



April 2010

W040-Evaluating the Potential of Success for Value-Added Products

The University of Tennessee Agricultural Extension Service

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Evaluating the Potential of Success for Value-Added Products



Complete these tools – get a broad assessment of the potential of value-added market success.



Project Partners



This project was funded in part under an agreement between the *Center for Profitable Agriculture* and the Tennessee Department of Agriculture. State funds were matched with federal funds under the Federal-State Market Improvement Program of the Agricultural Marketing Service, U. S. Department of Agriculture.

Foreword

Within three years after market introduction, approximately 80 percent of all new products and businesses fail. Therefore, it is important to evaluate potential for market success before excessive time, effort and financial investments are made to launch a product into the marketplace.

This publication contains two tools to assist farmers and agri-entrepreneurs in evaluating the potential of market success for their value-added products. These tools do not, however, replace the need to complete business and marketing plans. The first tool, **Assessment of Marketing**, is designed to help appraise a product, marketing plan and marketing conditions to determine the likelihood of achieving marketing success. The second tool, **Getting Value-Added Products into Grocery Stores**, is designed to help assess the potential for value-added agricultural products to be marketed in local grocery stores.

Each tool provides a series of statements about the product, marketing plans and marketing activities. Participants are asked to indicate whether they agree, somewhat agree, somewhat disagree or disagree with each statement. The responses can then be compared with preferred responses and scored. The value of the tools to producers relies heavily on the accuracy of the answers provided to the questions.

The tools provide assessment information to farmers and agri-entrepreneurs in three ways.

1. **Total Scores** – Participants are directed to score their responses to each statement and calculate a total score for each tool. The total score is compared to ranges of scores with related feedback indicating the general level of market planning preparedness and potential for marketing success.
2. **Preferred Responses** – Preferred responses to each statement are given. By comparing their response to the preferred response for each statement, farmers and agri-entrepreneurs are able to identify strengths and weaknesses of their specific product, marketing plan and market situation.
3. **Explanations for Preferred Responses** – The preferred responses are explained based on marketing fundamentals and survey results. The explanations are based on information found in Extension publication PB1699, **Marketing for the Value-Added Agricultural Enterprise**, and Extension publication PB1719, **How to Get Value-Added Products into Local Grocery Stores**. The explanations provide an opportunity for respondents to learn methods to improve their potential for market success.

These instruments were originally designed for use as online, interactive assessment tools. The interactive version of the **Assessment of Marketing** is available online at <http://cpa.utk.edu/Tools/Marketing.htm>. The interactive version of **Getting Value-Added Products into Grocery Stores** is available at <http://cpa.utk.edu/Tools/Grocery.htm>. The interactive version will automatically score responses submitted by the participant. This printed version was developed for use by farmers and agri-entrepreneurs in training sessions and workshops and for distribution by county Extension agents to those without Internet access.

This project would not have been possible without contributions from the United States Department of Agriculture Federal-State Marketing Improvement Program, the Tennessee Department of Agriculture Market Development Division and University of Tennessee Extension. Special recognition is due to Anne Dalton, Rob Holland and Lynne Scott for development of the publication, to Russ Bragg, Alice Rhea, Stanley Trout and Wanda Russell for participation in the peer review and to Kim Stallings for cover design and layout.

Additional information related to this project, as well as other resources for value-added agriculture businesses, are available from the *Center for Profitable Agriculture* at <http://cpa.utk.edu> or by calling 931-486-2777.

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and the USDA Federal-State Market Improvement Program.

July 2004

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Assessment Tool #1: Assessment of Marketing

Background

Marketing is an important part of your business planning and operations. It is difficult, if not impossible, for your business to succeed if any of the details for marketing your product are neglected. Regardless of the greatness of a product, unless consumers know about it, are convinced of its greatness and can obtain the product, success will be limited.

This instrument assesses a product, the marketing plan and marketing conditions for achieving optimal marketing success. The tool is designed for and targets you, farmers and agri-entrepreneurs, who have a specific product identified, have a complete marketing plan for the specific product and want an assessment of the probability of this product succeeding in the market. The assessment will not be as accurate if “just any” value-added product, rather than a specific product, is considered.

The result will indicate the *likelihood* of your product’s success in the market. No recommendations, marketing plan or interpretations will result from the interaction. This assessment will provide you with an indication of the degree of market success your specific product might have, and if your marketing plan for the product is complete. Strengths and/or weaknesses in marketing awareness and readiness should be gleaned from using the tool. Hopefully, you will obtain a broad perspective of the dynamics of marketing based on current research.

Assessment Tool

The assessment tool consists of 45 statements. These statements are presented in six sections:

- Section 1: Market Research and Analysis
- Section 2: Marketing and Financial Objectives and Goals
- Section 3: Marketing Strategies
- Section 4: Marketing Tactics
- Section 5: Marketing Budget
- Section 6: Monitoring and Evaluating Market Response

The assessment tool statements are contained in **Table 1.1**. For each statement, read it as though it was written for you and your specific product and marketing plan. In the statements, “my product” refers to **your** product – the one you produce or plan to produce. “Competitive products” refer to products that would be competing with or can be substituted for your product.

Read each statement and circle the response code that best describes your situation and product. If you **agree** with the statement, circle **A** under **Response Code**. If you **somewhat agree** with the statement, circle **SA**. If you **somewhat disagree** with the statement, circle **SD**, and if you **disagree**, circle **D**. You must answer **ALL** the questions to receive an accurate score. Remember, the more realistic you are in selecting your response, the more accurate the assessment. The final column in Table 1.1 will be used for scoring purposes after you respond to each statement.

Table 1.1: Assessment of Marketing Tool

Statement	Response Code A=Agree SA=Somewhat Agree SD=Somewhat Disagree D=Disagree				Score
Section 1: Market Research and Analysis					
1. My marketing plan includes market research and analysis.	A	SA	SD	D	
2. The market analysis showed a strong market for the product.	A	SA	SD	D	
3. Competitive products have been identified.	A	SA	SD	D	
4. The current market for competitive products was studied.	A	SA	SD	D	
5. The information obtained about the competitive products' markets was used in developing/refining my product.	A	SA	SD	D	
6. Social trends, including but not limited to health, safety and environmental issues, exist that could positively affect my product's sales.	A	SA	SD	D	
7. The strengths and weaknesses of competitive products have been identified.	A	SA	SD	D	
8. The strengths and weaknesses of competitive products were addressed when determining marketing strategies for my product.	A	SA	SD	D	
9. Suitable market channels for my product have been appropriately evaluated.	A	SA	SD	D	
10. The market channels identified as suitable can accommodate the required level of sales.	A	SA	SD	D	
11. A target audience for my product has been identified.	A	SA	SD	D	
12. Age, gender and family type were used to define a target audience for the product.	A	SA	SD	D	
13. Information on personality traits, including but not limited to attitudes and values, was used to define a target audience for the product.	A	SA	SD	D	
14. The target audience's activities and interests were identified.	A	SA	SD	D	
15. Information concerning the target audience's activities and interests was used to position my product.	A	SA	SD	D	
16. My product meets needs of the target audience that are not currently being met by the competitive products.	A	SA	SD	D	

Statement	Response Code A=Agree SA=Somewhat Agree SD=Somewhat Disagree D=Disagree				Score
Section 2: Marketing and Financial Objectives and Goals					
17. The marketing plan includes marketing and financial objectives and goals.	A	SA	SD	D	
18. An estimate of sales has been calculated for my product.	A	SA	SD	D	
19. Specific, quantifiable sales goals for the product have been established.	A	SA	SD	D	
20. Sales goals for the product can be easily measured.	A	SA	SD	D	
21. My product's price is consistent with marketing and product positioning strategies.	A	SA	SD	D	
22. Variable costs were used in determining the price of my product.	A	SA	SD	D	
23. Fixed costs were used in determining the price of my product.	A	SA	SD	D	
24. Estimated sales were considered in determining the product's price.	A	SA	SD	D	
Section 3: Marketing Strategies					
25. My marketing plan includes marketing strategies.	A	SA	SD	D	
26. My product has been field-tested.	A	SA	SD	D	
27. Field test data were analyzed, and results were used in formulating marketing strategies.	A	SA	SD	D	
28. My product meets the consumer's needs at a lower price than its competitive products.	A	SA	SD	D	
29. My product's packaging is enticing and will sway the target audience to purchase it.	A	SA	SD	D	
30. Information on the package is easily communicated.	A	SA	SD	D	
31. My product is packaged in container types and sizes that are friendly to the target audience.	A	SA	SD	D	
32. Packaging is such that my product can be easily placed on shelves or other store displays.	A	SA	SD	D	
33. A niche market exists that my product can tap.	A	SA	SD	D	
34. National and regional demands for my product are increasing.	A	SA	SD	D	

Statement	Response Code A=Agree SA=Somewhat Agree SD=Somewhat Disagree D=Disagree				Score
Section 4: Marketing Tactics					
35. My marketing plan includes marketing tactics.	A	SA	SD	D	
36. Promotional activities and tactics, used to entice customers, have been planned for my product.	A	SA	SD	D	
37. Specific plans for advertising my product, such as radio spots, newspaper articles, billboards, etc., have been developed.	A	SA	SD	D	
38. Both promotions and advertising will be used to generate sales.	A	SA	SD	D	
39. A timeline for implementing promotions and advertising has been determined.	A	SA	SD	D	
Section 5: Marketing Budget					
40. My marketing plan includes a marketing budget.	A	SA	SD	D	
41. My marketing budget is 5 to 10 percent of the expected annual sales.	A	SA	SD	D	
Section 6: Monitoring and Evaluating Market Response					
42. My marketing plan includes monitoring and evaluating market response plans.	A	SA	SD	D	
43. An instrument for evaluating marketing effectiveness has been developed.	A	SA	SD	D	
44. A timeline has been designated for the marketing evaluation.	A	SA	SD	D	
45. My marketing plan includes a marketing plan checklist.	A	SA	SD	D	
Total Score					

Scoring, Preferred Responses and Explanations

When you have finished providing responses to each statement in the tool, you are prepared to score and evaluate the results. First, write the number of points awarded for your response in the **Score** column in the assessment tool, **Table 1.1**, according to the point system summarized below in **Table 1.2**. That is, for every statement that you circled **A** for **agree**, write “4” in the Score column. For every statement that you responded **SA** for **somewhat agree**, write “3” in the Score column and so on.

Add the points for each of your selected responses to determine your total score. Refer to the **Total Score Interpretation Key** on page 9 to find out what your score indicates. Finally, check your responses against the preferred responses given in **Table 1.3**, and read the explanations to the right of each preferred response.

Table 1.2: Assessment of Marketing Point System

Response	Points
Agree (A)	4
Somewhat Agree (SA)	3
Somewhat Disagree (SD)	2
Disagree (D)	1

Table 1.3: Assessment of Marketing Preferred Responses and Explanations

Statement	PREFERRED RESPONSE--Explanation
Section 1: Market Research and Analysis	
1.	AGREE — Market research and analysis is an essential component of a marketing plan. This section should include, among other facts, information on the target audience, competitors and industry trends.
2.	AGREE — The stronger the market or demands for the products, the greater chance for success. If a market analysis does not reveal a strong market for the product, the product should be re-evaluated.
3.	AGREE — When evaluating the market for a value-added product, it is important to identify competitive products so that market research can be done and data obtained on these products.
4.	AGREE — It is important to do a detailed study of the competitive products’ market to gain information about the product’s consumers and the market outlook.

