

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

December 5<sup>th</sup>, 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.*

## **8:30 a.m. to 10:30: a.m.**

Direct Marketing I - Training for Farm Profitability

With Fred Magdoff, Northeast SARE

Nina Planck, Founder, London Farmers' Markets

Learn from farmers' market managers, farmers, and experts how your farmers can take advantage of the huge growth in direct marketing, make the most of the new opportunities and increase their profits.

## **1:30 p.m. to 3 p.m.**

Direct Marketing II - Making The Most Of Market Opportunities

Diane Wood, Coordinator, New Jersey Council of Farmers and Communities

Robert Halman, Assistant Secretary for Marketing, Animal Industries and Consumer Services,  
MD Department of Agriculture

Pam King, CED, Charles County Cooperative Extension, Maryland

Jim Zink, farmer, Haven Hill Farm

Direct Marketing III - Producer Only vs. Private Entrepreneurs

Tony Evans, Maryland Department of Agriculture

Duane Perry, The Food Trust

Margaret Woods, Farm Stand Coordinator at the Greater Pittsburgh Food Bank

Barry Shutt, PA Department of Agriculture

## **3:30 p.m. to 5:00 p.m.**

Direct Marketing IV - Selling family farm produce to supermarkets: stories from the trenches

Michael Rozyne, Kate Larson, Red Tomato

Direct Marketing V: Successfully Marketing Farmers' Markets

Sandy Sherman, The Food Trust

Nina Planck, Founder, London Farmers' Markets

Ike Kerschner, farmer, North Star Orchard

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

**Scholarships Available**

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