

# Marketing 101: Developing a Marketing Plan for Veggies, Fruits and Other Specialty Crops

October 17, 2013



**Are you a beginning farmer looking to develop new markets? Interested in learning more about online, restaurant and wholesale avenues?**

Join us for a free! workshop and panel discussion intended to help farmers learn about a range of marketing approaches for fruit, vegetable, value-added products and more. Presentations will cover how to develop a marketing plan appropriate for your farm, as well as a more in depth examination of online markets, restaurant sales and the benefits of wholesaling. A panel of farmers and buyers will share tips and experiences selling at a variety of scales and through a diversity of venues.

**DATE:** Thursday, October 17, 2013

**TIME:** 3:00 to 6:30 pm

**LOCATION:** Conference Room at Contra Costa Cooperative Extension Main Office, 75 Santa Barbara Road, Pleasant Hill, CA. *Shuttle service will be available from Pleasant Hill BART station at 2:30pm.*

**HOSTS:** Alameda County Conservation Partnership, National Center for Appropriate Technology – ATTRA, SAGE, UC Cooperative Extension, Contra Costa Resource Conservation District.

## **SPEAKER & PANELISTS:**

- Marisa Alcorta, Sustainable Agriculture Specialist, NCAT-ATTRA
- Maroka Kawamura, New Leaf Community Markets
- Al Courchesne, Frog Hollow Farm
- Dina Izzo, BluDog Organic Produce Services
- Shawn Seufert, Terra Bella Family Farm
- Matt Greco, The Restaurant at Wente Vineyards
- And more!



## **RSVP by October 11, 2013:**

Please register by emailing Susan Ellsworth at [susan.ellsworth@acrcd.org](mailto:susan.ellsworth@acrcd.org) or calling (925) 371-0154 x 103. Include your name, farm or organization, as well as your email and phone. Also let us know if you will need to be shuttled from BART.



*This workshop is part of a series funded by the USDA NIFA Beginning Farmer & Rancher Development Program Grant # 2011-49400-30641. Hosted in conjunction with Sustainable Agriculture Education, this series will cover a variety of topics relevant to beginning farmers and ranchers as well as opportunities for collaboration and mentorship.*