



# Online Learning for Farm & Food Marketing

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University of Vermont Extension **CENTER** for **SUSTAINABLE AGRICULTURE**

- **Fine Food From the Farm:** Phyllis Trier, founder of Bittersweet Pastries, a frozen dessert company, covers key factors you should research about your specialty food idea before launching into production.
- **Price your Product for Profit:** Mary Peabody, UVM Extension Specialist, explores the nuts and bolts of what goes into pricing products, how to calculate break-even point, and how to adjust prices without losing customers.
- **Managing Food Safety Risks in Agritourism** This webinar covers the latest in food safety and food-based risk management issues specifically aimed at those involved in agritourism. Presenters include Londa Nwadike, UVM Food Safety Specialist.
- **Social Media Strategies for Farms:** How can you use social media to build a supportive community online and in-person? Public relations expert Rachel Carter explains how to develop a strategy for building a community of champions for your farm.

***New Farmer Project webinars are... designed for newcomers to online learning.*** If you have internet access and can hear sound through your computer, you should be able to view webinars. A broadband internet connection is helpful but not necessary.

In an effort to provide educational opportunities to more farmers, the UVM Extension New Farmer Project presents webinars every month on topics of production, marketing and farm finances. The on-line format allows Extension to provide farmers live interaction with experts regardless of where they live, and all webinars are recorded. They can be viewed anytime.

Links to the webinar recordings are posted within a week of their presentation at-- <http://www.uvm.edu/newfarmer>. Right now, you can also view webinars on topics, including-- *Pastured Poultry Production, Intro to Soil Health and Soil Testing*, and many more.



The UVM Extension New Farmer Project is funded by a USDA Beginning Farmer & Rancher Development Program Grant awarded to the VT New Farmer Network. The Network consists of organizations that serve VT's beginning farmers.

**For more information visit [www.uvm.edu/newfarmer](http://www.uvm.edu/newfarmer).**

**Email [newfarmer@uvm.edu](mailto:newfarmer@uvm.edu), or call 802-223-2389 x203**

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