Statement	PREFERRED RESPONSE--Explanation
5.	AGREE — Information about the market of competitive products, be it positive or negative, should be used when developing a product. Knowing what has or has not been successful is more productive than working in the unknown.
6.	AGREE — If social trends exist that could positively affect the product’s sales, obviously the product would have greater opportunity for success.
7.	AGREE — An important step in marketing is identifying the strengths and weaknesses of the competitive products.
8.	AGREE — If the strengths and weaknesses of competitive products are addressed when developing a product, the new product can include and build on the strengths of the competitive products and avoid the weaknesses of those products.
9.	AGREE — Determining the most effective and efficient channels is very important. No matter how great a product is, if there is not an appropriate channel to get it to the consumer, a sale cannot be made.
10.	AGREE — Regardless of how suitable a market channel, it must have the capacity to accommodate the level of sales needed for the business to succeed.
11.	AGREE — By identifying consumers who are most likely to purchase a product, marketing resources can be used more effectively and efficiently.
12.	AGREE — Using age, gender and family type helps segment potential consumers. This information makes it easier to focus market strategies on a targeted audience.
13.	AGREE — Information on personality traits can be used to more narrowly define a target audience. Luxury products, premium brands and stylish services sell by appealing to the consumer’s attitudes and values.
14.	AGREE — Identifying the target audience’s lifestyle helps to further define the audience. Consumers often buy products because of their activities and interests.
15.	AGREE — The activities and interests of the target audience should be considered when positioning a product. For instance, if hiking is an identified activity of the target audience, it would be wise to position the product as a must-take item on hiking trips or an item for “trail survival.”
16.	AGREE — If a product meets needs of consumers that are not currently being met, for example, the product is easier to store, stays fresh longer, seems more user friendly, its opportunity for success is greater.

Section 2: Marketing and Financial Objectives and Goals	
17.	AGREE – Marketing and financial objectives and goals are among the eight elements of a marketing plan.
18.	AGREE – How does one know the amount to produce unless an estimate of sales is made? Estimating sales is a difficult task; however, not evaluating sales can lead to a costly mistake.
19.	AGREE – Specific, quantified sales goals should be established. Goals provide direction and help with focusing marketing efforts.
20.	AGREE – Sales goals should be formulated so that at any given time the goals can be measured.
21.	AGREE – Price should be consistent with the market and product positioning strategies. For example, the price of a product needs to reflect an upscale quality if an upscale market is to be targeted.
22.	AGREE – Because they vary or change as the level of production changes, it is more challenging to determine “variable costs.” However, they are important and must be considered when determining the price of a product.
23.	AGREE – Regardless of the level of sales, there are expenses that will always be incurred. These are “fixed costs” and should definitely be used in determining the price of a product.
24.	AGREE – Unless an estimated sales is used in figuring the product price, it is not only impossible to determine if there will be a profit but a break-even price cannot be established.
Section 3: Marketing Strategies	
25.	AGREE – Marketing strategies outline and describe the plan that will be used to reach the specific marketing and financial objectives and goals. A marketing plan should include a marketing strategies section.
26.	AGREE – A field test provides the opportunity to obtain information about the product and/or the marketing techniques before product marketing reaches the full-blown stage.
27.	AGREE – Since the results of analyzed data from a field test are direct input from consumers, it should be used when formulating marketing strategies.
28.	AGREE – If a product meets the needs of consumers at the same degree that the competitor’s product meets their needs but is priced lower than the competitor’s, the new product has a greater opportunity for success.
29.	AGREE – It is the product’s packaging that usually attracts the consumers’ attention and initially makes the consumers aware of the product. In retail stores, the packaging can be viewed as the silent salesman.
30.	AGREE – To be effective, packaging information must be easily communicated, which is usually achieved by easy-to-read text and simple graphics.

Section 3: Marketing Strategies

31.	AGREE — Different sizes and types of containers attract different audiences. The characteristics of the target audience should be considered when selecting size and type of containers.
32.	AGREE — Product packaging should be store friendly. Consider how it can be stacked, placed on shelves and displayed in the store.
33.	AGREE — Niche marketing refers to targeting a product or service to a limited segment of the mainstream market. If a niche market already exists, tapping that market could be an important factor to a business achieving success.
34.	AGREE — If market research shows that the national and regional demands for the product are increasing, successful marketing of the product will be more likely.

