

Registration

Course fee is \$125 per person for all three classes. Register for our On-Farm Energy Course as well and receive a \$25 discount. Lunch and refreshments are included in registration costs.

Please hold December 14, 2010 as an alternate date in case a class is cancelled due to inclement weather.

Name: _____

Farm/Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Registration fees:

Marketing Course:

Attendees: ____ x \$125= _____

OR

Marketing AND Energy Courses:

Attendees: ____ x \$225= _____

(For information on the Energy Course, please contact the NOFA Vermont office at info@nofavt.org or (802) 434-4122.)

One-on-one follow-up mentoring will be available to 5 course participants.

I am interested in mentoring opportunities.

Follow-up enterprise analysis will be available to 4 course participants.

I am interested in enterprise analysis.

Checks should be made payable to NOFA Vermont. Please mail this form with your payment to:

NOFA Vermont
PO Box 697
Richmond, VT 05477



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Marketing that Sells

A course for experienced
vegetable growers



November 16, November 30, & December 7, 2010
The Central Vermont Chamber of Commerce
Berlin, Vermont



Course Description

Designed for intermediate to advanced growers, this three-day course will help you develop a **practical, action-oriented marketing plan** for the 2011 growing season.

You will learn how to select, implement, and evaluate **marketing strategies that match your farm operations and budget**.



Course instructor Rosalie (Rose) Wilson is a consultant who specializes in business planning and business development for farms, small businesses, and nonprofits. She has worked on business plans, strategic plans, feasibility plans, market research, market development, and marketing plans and provided grant writing services for over 70 businesses and organizations. Prior to founding her own business, Rose was Business Development Manager for Harpoon Brewery, and a National Sales Manager and Vertical Market Supervisor for Geographic Data Technology, Inc.

Farmer mentors and speakers include Jack Mannix of Walker Farm in Dummerston, Emmett Dunbar of Anjali Farms in Londonderry, Jinny Cleland of Four Springs Farm in South Royalton, Richard Rommer of Gourmet Greens in Chester, and Eric Rozendaal of Rockville Market Farm in Starksboro.

Each day will include hands-on activities, case studies, and presentations on marketing successes and challenges from a variety of farms. Additionally, we will learn about:

- **Creating successful relationships** with restaurant, institutional and wholesale buyers
- **How to conduct demos and sampling** to increase sales
- **Building your brand** and using it in point-of-sale materials
- **Merchandising and displays**, including elements of a great farm stand, farmers' market booth, and other displays. Opportunities are available to bring photos of your display and receive feedback.
- **A winning web presence**, including email, websites, blogs, social networking, and tools to retain and grow your customer base
- **On-farm events**, including agritourism opportunities, festivals, open houses, educational and more
- **Strategies for getting meaningful feedback** from customers, including opportunities to role-play interviews
- **Using metrics to improve your website's performance**

Session One

Strategic Planning & the Marketing Plan

Tuesday, November 16th 9:30am-3:30pm

This session will explore the components of marketing plans in the context of strategic farm business planning. A panel of successful growers will present how they use marketing to grow their businesses and meet specific goals. We will learn about market trends, consumer preferences and the opportunities and challenges they present for vegetable growers. The day will combine presentations, case studies, and hands-on activities to help you hone your ideas and begin drafting your plan.

Session Two

Evaluating & Selecting Effective Marketing Strategies

Tuesday, November 30th 9:30am-3:30pm

This session will evaluate the cost benefit of various marketing strategies. We will discuss setting marketing budgets and working within them. Break out sessions will provide opportunities to explore in-depth ways to boost the effectiveness of a variety of marketing tactics.

Session Three

Implementing Your Plan & Measuring Its Success

Tuesday, December 7th 9:30am-3:30pm

Participants will learn how to set realistic, measurable objectives for each marketing tactic so progress can be measured and marketing efforts can be refined by retaining strategies that work and replacing non-performers with new ideas.

Additional Opportunities

Up to 5 farmers will have the opportunity to work with a farmer-mentor on marketing planning. Several farmer-mentors will be attending the classes so you will have an opportunity to get to know them during the sessions. The mentoring process will start with the class and continue through the 2011 growing season.

Also, four farmers will have the opportunity for in-depth enterprise analysis from Rose Wilson.

Please indicate your interest in these opportunities when you register.

Assigned readings and homework between classes are designed to help you complete your marketing plan this fall. We also highly recommend that attending the NOFA Vermont Direct Marketing Conference in January, 2011.