9th Annual NH Direct Marketing Conference

"You Say Tomato, I Say Tomahto" - Falling In Love All Over Again!

It’s All About Love! Why do your customers love your farm? Why do you do what you do every day…with passion and love? Uncover your brand pillars and learn to tell your memorable story in a cost effective marketing strategy. Nancy Clark, Owner Girl, Drive Brand Studio, North Conway, NH.

Maintaining Crop Quality After Harvest. For fruits and vegetables, it all goes downhill after harvest. Or does it? We’ll discuss postharvest physiology and give practical tips for maintaining crop quality. Dr. Becky Sideman, UNH Cooperative Extension, Durham, NH.

Shopping Behavior and Motivations of NH Farmers Market Consumers. Analysis of consumer visits to NH farmers markets in 2015 & 2016 and the reasons for shopping behavior. Dr. Alberto Manalo, UNH Dept. of Natural Resources & the Environment, Durham, NH.

Why Do (or Don’t) New Englanders Buy Local Produce? Thesis results of consumer values and perspectives pertaining to local food and agriculture. Samantha Werner and Dr. John Halstead, UNH Dept. of Natural Resources & the Environment, Durham, NH.

Featured Farm - Goranson Farm. Jan Goranson, a certified organic farmer in Dresden, ME grows fruits and vegetables, herbs, cut flowers, chicken, pork and maple syrup. The Goransons market their products year round through their farm stand, mail order, farmers markets and their unique Free Choice Community Supported Agriculture (CSA) program.

Tips for Managing Risk on my Agriculture Operation, and My Experience with the Whole-Farm Revenue Protection Program. Phil Ferdinando, J & F Farms, Derry, NH and Dan Hicks, Sunnycrest Farm, Londonderry, NH.

Let’s Stay Relevant! We’ll cover all that is social today, the importance of storytelling and developing campaigns. You’ll leave with effective strategies to stay relevant and stay ahead. Nancy Clark, Owner Girl, Drive Brand Studio, North Conway, NH.

Taking Risks with Power Outages. Keeping your farm commodities cool! Dry! Maximizing storage options! Power Options! To NAP or Not to Nap! Keith Farrell, USDA Farm Service Agency.

Count Me In! The 2017 Census of Agriculture is your voice, your future, your opportunity. Gary R. Keough, USDA National Agricultural Statistics Service, NE Field Office.

Discover a NH Made Business in Your Neighborhood. A resource for finding NH businesses providing farm raised products or agritourism. Alice Pearce, NH Made, Epping, NH.

Farmer to Farmer Discussion: Marketing. Farmers and speakers with experiences and situations similar to your own. Gail McWilliam-Jellie, NH Dept. of Agriculture, Markets & Food.

The University of New Hampshire Cooperative Extension is an equal opportunity educator and employer. University of New Hampshire, U.S. Department of Agriculture and N.H. counties cooperating.