



## Niche Market Assessment & Strategy Development for Western Agriculture

Utah State University

This multi-state project conducted by Utah State University in collaboration with University of Nevada educated producers on strategies to increase their profit margins while decreasing risks associated with commodity price fluctuations, such as developing and marketing a product for a niche market. In order to successfully enter and compete in the consumer oriented niche markets, producers must be knowledgeable in marketing and analytical skills and evaluate the viability of both market production and business plans. Workshops were conducted in **Arizona, Colorado, Hawaii, Idaho, Nevada and Wyoming**, followed by individual one-on-one consulting with participants to complete a marketing assessment and marketing plan.

A key to success for the program was the one-on-one consultations between producers and a member of the project work group to complete market

assessments and marketing plans. Of the 375 producers who attended one of the six workshops, all 375 gained an understanding of potential benefits and risks associated with niche marketing and the components of niche marketing evaluation, 22 signed up to complete a market assessment for at least one product with 13 completing the assessment, another 13 completed a marketing plan if their assessment was positive, 4 implemented a marketing plan for a value-added product and 122 used the information and skills they learned to enhance marketing decisions and/or increase profits.

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**"I had a 'sketch' of a business plan, and ideas, but having to work through the curriculum forced me to reevaluate my marketing plan and write a thorough business plan that addressed complicated issues such as balancing the cheese making schedule between the two species' milk. In addition, I've made some changes in how I manage my paperwork in preparation for taxes in January and I regularly consult my binder and other resources from class when I have questions." - Goat Dairy Producer**

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## EXTENSION RISK MANAGEMENT EDUCATION



United States  
Department of  
Agriculture

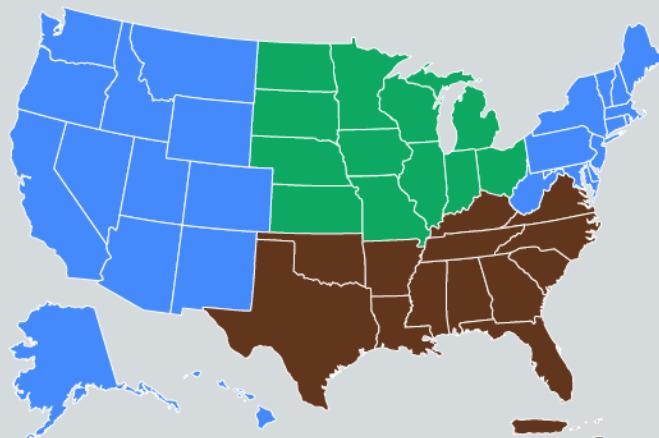
National Institute  
of Food and  
Agriculture

**"Educating America's farmers and ranchers  
to manage the unique risks of producing food  
for the world's table."**

**Extension Risk Management Education (ERME)** is delivered through four regional centers that provide grant funding and leadership within their regions.

Projects are producer-focused, results-based and encourage public-private partnerships. Funded projects must identify targeted results that will help producers manage risk and then describe how the project will measure those results.

Extension Risk Management Education has funded innovative programs that have generated tangible results for producers in every state. ERME is committed to funding results, providing transparent accountability, and encouraging collaboration. View the accomplishments of all funded projects on our website.  
<http://ExtensionRME.org>



### ERME Regional Centers



#### NORTH CENTRAL EXTENSION RISK MANAGEMENT EDUCATION

University of Nebraska  
Dept. of Agricultural Economics  
303 Filley Hall  
Lincoln, NE  
68583-0922

(402) 472-1742  
[NCERME.org](http://NCERME.org)



#### NORTHEAST EXTENSION RISK MANAGEMENT EDUCATION

University of Delaware  
Dept. of Applied Economics  
and Statistics  
112 Townsend Hall  
Newark, DE  
19716-2130

(302) 831-6540  
[NERME.org](http://NERME.org)



#### SOUTHERN EXTENSION RISK MANAGEMENT EDUCATION

2301 South University Ave.  
Little Rock, AR  
72204

(501) 671-2165  
[SRMEC.uark.edu](http://SRMEC.uark.edu)



#### WESTERN EXTENSION RISK MANAGEMENT EDUCATION

222 N. Havana St.  
Spokane Valley, WA  
99202

(509) 477-2168  
[WESTRME.wsu.edu](http://WESTRME.wsu.edu)



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