

**? Problem 9.3.3 Finding a Niche****Purpose**

To become a marketer of agricultural products rather than a seller, you must think outside the box and find ways to offer a more desirable product than others on the market have. Offering consumers a local product that fills a niche in the market or has added value will increase the profitability of an agricultural enterprise.

**Materials****Per team of three students:**

- Computer with Internet access and word processing software

**Per student:**

- Pencil
- *Agriscience Notebook*

**Procedure**

Mr. Aberdeen was so impressed with your consulting advice in the selection of his new bull that he has approached your consulting team of three with another request. He has recently purchased a piece of property with a new pole barn and 10 acres of pasture. The demand for locally produced goods is high and he wants to capitalize on that. He is offering you and your team a partnership if you handle the marketing and sales. You need to start by researching local markets and determining what type of animal he should raise, the main product he should sell, and where he should focus his sales. You are competing with the other teams in the class, for the right to the partnership.

Mr. Aberdeen's questions for you are:

- What should I sell?
- Where should I sell it?
- Who am I targeting my sales toward?
- What is the budget for this enterprise?
- How profitable will this enterprise be?

In your response to him, provide background and reasoning for the answer to each question.

**Conclusion**

1. What challenges did your team encounter when researching local markets and consumers needs and wants?
  
  
  
  
  
  
  
  
  
  
2. How did you determine your target market?
  
  
  
  
  
  
  
  
  
  
3. Why did your team choose the solution to Mr. Aberdeen's problem that you did?