

Farmer to Consumer: Your Road to Success

Date
Friday, February 10, 2012

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

Time
8:30 am to 4:00 pm

Registration
**\$40.00 before February 3, 2012
\$45.00 after February 3, 2012**

Convene with marketing professionals to discover how to successfully market your products. Receive expert guidance on how to brand, package and sell your product based on growing trends in the marketplace. Learn about salesmanship, visual merchandising, marketing fundamentals, social networks and marketing channels. Network with farmers and buyers of local farm products in the region.

8:30 to 9:30 **Registration**
9:30 to 10:00 **Welcome Address**
10:00 to 12:00 **Your Image, Your Product and the Future**
Bruce Baker
Small Business Marketing Consultant

12:00 to 1:30 **Lunch / Tradeshow**
1:30 to 2:30 **Breakout Session 1**
Auditorium: **Show it! Sell it!**
Room 1: **Marketing Fundamentals**
Room 2: **Cultivating Online Connections**
Room 3: **Assessing Marketing Channels**
2:30 to 3:00 **Networking**
3:00 to 4:00 **Breakout Session 2**
Auditorium: **Show it! Sell it!**
Room 1: **Marketing Fundamentals**
Room 2: **Cultivating Online Connections**
Room 3: **Assessing Marketing Channels**

Your Image, Your Product and the Future
Bruce Baker, Small Business Marketing Consultant
Is your brand reaching its full potential?
Is that brand and logo working with your packaging and the products you make or grow?

- Discover the interconnection between these important elements.
- Understand the importance of effective packaging associated with your brand.
- Find out how customers' needs and desires have changed dramatically over the last decade.
- Learn current and future trends that will help you make (or grow) products that your customers want.

Show it! Sell it!
Bruce Baker, Small Business Marketing Consultant
How can you display and sell your products to maximize your bottom line?

- Find out the latest methods to display products.
- Discover what works to increase your sales with powerful visual merchandising.
- Learn how to break a sale down into four critical elements.

Marketing Fundamentals
Kathleen Harris
Processing and Marketing Coordinator, Northeast Livestock Processing Service Company

- Learn about the six principals for a family farm to make it in the livestock business.
- Discover how a family can make a living on 20 sows, 200 ewes and 350 acres.

Farmers and Customers
Cultivating Online Connections
Stephen Judd
Manager of Information Technology and Distance Education, University of New Hampshire Cooperative Extension

- What tools can you use to establish an online presence, make your enterprise discoverable and build relationships with your customers?
- Find out how websites, Google, blogs, Twitter Facebook, can connect you with customers.

Assessing Marketing Channels
Matt LeRoux
Agriculture Marketing Specialist for the South Central NY Cornell Cooperative Extension Agriculture Team

- Discover how small, diverse fruit & vegetable growers can use the Marketing Channel Assessment Tool.
- Learn how to assess market channel performance by measuring five factors.

For more information call: 518-885-8995 Cornell Cooperative Extension of Saratoga County

Mail Registration form for Greater Capital Region Farmers' Direct Marketing Conference to: *CCE Saratoga County, 50 West High St., Ballston Spa, NY 12020*

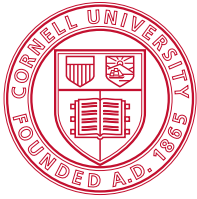
Date: _____
 First Name: _____
 Last Name: _____
 Title: _____
 Farm/Business/Organization: _____

 Address _____

 City: _____ State: _____ Zip: _____
 Phone: _____
 Fax: _____
 E mail: _____

Registration Fee: _____
 Number of participants: _____
 Check Enclosed (total): _____

Make check payable to:
Cornell Cooperative Ext. of Saratoga County



Cornell University
Cooperative Extension



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Please Contact Cornell Cooperative Extension of Saratoga County if you have any special needs 518-885-8995.

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