



Where Are We? Where Do We Want to Be Marketing Webinar for Direct Marketing Farmers Session Assignment

This session focused on a variety of options, organizations, systems and mechanisms that can be very useful in establishing some of your direct farm marketing channels. Some of these organizations and options are local in scope and may not be available to you in your business, the concepts however are still useful, and similar options may exist in your area. An internet search can be a powerful tool to help you discover viable ideas and options.

Here are some word suggestions to consider for your internet search. Try different combinations, and use you own words, including your city, state or region to localize the search.

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|-------------|------------|---------------|----------------|
| • Farm | • Food | • Small scale | • Distribution |
| • Home | • Club | • Hub | • Direct |
| • Marketing | • Buying | • Delivery | • Internet |
| • Web | • CSA | • Collective | • Cooperative |
| • Broker | • Marketer | • Aggregation | • Logistics |
| • Consumer | • Local | • Sales | • Produce |

1. Evaluate the internet sites and resources that come back from your searches. Given your specific products, desires, and situation note those that may be useful to you.

Useful web sites and resources:

2. It is likely that none of the web sites or resources will be a perfect fit with your farm business and situation. Which resources contain ideas that could be useful? Briefly describe those ideas or resources and note how you might adapt them to your situation.

Useful ideas and adaptations: