

# Market Analysis Excel Tool

Nate Bruce  
Farm Business Management Specialist



UNIVERSITY OF DELAWARE  
COOPERATIVE  
EXTENSION

# Marketing Expenses

- Additional expenses are incurred when selling produce, in addition to production expenses.
- Marketing expenses can vary significantly between marketing channels.
  - Total marketing expenses may also differ.
- Since the outbreak of Covid, marketing in general has become more expensive.



# Types of Marketing Expenses

- Shipping
- Labor
- Packaging
- Advertising
- Memberships
- Fuel
- Market Research
- Storage / Refrigeration



# Market Analysis

- It is imperative to analyze each market channel and determine which ones are profitable and which ones are not relative to marketing expenses.
- Three ways to evaluate marketing channel profitability.
  1. Total Market Net Returns
  2. Net Returns Per Dollar of Marketing Expenses
  3. Percent Return Over Marketing Expenses



# Excel Analysis Tool

- Cooperative Extension has developed an Excel based market analysis tool that calculates the aforementioned.
- Published on Weekly Crop Update
- [Direct-to-Consumer Market Analysis Excel Spreadsheet | Weekly Crop Update \(udel.edu\)](#)



# Questions?



UNIVERSITY OF DELAWARE  
COOPERATIVE  
EXTENSION



Nate Bruce

E: [nsbruce@udel.edu](mailto:nsbruce@udel.edu)

P: 302-362-7619



UNIVERSITY OF DELAWARE  
COOPERATIVE  
EXTENSION