Section 4: Marketing Tactics

35.	AGREE — Marketing tactics are a vital element of a marketing plan.
36.	AGREE — Promotional activities and tactics are ways of promoting the products, with the goal being additional sales. They should be a part of a marketing plan.
37.	AGREE — Developing advertising is important because advertisements deliver information about a product to potential and existing consumers.
38.	AGREE — The goal of both promotions and advertising is additional sales. However, they are different tools, and the most effective marketing will include both.
39.	AGREE — A timeline for implementing promotions and advertising should be determined. It will help capitalize on specific seasons, events, holidays and each other.

Section 5: Marketing Budget

40.	AGREE — A marketing plan is not complete without a marketing budget. The marketing budget is considered by some to be the most important section of a marketing plan.
41.	AGREE — The suggested guideline for a marketing budget is often 5 to 10 percent of the expected annual sales.

Section 6: Monitoring and Evaluating Market Response Plans

42.	AGREE — Because monitoring and evaluating the effectiveness of marketing efforts are important, marketing plans should have a section on plans for this area of marketing.
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Section 6: Monitoring and Evaluating Market Response Plans	
43.	AGREE – An instrument of evaluation must be developed before evaluating marketing effectiveness can take place.
44.	AGREE – Creating a time line sets a goal for evaluating marketing effectiveness.
45.	AGREE – A marketing plan checklist is important as it provides another opportunity to streamline, balance and evaluate the entire market planning process. It provides a simple means of tracking the marketing process, as well as providing a summary.

Total Score Interpretation Key

The total score you received on the assessment tool provides an indication of your product and marketing plan's potential for market success. Find the range of scores below that your total score falls within and read the interpretation.

If you scored **180 points**, your marketing plan, application of marketing and the existing market conditions should be positive assets for achieving marketing success.

If you scored between **135–179 points**, your marketing preparation is good. However, to strengthen the possibility of successful marketing, weak areas need to be identified and re-evaluated.

If you scored between **90–134 points**, there is evidence of marketing application; however, the business would likely suffer from the lack of application of important elements of marketing.

If you have scored **89 and below**, there are significant gaps in the product preparation, the marketing plan and the application of marketing. For the best interest and success of the product and business, all marketing elements should be reviewed and applied.

Additional Resources

This assessment tool is based on information contained in Extension publication PB1699, *Marketing for the Value-Added Agricultural Enterprise*. This publication may be downloaded at <http://www.utextension.utk.edu/publications/pbfiles/PB1699.pdf>, is available from your county Extension office or can be obtained by contacting the *Center for Profitable Agriculture* at 931-486-2777.

Assessment Tool #2:

Getting Value-Added Products Into Grocery Stores

Background

In March 2002, the *Center for Profitable Agriculture* conducted a survey with management personnel of grocery stores in Tennessee and Kentucky. The purpose of the study was to gain insight on how farmers and agri-entrepreneurs get value-added products into local grocery stores. The results of the study have provided helpful information to producers who are trying to market their products through this marketing channel.

The information learned from the study was integrated into this assessment tool. The tool provides a broad assessment of the potential of value-added products to be marketed in local grocery stores. The assessment is based on your responses to a variety of statements related to the producer, the product and the producer’s application of marketing elements. ***This assessment is based on the assumption that the participant has a specific product in mind when performing the assessment.*** The results will not be a marketing plan or road map for getting your product on the shelf of a specific grocery store; however, the results will indicate the ***likelihood*** that your value-added product will be able to obtain shelf space in a grocery store.

