

Marketing for Profits: Tools for Success (January & February Workshops)

In January and February, CCE Oneida County will be hosting this first series in a three-year curriculum on marketing, developed by the Farmers Market Federation of NY and the NY Farm Viability Institute with support from USDA Northeast SARE. The full series will include coverage of the following topics:

- Self-Assessment
- Market Assessment
- Customer Assessment
- Communications Assessment, and
- Business Assessment. Each Assessment will be a series of 3 webinars.

The webinars have been designed with the assistance of regional and national marketing experts to provide critical marketing insights for farmers and farm marketers throughout the Northeast.

Jim Manning from CCE Oneida County will host the *morning webinars only* from our offices at 121 Second Street in Oriskany; e-mail jpm277@cornell.edu or call 736-3394 to sign up. You can also participate in either morning or evening sessions from any computer with a high-speed internet connection, but you must contact Diane Eggert at deggert@nyfarmersmarket.com to register.

Self Assessment: Who Dat? Assessing Your Own Identity

January 10 (*10am – 11:30am*) & 12 (*7pm – 8:30pm*)

Speakers: Steve Hadcock, CCE Columbia County and Laura Biasillo, CCE Broome County

An objective look at what your business is, and a realistic assessment of what it might become in the future. Understanding the market, your current capacity and the possibility for future growth and changes in the business model you are pursuing. More challenging than you may think, but more rewarding than you can imagine in both the short and long term. Having a viable, solid perspective on your business is the foundation upon which many marketing decisions will be made and marketing options shall be assessed. You must also understand yourself – how does your individual personality, likes and dislikes fit into the equation? This workshop will walk you through a self-analysis and get you started on the road to profitability by entering the marketing channels that best fit you and your farm.

Who ELSE is Dat? Marketing Channels and Fellow Travelers

February 7 (*10am – 11:30am*) & 9 (*7pm – 8:30pm*)

Speaker: Matthew LeRoux, CCE Tompkins County

Part one of this analysis ends at the edge of your property or the limits of your farmstand. Part two starts in that same place as we account for the multitude of marketing options and how (or IF) they fit into the vision you have outlined. Once you have completed a self-analysis, you need to understand various marketing channels to find those that fit you and your farm. This workshop will provide an analysis of various marketing channels, what they are, how they operate, the requirements of each, what your marketing costs per channel would look like, and how partnerships with other farmers, distributors, account managers, etc., fit into each channel.

Where Are We and Where Do We Want To Be?

February 21 (*10am – 11:30am*) & 23 (*7pm – 8:30pm*)

Speaker: Steve Holzbaur, Fingerlakes Fresh, CNY Bounty

Now that we have formulated a vision of who we are and where we fit into marketing "picture" we have to project this information and see how well we can focus the information. What are the trends within the marketing channels? What is your capacity to effect change both within your business and their capabilities? What may we expect of the "partners" we have identified in the development and execution of a marketing program? Of greatest importance, how will these decisions impact product price and/or business profitability?