



Assessing Your Identity

Marketing Webinar for Direct Marketing Farmers

Glossary of Terms

Enterprise

A project, undertaking, or production area within a farm business

Capitalize

Take the chance to gain advantage from. Provide (a company) with capital

Direct Marketing Channel

A distribution channel in which no intermediates are used. A manufacturer sells direct to an end-user

Gleaned

Extract (information) from various sources

Continuum

A continuous sequence in which adjacent elements are not perceptibly different from each other, although the extremes are quite distinct

Sustainable

Able to be maintained at a certain rate or level

CSA

Community Supported Agriculture. Direct-to-consumer marketing where farmers are paid in advance for the food they will produce for their CSA member customers

“Buy local Movement”

Make food purchases based on local/geographical food system

“Foodies”

Person devoted to refined sensuous enjoyment, people interested in the total food “experience”

Cold-calling

Marketing process of approaching prospective customers or clients who were not expecting an interaction (telemarketing, door-to-door)

Connate

Of the same or similar nature

Benchmarking

Process of comparing one's business processes and performance metrics to industry bests and what is believed to be possible given existing business resources. Typically focused on measures of quality, time, and cost

Benchmark Analysis

Comparing your business to the best in the industry ("benchmark"), or to personal goals

Carcass yield

Livestock term used to define the amount of usable meat obtained from slaughtered animal

Bushel

Measure of volume for dry commodities or produce

Cull

Produce or an animal remove specifically based on measures of inferior quality

Fixed Costs

Costs that do not change with an increase or decrease in the amount of goods or services provided within a defined timeframe

Variable Costs

Expenses that change in proportion to the activity of a business within a defined timeframe, typically one year