Assessment Tool

The assessment tool consists of 19 statements, which are given in **Table 2.1**. Read each statement and circle the response code that best describes your situation and product. If you ***agree*** with the statement, circle ***A*** under ***Response Code***. If you ***somewhat agree*** with the statement, circle ***SA***. If you ***somewhat disagree*** with the statement, circle ***SD***, and if you ***disagree***, circle ***D***. You must answer ***ALL*** the questions to receive an accurate score. The final column in Table 2.1 will be used to score your responses once completed.

In the statements, “my product” refers to ***your*** specific product—the one you have identified and are producing or plan to produce. Remember, the more realistic you are in choosing your responses, the more accurate the assessment.

Table 2.1: Getting Value-Added Products into Grocery Stores Assessment Tool

Statement	Response Code				Score
	A=Agree	SA=Somewhat Agree	SD=Somewhat Disagree	D=Disagree	
1. I have considered using a wholesaler as a market channel for my product.	A	SA	SD	D	
2. A personal visit, with a sample of my product, has been made to store managers as the first way to “pitch” my product.	A	SA	SD	D	

Statement	Response Code A=Agree SA=Somewhat Agree SD=Somewhat Disagree D=Disagree				Score
3. When selecting my product's packaging (the size, shape and style of packaging), I considered the size (height and width) of shelf space available in grocery stores.	A	SA	SD	D	
4. The price of my product is competitive with name-brand products that are similar to mine.	A	SA	SD	D	
5. I can provide documented evidence that my product meets all the required government standards.	A	SA	SD	D	
6. A product's image, price and taste are the primary reasons that new products generate sales.	A	SA	SD	D	
7. My products' attributes are effectively communicated to potential consumers and grocers through consistent promotional activities, free sampling, effective packaging and labeling, and educational materials.	A	SA	SD	D	
8. The "Pick Tennessee Products" logo is on my product's label.	A	SA	SD	D	
9. I plan to assist the store with the stocking and inventory of my product.	A	SA	SD	D	
10. Once my product is in a store, the promotional activities for my product will become the store manager's responsibility.	A	SA	SD	D	
11. My product has a bar code on the package.	A	SA	SD	D	
12. Free samples of my product are available for store managers' use.	A	SA	SD	D	
13. I am flexible and willing to work with the requirements of the management of each store.	A	SA	SD	D	
14. My situation is such that I can meet specific delivery schedules.	A	SA	SD	D	
15. I have had potential customers sample my product, and I have recorded the customers' comments.	A	SA	SD	D	
16. The customers' comments obtained during sampling are for my use only and will not be shared with store managers.	A	SA	SD	D	

Statement	Response Code				Score
	A=Agree	SA=Somewhat Agree	SD=Somewhat Disagree	D=Disagree	
17. Overall, the customers' comments of my product were positive.	A	SA	SD	D	
18. I intend to document the sales history of my product.	A	SA	SD	D	
19. I have purchased liability insurance for my product.	A	SA	SD	D	
Total Score					

Scoring, Preferred Responses and Explanations

When you have finished the tool, check your selected responses with the preferred responses for each statement given in **Table 2.2**, and read the explanations to the right of each preferred response. Write the number of points awarded for your response in the space provided in the assessment tool, **Table 2.1**. Add the points for each of your selected responses to determine your total score. Refer to the **Total Score Interpretation Key** on page 15 to find out what your score indicates.

Table 2.2: Getting Value-Added Products into Grocery Stores Point System, Preferred Responses and Explanations

Statement	Points Awarded				PREFERRED RESPONSE--Explanation
	A	SA	SD	D	
1.	4	3	2	1	AGREE — Almost 98 percent of the stores surveyed acquire food products from wholesalers, and 76 percent of the food items in the store are obtained from wholesalers.
2.	4	3	2	1	AGREE — The majority (88 percent) of stores surveyed indicated that a visit to the store was the best way to introduce a product, and 70 percent indicated that a sample of the product was important in getting a new product considered.
3.	4	3	2	1	AGREE — Sixty-two percent of the store managers indicated that “shelf-space” is one of the most important criteria used to decide whether or not to place a product in their stores.
4.	4	3	2	1	AGREE — “Price is competitive with brand-name products” was a response given by store personnel when asked how to get a product into a grocery store.

