***Lesson: Value Added Marketing Strategies of Pork***

**Scenario**: A marketing plan is a critical part of a business plan. The revenue for your business comes from its customers. So, your business must serve a customer need and serve it well enough to be paid. A marketing plan can also identify the best potential markets and find the most effective and efficient means of getting its products to these markets.

1. Several producers have turned to direct marketing their pork enterprises, bypassing traditional marketing channels. What are a few reasons and venues identified by the AgMRC website for direct marketing?
2. Niche marketing is targeting a product or service to a small market segment that is not being served or in which demand has not exceeded supply. List three niche/ethnic markets identified by the AgMRC website that are present in your area.
3. Pork is the most consumed meat in the world, and the United States is the world’s second-largest producer of pork. While domestic consumption of pork has decreased in recent years, exports now account for more than 20 percent of pork production. Using information provided by the AgMRC website, write a paragraph (4-6 sentences) describing the current pork import and export trends in international markets.