

Course fee is \$125 per person for all 3 classes.
Register for both the course and the Direct
Marketing Conference and receive a \$25 discount!

Registration Form

Name: _____

Farm/Organization: _____

Address: _____

City, State Zip: _____

Phone: _____

Email: _____

Cost to attend both this course and the Direct
Marketing Conference is \$130 for NOFA
members, \$135 for non-members.

Registration Fees

Course attendees: ____ x \$125 = _____

Registration due January 19

-or-

Conference + Course ____ x \$130/135 = _____

Registration due January 4

Total Due: \$ _____

I'm interested in mentoring opportunities.

Space is limited to 45 farmers and 5 people that
work with farmers.

We are holding March 3 as make-up date in case
hazardous driving conditions force us to postpone
one of the three dates.

Please mail this form along with a check made
payable to NOFA Vermont to:

NOFA Vermont

PO Box 697

Richmond, VT 05477

Questions? Call NOFA Vermont

802-434-4122 or email info@nofavt.org.

Marketing That Sells

A Course for Experienced Vegetable Growers



January 27th, February 10th & 24th

At the Central Vermont
Chamber of Commerce
Berlin, Vermont



With generous
support from:



Address Service Requested

NOFA Vermont
PO Box 697
Richmond, VT 05477

Non-Profit Org.
US Postage
PAID
Permit No. 37
Richmond, VT

Designed for intermediate to advanced growers, this 3-day course will help you develop a practical, action-oriented marketing plan in time for the 2010 growing season. You will learn how to select, implement and evaluate marketing strategies that match your farm operations and budget. Lunch and refreshments on each course day are included in the registration costs.

Course Requirements

There will be assigned readings and homework between classes, all of which are designed to help you complete your marketing plan this winter. It is also highly recommended that participants attend the NOFA Direct Marketing Conference on January 9.

Session One

Strategic Planning & the Marketing Plan

Wednesday, January 27th 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 and Selecting Effective Marketing Strategies

Wednesday, February 10th 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 and Measuring Its Success

Wednesday, February 24th 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.

Mentoring Opportunities

Up to 5 vegetable 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 2010 growing season. For more information contact NOFA Vermont.

Integrated Learning Courses

This marketing course is one of four integrated learning courses for intermediate to advanced organic and sustainable vegetable producers being offered by NOFA Vermont through a Northeast Sustainable Agriculture Research & Education Program Grant. The other courses will be on soils, on-farm energy, and pest (insects, diseases, and weeds) management. For more information contact NOFA Vermont, 802-434-4122, info@nofavt.org.

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—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;
- * Agritourism opportunities, festivals, open houses, educational and other on-farm events;
- * Strategies for getting meaningful feedback from customers, including opportunities to role play interviews;
- * Using metrics to improve your website's performance.

Course Instructor:

Rosalie (Rose) Wilson is a consultant who specializes in business planning and business development for farms, small businesses, and non-profits. 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.