consider the credibility of the sources (accurate, timely, etc.)
  - iii. Making decisions on marketing
  - iv. Action plan/incorporate into future business plan
  - v. Discussion
  
- e. What are the next steps? What can you do from home?
  - i. Where can you go for further guidance?
    1. Cooperative Extension Service (start at the local county level office)
    2. West Virginia University - business school and other departments (start with the search tool at [WWW.WVU.edu](http://WWW.WVU.edu))
    3. WV Small Business Development Centers (WV SBDC)

4. Maple syrup marketing and business sources (UVM, industry associations, Virginia Tech, private sector)
  5. Economic development agencies
  6. SCORE (retired business persons)
  7. Private sector - equipment suppliers
- ii. What sources might help you learn more about marketing?
1. Business planning manuals, marketing resource materials, videos
  2. Conduct a SWOT analysis (link to 20-minute session on SWOT)
  3. Interviews with existing producers
  4. Join a producers' association
  5. Visit nearby farmers' markets, sales points (i.e., specialty or health food stores) to learn about how syrup is presented in the market
  6. Others sites that would help you understand how syrup is marketed
- iii. Preparation for your next session
1. linking to the whole picture
  2. Homework
- f. Worksheet – bringing home something useful
- g. Session evaluation

Training delivery plan for this session may include:

| Training method                  | Instructional resources | Outputs             | Site locations (follow-up visits)             | Required or elective | Assigned leader, due date | Evaluation or feedback |
|----------------------------------|-------------------------|---------------------|---|----------------------|---------------------------|------------------------|
| Lecture with discussion          | Zoom or slides          | Completed worksheet | Existing producers, i.e., Highland County, VA | required             | TBD                       | Yes                    |
| Self-study (own site, resources) | handouts                | completed worksheet | on-line; possible Zoom                        | elective             | TBD                       | Yes                    |
|                                  |                         | Evaluation sheet    |   |                      |                           |                        |
|                                  |                         |                     |   |                      |                           |                        |
|                                  |                         |                     |   |                      |                           |                        |