
Chapter 21 Channels of Distribution

Section 21.1 Distribution

Green Marketer Activity: Eating Local

Directions Communities offer different ways to eat local. Some stores label produce and animal products with their point of origin. Many communities have farmers' markets or community-supported agriculture (CSA) programs in which customers subscribe to receive a share of a farmer's harvest. Research local food options in your community, choose one that appeals to you, research how this program is marketed, and answer the following questions.

1. How does the program reach out to new customers?

2. What messages does it use to attract business?
