Donations | Site Map | Contact Us

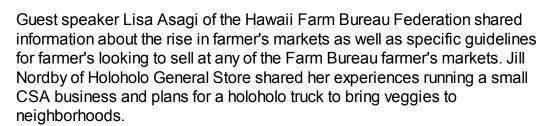
Master Farmer Workshop Series <u>Direct Marketing</u> Ed Otsuji, Otsuji Farm August 16, 2012

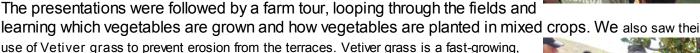


SUBMIT QUESTIONS FOR THE FARMERS: admin@oahurcd.org

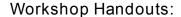
Oahu RC&D Direct Marketing Fact Sheet (Includes topic description, farmer profile and helpful resources)

Otsuji farm is situated on the slope of Koko Crater overlooking Hawaii Kai and Maunalua Bay. The workshop took place at the top of the farm above the many terraced fields in cultivation. Our hosts Ed Otsuji and his son Jonas shared the farm's 40 year history as well as their experiences with CSA's (Community Supported Agriculture), farmer's markets and other direct marketing strategies. The Otsuji's credit the farmer's markets as the key to their farm's success.





strong grass that is sterile and therefore non-invasive.



Oahu RC&D Direct Marketing Fact Sheet

Select Resources & Publications:

North American Farmers' Direct Marketing Association:

USDA Agriculture Marketing Service: Resource Clearinghouse





<u>Farmers Market Promotion Program</u> (FMPP): a competitive grant program that assists in establishing, expanding, and promoting domestic farmers markets, roadside stands, community-supported agriculture programs, and other direct market opportunities.

Direct Marketing Resource Guide

"Toward Sustainable Agriculture: A Guide for Hawai'i's Farmers" (UH CTAHR Publication)

"Direct Marketing of Your Agricultural Products" (UH CTAHR Publication)

" How to Direct-Market Farm products on the Internet" (USDA publication)

Oahu Farmer's Markets (list)