

Track 6: Successful Marketing

9:00 - 9:30 Opening Remarks: **Brian Moyer**, Green Haven Farm

9:30 - 10:45 **John Ivanko** and **Lisa Kirivist**, Renewing the Countryside

How to Tell Your Farm's Story

It doesn't matter if you sell wholesale, retail or direct: to build a relationship with your customers, you need to be able to tell a compelling story about yourself, your farm and your products. This workshop will help you tell your own story effectively and identify what makes your farm unique. You'll also get basic information on getting started with public relations, including press releases and media relations.

11:00 - 12:30 **Janet Chrzan**, University of Pennsylvania

Why Consumers Do/Don't Buy Local Food

Gain an anthropological view of how American shoppers make decisions when they buy food and how they understand the benefits and barriers to purchasing local food from farmers' markets. Participants will also discuss how 'Long Tail' marketing ideas can help local producers situate themselves within a regional food market in order to increase sales.

12:30 – 1:30 LUNCH

Concurrent sessions (participants will attend one)

1:45 - 2:45 **Dave and Holly Albert**, Misty Mountain Farm

The Allure of Bar-B-Q at a Farm Market and Other Tricks to Sell and Display Product

1:45 – 2:45 **Moie Crawford**, New Morning Farm

The Art and Science of Market Displays

2:45 - 3:45 **Ann Karlin**, Fair Food

Chris Fullerton, Tuscarora Organic Growers Cooperative

Selling to Restaurants and Wholesale

4:00 - 5:00 **Joel Salatin**, Polyface Farm

Making the Most of Marketing