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Worksheet 4T.14: Marketing Risk Management (<http://misadocuments.info/4T.14MarketingRiskManagement.pdf>)

MARKETING RISK MANAGEMENT

Use the space below to identify marketing risks for each enterprise during transition. Next, brainstorm risk management strategies that can be used to avoid or mitigate each risk. In some cases, you may not have a risk management solution. Leave these spaces blank and return to them later. Blank spaces will be a reminder of where strategy holes may exist or of issues that may need a little research. Ask experienced organic farmers about any uncertainties or visit with a certifier to begin exploring risk management options. Finally, develop some recovery strategies in the space provided to address anticipated worst case scenarios.

Enterprise:

Transition Risks:

Risk Management Strategies:

Recovery Strategies:

Enterprise:

Transition Risks:

Risk Management Strategies:

Recovery Strategies:

Enterprise:

Transition Risks:

Risk Management Strategies:

Recovery Strategies:

Do any of the risks and risk management strategies identified here alter your marketing strategy? If so, how? (Revise your marketing strategy summary on **Worksheet 4T.12: Marketing Strategy Summary** and in AgPlan if applicable.)
