***Lesson 4: Marketing Approaches for Apples-Teacher’s Guide***

**Estimated time for Completion – approximately 45 minutes**

**Student Learning Objectives:**

* As a result of the lesson the student will…
  + Evaluate the various marketing systems used in apple production.
  + Determine concerns that arise when using U-Pick marketing systems.

**Purpose:** For years, an apple producer named Jim worked hard to get his apple crop perfected. Nobody else had apples that came anywhere close to the apples Jim grew in any category, yet Jim had a problem. Every year his apples were left to rot in his trees and in boxes. He had all of these perfected apples but nobody was buying them! The problem definitely not in the quality of the apples, the problem was in his marketing strategy. Jim had always relied solely on what he could sell to his neighbors and their friends. What Jim needs to take his operation to a successful level is a marketing plan that get his product to more people. What do you think Jim could do?

**Directions:** Access the commodities and products tab on the AgMRC website (<http://www.agmrc.org>) and find the link to the Fruit profile page. Utilize information located here to answer the questions below:

1. According to the AgMRC website, what is an advantage of using a “pick-your-own” operation when marketing apples versus using a traditional harvesting and marketing system? What is a disadvantage?

* Go to the AgMRC website, and find the “Commodities and Products” tab.
* Click on the “Fruits” link.
* Click on the “Apples” link and find the hyperlinked “Apples U-Pick” page.
* Browse through the “Overview” and “Marketing” sections to find the pertinent information.

1. In regard to a “pick-your-own” (i.e., U-Pick) apple marketing system, “easy road access and a good parking area are essential”. Why do you think this is so?

* Go to the AgMRC website, and find the “Commodities and Products” tab.
* Click on the “Fruits” link.
* Click on the “Apples” link and find the hyperlinked “Apples U-Pick” page.
* Browse through the “Marketing” sections to find the pertinent information.
* \*Note: On this question, the information may not be found on the AgMRC website and students may have to put a little thought into this question to arrive at their conclusion(s). Thus, students’ critical thinking skills will be “put to the test” on this question. However, useful information may still be located within the “Apples U-Pick” and “Online Apples” sections of the AgMRC website.

1. Let’s assume that you are an apple producer and are interested in selling your apples through a U-Pick operation that you have established. What are some concerns that might need to be addressed before you open your farm to customers? Why are these areas of concern important?

* Go to the AgMRC website, and find the “Commodities and Products” tab.
* Click on the “Fruits” link.
* Click on the “Apples” link and find the hyperlinked “Apples U-Pick” page.
* Browse through the “Marketing” sections to find the pertinent information.

1. The AgMRC website details two types of marketing system for selling apples: online and U-Pick. If you were an apple producer, which of these methods would you choose to use and why?

* \*Note: On this question, the information may not be found on the AgMRC website and students may have to put a little thought into this question to arrive at their conclusion(s). Thus, students’ critical thinking skills will be “put to the test” on this question. However, useful information may still be located within the “Apples U-Pick” and “Online Apples” sections of the AgMRC website.

**Reinforcement activity: Helping Jim**

With your new expertise in apple marketing systems, write a paragraph or two detailing some suggestions you might have for Jim. Focus on strategies that help him get his product known and accessible to the public.