This workshop is geared for farmers that operate a farm market stand, sell at a farmers market, sell directly to stores, offer CSAs, are considering agritourism or just need to get their marketing priorities in order to make their business more profitable.

Virginia Department of Agriculture and Consumer Services

United States Department of Agriculture
Risk Management Agency

Virginia Department of Agriculture and Consumer Services
1100-120 Armory Drive
Franklin, VA 23851

Marketing with More Creativity than Cash

A Meeting For Agricultural Direct Marketers

Presented By:

Jane Eckert

Eckert AgriMarketing
St. Louis, Missouri

Virginia Department of Agriculture and Consumer Services

United States Department of Agriculture
Risk Management Agency

Today's family farmers have to know much more than how to achieve success in planting and cultivating crops. With the problems they face in pricing and even with co-op sales, the successful farmers realize they must market their crops directly to consumers. Whether you're a novice or advanced farm marketer, it is critical to develop a plan to grow your customer base and increase sales.

Jane Eckert helped increase revenues at her family farm by more than 300%, and developed a special plan designed just for farmers, The Eckert Farm Marketing Plan. Eckert's family farm attracts 500,000 guests annually with emphasis on agritourism.

Traditionally, family farmers have a limited marketing budget and use most of it for buying advertising space, which is often not very effective. Eckert's innovative "Farm Marketing Pie" divides strategies into slices that use more creativity than dollars for a high revenue. Learn Jane's winning approach to promotions, customer communications, media relations, and focus on the customer, all designed to make sales increase. You'll hopefully leave the workshop knowing how to set the right marketing priorities and immediate steps to take for positive results.

Monday, September 11th

7:00 PM -9:00 PM

Paul D. Camp Community College Workforce Center

100 N College Drive @ Armory Drive Franklin, VA

To join us for this two hour session, we ask that you please do one of the following:

complete & return
the right portion of this flyer to
1100-120 Armory Drive
Franklin, VA 23851

call
757-569-1100

or email
gail.moodymilteer@vdacs.virginia.gov

This will ensure ample seating and handouts.

Name(s) and number of attendees: _____

_____

Address: _____

City, State & Zip: _____

Telephone: _____ Fax: _____

Email: _____