

Program Background & Objectives

Background

According to the 2002 United States Department of Agriculture Census, Indiana had 3,205 farms with direct sales valued at \$17,968,000. However, small or direct farm producers in order to further capture increased sales, are always seeking new ways or assistance in marketing their farm products to enhance success and profitability. Marketing is usually an area where most producers need additional expertise to ensure a successful business that sells. This program was created to help agriculture producers enhance their direct marketing business by creating a successful marketing plan.

Objectives

- To develop a marketing action plan for the direct marketing farm operation
- To implement one new marketing skill to increase the profitability of the operation
- To gain knowledge in the importance of tourism for farm business and agriculture
- To create a network with other producers

Need a Farm Sign?

Each farm or business operation that completes the day long session will receive a \$50 coupon towards the purchase of a promotional sign for their direct marketing business. Certain restrictions apply.



A project grant funded by:



Directions to Marshall County Extension Office

Purdue University Cooperative Extension Service
304 Marshall County Building
112 W. Jefferson
Plymouth, IN 46563-1764
marshallces@purdue.edu



Phone: 574/935-8545

The Extension Office is located on the third floor of the Marshall County Building, Room 304. From US 31 take Jefferson Street west to the County Building. From US 30 take the State Road 17 exit south and continue to Jefferson Street. Go west on Jefferson Street.

Parking is available along the city streets.



For more information, questions on the series, please contact:

Purdue Extension -Kosciusko County

Kelly Easterday
100 W Center St Rm 121
Warsaw, IN 46580
Phone: 574-372-2340 Fax: 574-372-2342
E-mail: keasterday@purdue.edu

If you require auxiliary aids and services due to a disability or have special food needs, please contact us by March 12, 2008 at 574-372-2340.

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Marketing Made Easy



Tuesday

March 18, 2008

9:00 a.m.—4:00 p.m. EST

**Marshall County Extension
Office**

Plymouth

Sponsored by:

**Purdue Extension
&
Purdue New Ventures
Team**

*Creating a Successful Marketing Plan for an
Agriculture Business That Sells*

Marketing Made Easy Schedule



8:30 a.m.—9:00 a.m. Registration

It Begins With You

9:00 a.m.—9:15 a.m. Welcome & Introductions

9:15 a.m.—9:30 a.m. Marketing 101—What is it Really?

9:30 a.m.—9:45 a.m. Creating Your Marketing Action Plan

9:45 a.m.—10:30 a.m.

Locally Grown...Organic...Who Buys

What?" *Kris Parker, Purdue Extension Educator, ECD, Porter County*

10:30 a.m.—11:00 a.m. Break

11:00 a.m.—11:15 a.m.

Creating Your Elevator Statement

Kelly Easterday, Purdue Extension Educator, ANR, Kosciusko County

A Promotional Campaign that Results in Sales

11:15 a.m.—12:15 p.m.

Garden of Image

Lisa Munniksma, Freelance writer and Marketing consultant

12:15 p.m.—1:00 p.m. Lunch

1:00 p.m.—2:00 p.m.

Build Better Buzz

Lisa Munniksma, Freelance writer and Marketing consultant

2:00-2:15 p.m. Break

2:15—2:30 p.m. Indiana Market Maker

2:30 p.m.—3:30 p.m.

Where Are You Going & How Will You Get There?

Dr. Jennifer Dennis, Purdue Extension
(by IP video)

3:30 p.m. Review Your Marketing Action Plan Evaluation & Wrap-up



Featured Program Speakers

Dr. Jennifer Dennis



Dr. Jennifer Dennis joined the Purdue Agricultural Economics faculty in June 2004 working in the areas of extension, teaching and research in marketing of specialty crops and consumer behavior. Jennifer teaches an undergraduate class in the Horticulture department entitled "Principles of Marketing and Management for Horticultural Businesses."

Dr. Dennis has a master's degree in Horticulture with an emphasis in survey research methods from the University of Illinois at Urbana-Champaign where she explored target marketing within the Illinois retail nursery and garden center sector. Her general research interest includes consumer behavior topics such as switching behavior and repeat patronage, consumer perceptions of products, marketing of organic products, and the organization and implementation of consumer awareness programs for Indiana grown fruits and vegetables.

Lisa Munniksma

Lisa Munniksma, a freelance writer and marketing consultant, has been involved in writing, editing, and image building since 1996.



Lisa's experience "on both sides of the desk"—as both a journalist and a public relations professional—serves as a useful tool in reading the needs of the media and effectively working with them. Through her efforts, Lisa's clients have been featured on television news and profile programs, in trade and consumer magazines and newspapers.

She has had nearly 200 articles published in a variety of national, regional, and local outlets, including The Indianapolis Star, *Successful Farming*, and an array of equine-industry publications. Lisa has represented companies and organizations of all sizes—from a husband-and-wife operation to a 33,000-member nonprofit organization—with her marketing and media work.

Lisa lives in Frankfort, Indiana, and makes her home online at www.lisa-writes.com

2008 Marketing Made Easy Registration Form



Name _____

Address _____

Telephone _____

Email Address _____

Registration Fee is \$20

(Includes handouts, refreshments, marketing materials and Indiana Resource Guide for Agritourism)

Additional members from the same operation or family—\$10/person

Registration Deadline:

March 12, 2008.

Number Attending: _____

x _____ \$20/person = \$ _____

X _____ \$10/additional person = \$ _____

Total Enclosed = \$ _____

Registration is due March 12, 2008

Please make your check payable to:

Kosciusko County CES Ed Fund

Please mail to:

Purdue Extension—Kosciusko County

100 W Center St Room 121

Warsaw, IN 46580