

**** Extension Agents ** State Departments of Agriculture Personnel**
**** USDA Personnel ** Other Agriculture Professionals**

Plan on attending the

***Direct Marketing Training for Farm Profitability:
For Cooperative Extension & Other Agricultural Professionals***

December 5th, 2002

Sponsored by Northeast Region SARE, USDA

Presenting Organizations: The Food Trust, Mid-Atlantic Food and Farm Coalition, Delaware State University, Maryland Department of Agriculture, Rutgers Cooperative Extension of New Jersey, University of Maryland, and Penn State Cooperative Extension.

We are pleased to invite you to the "Direct Marketing Training for Farm Profitability: For Cooperative Extension & Other Agricultural Professionals". At the workshop you will learn from experienced farm market managers, farmers, and other experts how to increase farm profits and help build strong communities.

This training for trainers workshop is especially for Extension agents, representatives of state departments of agriculture and USDA, and other agricultural professionals who work with farmers and their communities. It is the first part of a two-year collaborative project sponsored by USDA/SARE to provide training in direct marketing for increased farm profitability.

You will be able to choose from a variety of topics, including the following:

- Basics of direct marketing and how it can increase sales for all types of farmers.
- Making the most of market opportunities, how to stay profitable, and how to build skills for "dealing with the public -- customer service, expanding a customer base, and more.
- "Producer only" markets and private entrepreneur markets – which is appropriate in specific situations
- Fundamentals of merchandising and how farmers can use it to increase sales.
- How the growing Farmers' Market Nutrition Programs for seniors and WIC can help your community and benefit your farmers

Presenters will include: Nina Planck, Founder, London Farmers' Markets, Founder, Regional Food Council and author, *The Farmers' Market Cookbook*; Pam Ciervo, farm market manager Collingswood, N.J.; Jim Zink, farmer, Haven Hill Farm; Robert Halman, Assistant Secretary for Marketing, Animal Industries and Consumer Services, MD Department of Agriculture; Pam King, CED, Charles County Cooperative Extension, MD; Tony Evans, Farmers Market Coordinator, MD Department of Agriculture, MD Department of Agriculture; Margaret Woods, Farm Stand Coordinator at the Greater Pittsburgh Food Bank; and Ike Kerschner, farmer, North Star Orchard; Duane Perry, The Food Trust; Michael Rozyne, Red Tomato; and many more!

**Presented in conjunction with the *Future of Our Food and Farms Summit & NESAWG Resource Harvest*
December 5th and 6th in Wilmington, Delaware**

Scholarships Available – See Information Below!

**Contact Meredith Stone 215-568-0830 • Ext.10, contact@thefoodtrust.org
www.foodfarm.org**

SCHOLARSHIPS AVAILABLE

Direct Marketing Training for Farm Profitability: For Cooperative Extension & Other Agricultural Professionals Workshop

December 5th, 2002
Wyndham Hotel, Wilmington, DE

Sponsored by Northeast Region SARE, USDA

-- All scholarship applications should be sent by November 8th --

Scholarships are available for participants attending the *Direct Marketing Training for Farm Profitability: For Cooperative Extension and Other Agricultural Professionals* training workshop. This workshop will be offered as a pre-conference event and within the program of the annual *Future of Our Food and Farms Summit* in both 2002 and 2003. The purpose of the workshop is to increase knowledge, skills, and resources for agricultural professions who work with Mid-Atlantic region farmers and their communities in off-farm direct marketing.

The Direct Marketing Training Scholarships are valued at up to \$150 each. Most of the funds will be used to defray the workshop registration fee; however, a small percentage of the funds can be allocated to out of town participants to help defray lodging expenses. Scholarship-eligible participants include extension agents, state departments of agriculture personnel, USDA personnel, and other agriculture professionals. Scholarship winners are required to attend three sessions on December 5th and participate in the training evaluation procedures to receive funding.

The primary criterion for awarding the scholarships will be the applicant's responsibility for farmer training. Priority will be given to Cooperative Extension, NRCS, and others who conduct training for farmers in the Mid-Atlantic and Northeast regions. Also, a limited number of farmer participants will be awarded scholarships to enhance the learning experience. In addition, a limited number of scholarships may be awarded to people who live outside the region. Scholarship recipients will be selected on a first come, first serve basis from among those who meet the criteria.

If you are interested in applying for a scholarship, please submit a brief letter or email that includes:

- Your name, job title, address, organization, and contact information including email address
- A one to two paragraph description of your farmer training responsibilities and how this workshop might support your work

Please also indicate whether you are requesting a registration scholarship, lodging scholarship, or both.

Entries will be reviewed and scholarships awarded by members of a scholarship committee, including representatives from The Food Trust, Mid-Atlantic Food and Farm Coalition, Delaware State University, Maryland Department of Agriculture, Rutgers Cooperative Extension of New Jersey, University of Maryland, and Penn State Cooperative Extension.

Please send your application by email to contact@thefoodtrust.org, by fax to 215-568-0882, or by mail to Scholarship Application, The Food Trust, 1201 Market Street, 4th Floor, Philadelphia, PA 19107.

For Additional Information: Contact Meredith Stone at 215-568-0830, Ext.10 or

contact@thefoodtrust.org • www.foodfarm.org

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