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Type of Presentation: Talk

Title: Advertising Methods of Vermont Agribusiness Entrepreneurs

Entrepreneurs face the incredibly difficult problem of trying to bring a new product or service to market. The entrepreneurs often do not have money to advertise through traditional venues and yet the survival of their business is entirely dependent on customers learning about their products. Further, their customers must choose to purchase the new, unproven, and unfamiliar products or services over their more established competition. Interviews of 20 Vermont agricultural entrepreneurs revealed an incredibly diverse set of advertising strategies – very few relying on the traditional radio, print or television advertising main stays. We analyze and report on methods of advertising Vermont based entrepreneurs have identified as having high returns on investment, methods not worth the money, and their thinking behind each. As the current generation of farmers rapidly approaches retirement it is important that we identify ways to enable the success of the next generation and entrepreneurial methods of advertising will be a key contributor to that knowledge base.