**Individual Farmer Characteristics:**

* Farming Experience
* Willingness/ability to have risk
* Family goals & objectives
* Language and culture
* Resources (land, capital, equipment, labor, etc.)
* Other income
* Attitude as influenced by previous experience

**Market Options:**

* U-Pick
* Roadside Stand
* Flea Market
* Farmers Market
* Packing Companies
* CSAs
* Local grocery stores
* Local restaurants
* Franchise grocery stores
* Franchise restaurants
* Value Added
* Institutions (hospitals, schools, social service agencies, etc.)

**Community Variables:**

* Soil(s)
* Water Access
* Weather/Climate
* Market(s) Characteristics (distance, buyer demographics, etc.)
* Adaptable Crops
* Partnerships, Resources & Technical Information
* Land Accessibility
* Transportation
* Community/Institutional Attitudes & Requirements (i.e. banks, regs. codes)
* New Demands and opportunities
* Ability to access outside resources

**Production & Marketing Enhancements:**

* Irrigation (drip, gravity)
* Season Extending (high tunnels)
* Value Added
* Raised beds
* Composting/Fertilizing
* Seeds
* Storage & Transport
* Processing Facilities
* Associations/Cooperatives
* Pest Control
* Equipment