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From: Farmers Market Federation of NY

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Re: Marketing for Profit Online Course Available for Farmers

FOR IMMEDIATE RELEASE:

# Marketing for Profit: Tools for Success

Full Curriculum Available for Extension and Farm Educators

Marketing is defined as “…everything you do to promote your business, from the moment you conceive of it to the point at which customers buy your product or service and begin to patronize your business on a regular basis,” (Levinson, Jay Conrad. “Guerrilla Marketing: Secrets for Making Big Profits From Your Small Business). This sounds simple, but it encompasses a broad array of efforts all aimed at identifying your market and customers, satisfying your customers and maintaining your customers long term. It includes all marketing channel selections, what to grow or produce and how it will be produced; i.e. conventional, organic, bio-dynamic or some amalgam of these; how you choose to make products available, how your product or your business is presented to the public, advertising and promotions, signage, pricing strategy, etc. Marketing is complex and is often the most misunderstood and least successful part of many farm businesses.

The Farmers Market Federation of NY, NY Farm Viability Institute and Cornell Cooperative Extension of Broome County have partnered to develop Marketing for Profit: Tools for Success. This program helps direct marketing farmers understand marketing concepts, techniques and strategies and how, when properly utilized, they can significantly impact the farm’s bottom line. The curriculum follows a natural progression of marketing concepts, from a self-assessment of personal and farm goals and review of marketing channels through a thorough review of all concepts needed to fully build a business and marketing plan and execute it.

You can help farmers in your county, region, or state to reach maximum marketing success by offering these workshops yourself. Marketing for Profit: Tools for Success provides a free and complete toolkit to help you teach marketing concepts and strategies such as brand building to your farm audience. The tool kit includes powerpoint presentations with speaker notes and supporting documents for 5 marketing modules with 3 subjects within each module. The modules cover: Self-Assessment, Customer Assessment, Market Assessment, Communications Assessment and Business Assessment and each presentation was developed by an expert in those content areas.

Access the curriculum, including powerpoint presentations, Q & A and glossary documents for more in-depth understanding, worksheets for workshop follow-up and quizzes to emphasize key concepts; online at <http://www.nyfarmersmarket.com/work-shop-programs/online-marketing-for-profit-course/request-course-materials.html>.

Funding for Marketing for Profit: Tools for Success was provided by the USDA Sustainable Agriculture Research and Education Program. For more information on the curriculum please contact the Farmers Market Federation office at 315-637-4690.