



Gather & Grow: Knowing Your Product & Consumer

Gather & Grow

Product & Consumer

S

SILVER

Define the Problem You Solve

At the Silver stage, your product is meeting customers in two places: where you can explain it in person, and where it's sitting on a shelf without you there. Your challenge now is making sure the problem-to-solve is so *clear* that it works in both settings.

Questions to Work Through:

Does my core pitch work in-person *and* as a headline on my package?

Is my problem-to-solve easy to understand without extra context?

If I asked a store employee to describe my product, would they get it right?

Have I adjusted my message to fit the retail shopper's mindset vs. the farmers market shopper?

Possible Next Steps:

- Write your problem-to-solve in 8 words or less—test it on your packaging or signage.
- Ask store staff to explain your product to you—see what they highlight or get wrong.
- Compare the messaging on your in-store packaging to what you say at the market—tighten where needed.



Gather & Grow: Knowing Your Product & Consumer

Design Your Offering to Solve That Problem

Your offering now has to work in multiple environments: a market table and a retail shelf. You'll need to refine packaging, signage, and pricing so they work together to tell the same story, no matter where customers find you.

Questions to Work Through:

Can a customer figure out what I sell in 5 seconds on a crowded shelf?

Does my packaging highlight the main problem I solve and why I'm different?

Is my price point competitive with similar products in both channels?

Does my packaging protect product quality long enough for retail distribution?

Possible Next steps:

- Do a "retail walk" to see how your product looks next to competitors—note where it stands out and where it blends in.
- Add one visual element (photo, icon, tagline) that makes your main benefit pop on the shelf.
- Review your shelf life and packaging durability with retail timelines in mind.



Gather & Grow: Knowing Your Product & Consumer

Know Your Target Consumer

With retail in the mix, your repeat customers may look different from your farmers market regulars. Now's the time to spot patterns in both places and see how your design target translates across channels.

Questions to Work Through:

Who's buying me repeatedly at retail—and is it the same person as at the market?

What do my retail buyers value most—quality, convenience, price, local?

Are store locations influencing the type of customers I reach?

How do I gather feedback from customers I never meet in person?

Possible Next steps:

- Talk to store staff or demo teams to learn who's buying and why.
- Use QR codes, social tags, or packaging callouts to invite retail customers to share feedback.
- Track sales by store to see where repeat velocity is highest—dig into why.