

## Registration

Please register by October 26, 2009.

Registration before 10/26: \$15.00 per person.

Late Registration: \$20.00 per person.

Lunch or handout materials cannot be guaranteed with late registration. Registration includes lunch, refreshments, handout materials.

Name 1: \_\_\_\_\_

Name 2: \_\_\_\_\_

Name 3: \_\_\_\_\_

Farm/Business Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone : (     ) \_\_\_\_\_

Email (optional) \_\_\_\_\_

Number Attending: \_\_\_\_\_ x \$15.00

Total enclosed = \$ \_\_\_\_\_

Make checks payable to:

**UNH Cooperative Extension**

and mail to:

UNHCE, Rockingham County  
Farm Produce Marketing Workshop  
113 North Road, Brentwood, NH 03833

## Directions

The “10+ Marketing Strategies & Tips to Consider When Selling Farm Produce” day-long workshop will be held at the Rockingham County Nursing Home (Hilton) Auditorium in the Rockingham County Complex, William Sturtevant Way - off North Road, Brentwood, NH

### From South/Southwest:

Take Rte. 111 from the Salem/Derry area to Kingston, Rte. 125 North to Brentwood. At blinking yellow light and “Rockingham County Complex” sign turn right onto North Road.....

### From the Seacoast:

Take Rte. 101 West to Brentwood, Exit 8 to North Road. At top of ramp, turn left onto North Road....

### From North/Northwest:

Take Rte. 125 South through Epping to Brentwood. At blinking yellow light and “Rockingham County Complex” sign turn left onto North Road....

### From West:

Take Rte. 101 East to Exit 8 to Brentwood-North Road. At top of ramp, turn right onto North Road....

.....follow for one mile to the complex. Take a right or left depending on direction you are coming from onto William Sturtevant Way. (You will see a blue sign: Rockingham County Nursing Home, Staff/Visitor Parking) - At the stop sign, take an immediate right into the parking lot.



Supported with funds from the  
USDA Risk Management Agency

### **Questions about the program?**

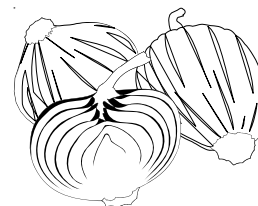
Or if you have special needs:  
Nada Haddad (603) 679-5616

[www.extension.unh.edu](http://www.extension.unh.edu)

### **Questions about registration?**

Deb Stevens (603) 679-5616  
Deb.Stevens@UNH.edu

No person shall be denied the opportunity to participate in this program because of inability to pay.



UNH Cooperative Extension programs and policies are consistent with pertinent federal and state laws and regulations on non-discrimination regarding age, color, handicap, national origin, race, religion, sex, sexual orientation, or veteran status.



UNIVERSITY of NEW HAMPSHIRE  
COOPERATIVE EXTENSION

## **10+ Marketing Strategies & Tips to Consider When Selling Farm Produce 2009**



**Featuring an Expert Grower  
Panel and  
Michelle Chambers with  
“Red Tomato”**

**Monday, November 2**

**8:30 am - 3:30 pm**

**Nursing Home (Hilton) Auditorium  
Rockingham County Complex  
William Sturtevant Way  
off North Rd (#117)  
Brentwood, New Hampshire**

## 10+ Marketing Strategies & Tips to Consider When Selling Farm Produce

### Can you relate to this farm family?

Ginny, Jumbo and Gigi, small farm family business members, discuss ways to increase their sales at their existing farmstand and possibly look at additional markets to sell their fruits and veggies next season. On a piece of paper, they list potential markets and ideas for other products to offer at the farmstands.

The result is a 2-page laundry list with their "comments":

#### ~ Potential Markets ~

- ✓ **Farmers Markets** (*possibly, but do we have the time in summer to travel to several markets?*)
- ✓ Start a **Community Supported Agriculture (CSA)** (*Hmmm! A Summer subscription or a Winter one?*)
- ✓ **Pick-Your-Own** (*You mean bringing people to our fields! NO WAY*)
- ✓ **Winter Farmers Markets** (*Are you kidding me! I'll be in Florida in Nov, Dec...*)
- ✓ **Restaurants** (*I don't even know how to approach one*)
- ✓ **Supermarkets** (*Should we have a certain volume of produce?*)
- ✓ **Institutions** (*Never thought of going back to school !*)
- ✓ **Farmstands** (*Do we have enough parking space?*)
- ✓ Are we missing a market? Can you think of a "GAP" ?

#### ~ Additional product ideas for the farmstand. ~

- ✓ **Jam & Jellies.** (*Are everywhere...but remember those yummy strawberry jams that Aunt Estelle made every season? I have the recipe.*)
- ✓ **Seafood?** (*I don't want to drown in a new enterprise that I am not familiar with.*)
- ✓ **Baked goods?** (*Here is another good one! Don't expect me to set my alarm clock at 3:00 am!*)
- ✓ **A corn maze.** (*Who will spend money to be lost?*)
- ✓ **Mums, corn stalks or pumpkins?** (*Don't even think about it now! Halloween was 2 days ago.*)
- ✓ **And many more**

#### ~ More thoughts on their list ~

It's our 10th season and every year we say we should look into these but don't have the time:

- ✓ **Cost of production** of fruits and veggies
- ✓ **Pricing.** Are we charging enough?
- ✓ **Credit or Debit cards.** Can we handle this?
- ✓ **Branding Our Farm**

To tackle these questions, UNH Cooperative Extension (UNHCE) has organized this workshop. Specialists, a panel of growers, and professionals will be presenters. The workshop has been made possible with the support of a USDA Risk Management Agency (RMA) grant.

#### ~ Agenda & Speakers ~

- 8:30 am Registration & refreshments
- 9:00 am Introduction. Nada Haddad, UNH Cooperative Extension, Agriculture Educator, Rockingham County
- 9:05 am Marketing Strategies - Growers Panel
  - ✓ Richard Bonanno, Pleasant Valley Garden, Methuen, MA
  - ✓ Josh Jennings, Meadow's Mirth, Stratham, NH
  - ✓ John Moulton, Moulton Farm, Meredith, NH
  - ✓ Anna & Bill Spiller, Spiller Farm U Pick, Wells, Maine
- Panel will be moderated by Becky Sideman, Extension Professor, Sustainable Horticulture Specialist, UNH Cooperative Extension
- 11:00 am Branding, to Engage and Empower the Customer, Michelle Chambers, "Red Tomato" Trade Team
- Noon Lunch provided with pre-registration
- 1:00 pm The Pros and Cons of Crop Insurance - A Farmer's Viewpoint and Insurance Agent's Perspective
- 2:00 pm Which Crops Are Making Money? Michael Sciabarrasi, Extension Professor, Business Management Specialist, UNH Cooperative Extension
- 2:30 pm Pricing Your Products Michelle Chambers, "Red Tomato"
- 3:30 pm Adjourn



We would like to hear from you!

What educational programs would you like to see offered in the future in agriculture, horticulture or community landscaping? Perhaps a course, a workshop, a special project...Drop me a note below. Thank you.