Statement	Points Awarded				PREFERRED RESPONSE--Explanation
	A	SA	SD	D	
5.	4	3	2	1	AGREE – When asked what was the single most important requirement for a food product to be eligible to be sold in a grocery store, 72 percent of surveyed store managers responded that “evidence that the product meets all government standards” was most important.
6.	4	3	2	1	AGREE – Price, image and taste were the three main reasons store personnel identified for products generating enough sales to remain on a store shelf after the first year.
7.	4	3	2	1	AGREE – Communicating the product’s attributes through activities, sampling, packaging and labeling, and educational materials increases the likelihood that a product will remain on a grocery shelf.
8.	4	3	2	1	AGREE – Seventy-six percent of those surveyed indicated that the “Pick Tennessee Products” logo contributes to increased sales of Tennessee products, and some indicated that having the logo on the product increased the chances of getting the product into the grocery store.
9.	4	3	2	1	AGREE – Assisting with stocking and inventory were among the duties the store managers listed when asked what would be expected of producers if a store decided to carry their product.
10.	1	2	3	4	DISAGREE – Store managers indicated that producers would most likely be responsible for part or all of the promotional activities for their product.
11.	4	3	2	1	AGREE – Having a bar code on the product was advice store personnel said they would give an entrepreneur wanting to get a product into a grocery store.
12.	4	3	2	1	AGREE – Providing free the first case of the product was advice store personnel would give to producers trying to get their product into grocery stores.
13.	4	3	2	1	AGREE – According to the survey results, if you are trying to get a value-added product into the grocery store, you should be flexible and willing to work with the store management.
14.	4	3	2	1	AGREE – Forty percent of survey participants indicated that the “supplier must guarantee a specific schedule” as the single most important requirement for getting a product into a grocery store.

Statement	Points Awarded				PREFERRED RESPONSE--Explanation
	A	SA	SD	D	
15.	4	3	2	1	AGREE – Customers’ comments should be solicited during sampling because grocers listen to customers when making decisions about products.
16.	1	2	3	4	DISAGREE – The grocers identified customers’ comments as a very important criterion they use to decide which products to place in their store. Therefore, it is important to share customer comments with store managers.
17.	4	3	2	1	AGREE – Positive customer comments should enhance the likelihood of getting a product into grocery stores.
18.	4	3	2	1	AGREE – A sales history of your product was identified by store managers as one of the three most important criteria they use to decide whether or not to place a new food product in their store.
19.	4	3	2	1	AGREE – When asked what was the single most important requirement for a food product to be eligible to be sold in a grocery store, 17 percent of surveyed store managers reported that having liability insurance is most important.



Total Score Interpretation Key

The total score you received on the assessment tool provides an indication of your product and plan's potential to be marketed in local grocery stores. Find the range of scores below which your total score falls within and read the interpretation.

Score 76: You (the entrepreneur), the product and marketing conditions should be positive assets for getting value-added products into the grocery store.

Score 75-56: You have established factors that will be beneficial in getting value-added products into the grocery store. However, to strengthen your possibility of a successful endeavor, re-evaluate marketing areas that are weak or have not been addressed.

Score 55-36: There is evidence of some actions that would be helpful in getting products into the grocery store. However, to strengthen your possibility of a successful endeavor, re-evaluate marketing areas that are weak or have not been addressed.

Score 35 or below: There is a significant lack of readiness of the product, producer and marketing applicants to be successful in getting value-added products into the grocery store. To increase your likelihood for success, readdress all issues presented in this tool and all elements of marketing.

Additional Resources

This assessment tool is based on information contained in Extension publication PB1719, *How to Get Value-Added Products into Local Grocery Stores*. This publication may be downloaded at <http://www.utextension.utk.edu/publications/pbfiles/PB1719.pdf>, is available from your county Extension office or can be obtained by contacting the *Center for Profitable Agriculture* at 931-486-2777.



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04-0270 W040

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