

VERMONT FARM TABLE

COMMERCIAL MARKETING PLAN



WOOD PRODUCTS
MANUFACTURING

BURLINGTON, VERMONT

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Vermont Farm Table in Bristol, VT received a \$50,000 Working Lands Grant to develop a comprehensive Commercial Market Development Plan. The company has seen significant growth in its commercial market sales in the past year and would like to capitalize on this opportunity to expand its commercial line of business.

“By driving growth in commercial sales, we will achieve scale and market impact more quickly, impacting the Vermont economy by adding quality jobs requiring skills in sales, marketing and management, and supporting the working lands economy by increasing our demand on our network of partners and suppliers,” says Co-Owner and Managing Partner Jessica Glasscoe.

The marketing plan consists of investment in key industry tradeshows, new marketing tactics online and in the retail store, support staffing and advertising, and a product development plan focused on addressing key commercial needs and requirements.

“We aim to position Vermont Farm Table as a relevant and compelling solution to commercial market needs, ranging from hospitality, restaurant, office, and retail, as well as bolstering our commitment to sustainability and local sourcing within our existing retail operations,” says Glasscoe. “With funds from the grant, we will be able to more immediately put our plans and resource network to work executing the plan.”

Vermont Farm Table anticipates the addition of at least 3 full-time employees in sales, marketing, and production.