

Websites related to organic and sustainable agriculture:

Michigan Farmers Market Association

<http://www.farmersmarkets.msu.edu/>

New Agriculture Network

<http://www.new-ag.msu.edu>

USDA Farmers Market Promotion Program (grant \$\$!)

<http://www.ams.usda.gov/fmpp/>

Michigan Food and Farming Systems

<http://www.mifffs.org/>

National Sustainable Agriculture Information Service

<http://attra.ncat.org/>

Examples of CSA and agri-tourism websites

<http://www.prairienet.org/pcsa/CSA-L/>

<http://www.csafarms.org/>

<http://www.agritourismworld.com/>

<http://attra.ncat.org/attra-pub/entertainment.html>

The MSU Product Development Center

<http://www.aec.msu.edu/product/>

C.S. Mott Group for Sustainable Agriculture at MSU

<http://www.mottgroup.msu.edu/>

MSU Organic Farming Exchange

<http://michiganorganic.msu.edu/>



Program Sponsored By:

Ingham County MSU Extension



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Marketing Locally Grown Food

August 29, 2007
8:00 a.m. to 5:00 p.m.
Registration fee: \$25 per person
with lunch included

Who should attend?

- Producers looking for new marketing strategies
- New producers
- Prospective producers
- Community leaders/officials



Fundamentals of marketing locally grown food

Farmers markets, community supported agriculture (CSA), agri-tourism, and 'local food,' have been prominent topics for producers, community leaders, and those with interest in economic development. The process of deciding whether to participate as a vendor or whether to support the development of a market seems very complex and sometimes controversial. Please join us as we visit several local food markets and interact with experts in the areas of :

- Farm market management (LuAnn Maisner, Meridian Twp; Earl Threadgold, producer and former market manager)
- Selling at a farmers market: Earl Threadgold Paul Titus, Susan Smalley (MSU)
- (CSA): Paul Titus, Susan Smalley (MSU)
- Local government: on the value of having a farmers market in your community (LuAnn Maisner)
- Agri-tourism — making your farm a destination (Steve Tennes)
- Laws that regulate the sale of fresh and processed farm products (Pam Weaver, MDA)
- Development and marketing of value-added farm products (Matthew Birbeck, Dan Hudson)
- Business planning (Matthew Birbeck, Dan Hudson)
- Getting fresh products to under-served communities (Joyce McGarry, Joan Nelson)

Farmers Market Bus Tour

7:45-8:00 a.m. Depart from the MSU Livestock Pavilion which is located at the intersection of Mount Hope Road and Farm Lane in East Lansing

8:30 a.m. Arrive at Meridian Farmers Market: market management, selling at a farmers market, CSA marketing, local government perspectives, laws and regulations

12:00 p.m. – 1:00 p.m. Lunch at Country Mill Orchard, Charlotte

1:00 p.m.– 2:30 p.m. A tour of Country Mill Orchard will be followed by a discussion about several topics including: making your farm a destination, bringing your product to the market place, and business planning

3:15 p.m.—4:30 p.m.
Allen Street Farmers Market, Lansing
Getting fresh products to underserved communities

5:00 p.m.
Return to MSU Animal Pavilion

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Registration*

Make checks payable to:
Ingham County MSU Extension

I am a:

- Community leader _____
- Producer _____
- Prospective producer _____
- Other (specify _____)

Name: _____

Address: _____

Phone: _____

Email: _____

Cell: _____

Cost: \$25 X _____ = _____

**Limited Seating Capacity*

RETURN REGISTRATION TO:

Marketing Locally Grown Food

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