

Direct Marketing for Small Farms

Challenged by today's industrial food system, many small farms are looking for new and creative ways to sell their products directly to consumers.

Western Nevada College Specialty Crop Institute offers a workshop on "Direct Marketing for Small Farms" on Nov. 5, 9am-5pm, at WNC Carson City campus, 2201 West College Pkwy.

Cost is \$35 when registering by Oct. 27 and \$45 after Oct. 27. Lunch is included.

Participants will learn how to develop and execute a simple, effective marketing plan to fit their small farm enterprise. Industry experts will present sessions that include branding and authentic messaging, media relations, effective signs and displays, Facebook and social media, and more. They will discuss sales options including farmers markets and farm stands, restaurants, subscription farms, u-pick, and other direct-marketing opportunities.

Featured speaker Vance Corum of Farmers' Markets America is a direct marketing specialist who has assisted small farm entrepreneurs and farmers markets for more than 30 years. He is coauthor of the book "The New Farmers Market".

Jonathan Wright, food and drink editor for the *Reno Gazette-Journal* and *RENO* magazine, will present ideas on how to make friends with the media, learn interview skills and get pertinent messages to the public.

The WNC Specialty Crop Institute is an innovative program that teaches alternative farming methods. Funding for this project is provided by the Washington State University Western Center for Risk Management Education and the USDA National Institute

of Food and Agriculture.

For information/registration, contact Ann Louhela at (775) 351.2551 or louhela@wnc.edu.