



Greater Capital Region Farmers' Direct Marketing Conference

Farmer to Consumer:

Connect Directly with the Consumer and Boost Your Bottom Line

Date:

Wednesday, January 19, 2011

Location:

**Hudson Valley Community College
Bulmer Telecommunications Center
80 Vandenburg Avenue, Troy NY**

Time:

8:30 am to 4:00 pm

Registration:

**\$35.00 before January 12, 2011
\$45.00 after January 12, 2011**

Farmers and marketing professionals convene to focus on increasing farm profits by connecting farmers directly with consumers. Meet farmers coming in from the fields to share stories about how they built their direct marketing business from the ground up. Receive expert guidance on the art of personal salesmanship, the craft of building agricultural displays and the science of advertising and media outreach. Network with buyers of local farm products ranging from chefs to produce managers.

8:30 to 9:00 Registration

9:00 to 9:30 Welcome Address

Kathy Jimino, Rensselaer County Executive

9:30 to 11:00 Farm Market Stand Design and Merchandising & Improving Customer Relations to Increase Sales

Bruce Baker, Small Business Marketing Consultant

- Current trends and how to make them work for you
- Easy and successful systems for designing a farm market display
- Effective signage and branding
- Dynamic sales and customer service techniques

11:00-12:30 Local Direct Marketing - Farmer Panel Discussion

Mike Yezzi & Jennifer Small, Flying Pigs Farm, Shushan, NY

Cynthia Gifford, Liberty Ridge Farm, Schaghticoke, NY

Beatrice Berle, Berle Farm, Hoosick Falls, NY

Ken Migliorelli, Migliorelli Farm, Tivoli, NY

Tim Stanton, Stanton's Feura Farm, Feura Bush, NY

12:30 to 2:00 Lunch with Exhibitors:

Network with invited chefs, grocery store and food co-op reps, distributors, farmers' market reps, and others interested in purchasing from local farms.

2:00 to 4:00 How to Grow Your Market and Market Your Growing: Advertising strategies for any budget

Mark Keefe, Advertising & Marketing Specialist, Crystal Lake Consulting LLC.

Bruce Sowalski, Communications & Business Strategist, Direct Impact Associates

Session outline:

- Marketing options for farmer direct marketing
- How to effectively use TV, Radio, Print, Out of Home, co-ops, etc
- Leveraging local connections (more than farmers markets / vendors)
- Promotions / trades / online & social media / PR and more
- How to solicit local news coverage
- Standing out from your competition
- Affordable TV commercial production options

**For more information call:
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Extension of Saratoga,
Sharon LaPier 518-885-8995**