The program is intended, not in any way to convey the impression that Natural pork is superior to present day produced pork but rather........

Offers producers a possible option or alternative for an additional value added product.
Niche Marketing

What Does It Mean?

Going Back to School

and

Doing alot of Homework!
Niche Marketing

What Does It Mean?

- Targeting
- Communicating
- Selling
- Obtaining Feedback
- Consistent Supply and Quality
- Strategic Alliance or Partner(s)
Niche Marketing

5 Very Important Marketing Management Fundamentals

- Customer
- Product
- Place
- Promotion
- Price
The Consumer

Is always right!
The Product

Does it satisfy consumer demand?
The Price

Can the Product be competitive with similar products?
Can the producer make more money?