

**Local Food:  
Innovative Direction Marketing  
Strategies for Success**

**June 6th North Haverhill Register Online at:**

[https://www.events.unh.edu/  
RegistrationForm.pm?event\\_id=14949](https://www.events.unh.edu/RegistrationForm.pm?event_id=14949)

**June 11th Charlestown Register Online at:**

[https://www.events.unh.edu/  
RegistrationForm.pm?event\\_id=14950](https://www.events.unh.edu/RegistrationForm.pm?event_id=14950)

**Registration \$10 per person**

**Or Mail Your Registration by Friday, May  
31st for planning purposes.**

**Name:** \_\_\_\_\_

**Additional Persons Attending:**  
\_\_\_\_\_

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

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Daytime Phone:** (\_\_\_\_) \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**\$\_\_\_\_\_ Total Amount Enclosed**

**Please check one:**

\_\_\_\_\_ **June 6, 2013, North Haverhill**

\_\_\_\_\_ **June 11, 2013, Charlestown**

**Make check payable to UNH Cooperative  
Extension and mail to:**

**UNHCE BSC  
Local Food: Direct Marketing  
59 College Road, Taylor Hall  
Durham, NH 03824**

**Directions**

**UNHCE Grafton County, June 6th**

From Points North (Littleton, Lancaster) Travel on Rte. 302 south, (this turns into Rte. 10 south in Woodsville) to the Grafton County complex. The Grafton County Administrative Building is on the right, a large brick building with white pillars, (attached to the Nursing Home). The entrance faces Route 10. The Extension Office is on the first floor. Handicapped parking is located in the rear of the building (follow the signs).

From Points South: Rte. 93 North to Exit 26. Travel on Rte. 25 ( Mt Moosilauke Highway) heading west approximately 35 miles. At the Rte. 10 intersection, take a right and travel six miles to the Grafton County complex. The Grafton County Administrative Building is on the left, a large brick building with white pillars, (attached to the Nursing Home). The entrance faces Route 10. The Extension Office is on the first floor. Handicapped parking is located in the rear of the building (follow the signs).

**Charlestown Town Hall, June 11th**

The Town Hall is located on Summer Street, just off of Route 12 (Main Street) in downtown Charlestown. It is the large yellow and brick building behind and a little to the left of Ralphs's Supermarket which is right on Main St.

If you have questions about this program, please contact:

Nada Haddad (603) 679-5616 or [nada.haddad@unh.edu](mailto:nada.haddad@unh.edu)

Kelly McAdam (603) 527-5475 or [kelly.mcadam@unh.edu](mailto:kelly.mcadam@unh.edu)

If you require special accommodations, please contact one of us at least 10 days prior to the program. No person shall be denied the opportunity to participate in this program because of inability to pay.

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



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**Same Program, Two Opportunities!**

**Thursday, June 6, 2013**

**UNH Cooperative Extension Grafton County,  
3855 Dartmouth College Highway  
North Haverhill, NH  
3 to 7 pm**

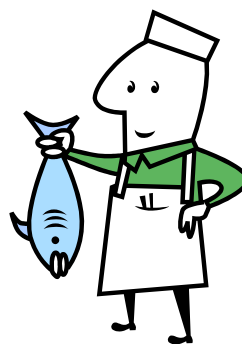
**Tuesday, June 11, 2013**

**Charlestown Town Hall  
19 Summer Street Charlestown, NH  
3 to 7 pm**

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## Agenda

- 3:00 pm Registration
- 3:15 pm Introductions
- 3:20 pm Market Managers and Consumers: Trends, Preferences, and Characteristics  
*N. Haverhill: Alberto Manalo, UNH COLSA faculty*  
*Charlestown: Nada Haddad, UNHCE Field Specialist, Food & Agriculture*
- 3:50 pm Local Woods for Local Food  
*N. Haverhill: Dave Falkenham, UNHCE Field Specialist, Natural Resources*  
*Charlestown: Sarah Smith, Extension Professor/Specialist, Forest Industry*
- 4:05 pm Marketing Risk or Marketing Wisdom  
*Mike Sciabarrasi, UNHCE Specialist, Agriculture Business Management*
- 4:25 pm Putting Your Business on the Digital Map  
*Shane Brandt, UNHCE Specialist, Geospatial Technologies*
- 4:55 pm Break ~ Enjoy Local Refreshments
- 5:10 pm Marketing with the Latest Social Media Tools  
*Kelly McAdam, UNHCE Field Specialist, Food & Agriculture*
- 5:40 pm Keeping Your Food Safe: What You Need to Know  
*N. Haverhill: Ann Hamilton, UNHCE Field Specialist, Food & Agriculture*  
*Charlestown: Deb Maes, UNHCE Field Specialist, Food & Agriculture*
- 5:55 pm Fish Fits into Local Markets Too!  
*Erik Chapman, UNHCE Specialist/Assistant Professor, Fisheries*
- 6:25 pm Our Marketing Experience  
*N. Haverhill: To be announced*  
*Charlestown: Craig Thompson and/or Sarah Heffron of Mayfair Farm, Harrisville NH*



## Local Food: Innovative Direct Marketing Strategies for Success

June 6, 2013

UNH Cooperative Extension

Grafton County, North Haverhill, NH

or

June 11, 2013 Charlestown Town Hall,  
Charlestown, NH

This workshop will provide you with an overview of the latest trends in marketing local food and local products. During this session, we will explore innovative trends, as well as marketing strategies and risks to consider.

Whether your business is new, or you have been selling your products for several years, this program offers the latest information for what you need to know to be successful.



UNH Cooperative Extension thanks



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