



Organic Marketing For All WORKSHOP

November 1, 2018 — 9am- noon ET
Bourbon County Extension Office, Paris KY

The organic market is growing fast, and you've committed yourself to life as an organic farmer – but being able to raise a good organic product doesn't assure you a good price. That final product must also be high quality, consistent, and able to generate a sustainable profit. Production decisions must be aligned with marketing strategies, yet some growers find marketing to be the hardest part of farming.

In this Organic Association of Kentucky workshop tailored specifically to marketing organic products, the Center for Crop Diversification will present several modules from their *Marketing for All* curriculum. Participants will discover fundamental marketing topics such as knowing your product, understanding your market and customers, and promoting your business.

Through discussion, real farm Q&A, and market research, we'll dive deeper into pricing strategies and the art of persuasive messaging. Participant interaction will help us design 2019 workshops geared toward grower and producer needs.

This Field Day is geared toward production farmers who are interested in selling organic products, and / or improving and expanding their markets. Registration is recommended. Cost is \$5 for OAK members; \$10 for non-members.

Marketing for All

Adaptable Marketing Training for Small Farms

Marketing Basics

We'll talk Product, Price, Place, and Promotion as well as key variables specialty crop marketers should consider.

Social Media Basics

This intro course shows how small businesses can use social media to reach new customers and learn about what their clients want!

Basics of Web Design

Designing simple professional online content is now possible for even the most computer illiterate among us. We touch on principles and tools to get you going.

Hands-On Visual Merchandizing

We take a show-don't-tell approach to learning about display design. Participants can brainstorm and discuss the merits of different designs in a hands-on workshop.

Market Signs That Work

Whether you are getting people to your market or business or trying to communicate with them once they've arrived, this workshop can help.

Identifying and Exploring New Markets

There are pros and cons to every market channel. Learn how to find and compare opportunities to grow your business.

Understanding and Using Analytics

Big companies collect BIG data. Learn how you can leverage their technology for your business.

Record Keeping for Specialty Crops

It's not the most exciting course on the list, but record keeping tells you how your business is doing. We focus on basics and making small changes for big results.

Using Price Data to Make More Money

Once you've figured your costs, how do you set your price? We show how to use CCD price data to make sure the price is right.

Value-Added Product Development

Value-added production is one of the big steps many of our producers take. We make sure you know the lay of the land before you get started.

Accepting More Than Just Cash

Customers don't always carry cash any more. We take a look at how and why you may want to think about taking plastic.



Each training lasts ~ 1 hour.

Mix & match topics to meet your group's needs.

To schedule: email brett.wolff@uky.edu or call 859-218-4384

For more info or to register: visit oak-ky.org/field-days or call 502-517-9629

The Organic Association of Kentucky (OAK) is a non-profit, membership-based organization dedicated to improving the health of the environment and the citizens of Kentucky.

OAK provides resources and educates Kentucky farmers and consumers who are interested in driving change for a more sustainable and organic food system.

