

AGRICULTURAL MARKETING PROGRAM –

OVERVIEW

- Training and resources for agricultural entrepreneurs.
- Assistance in developing marketing plans.
- Facilitate new marketing opportunities and networks for Maryland producers.
- Assist in obtaining grants for developing markets.
- Resources for research, development, or expansion of agricultural markets.
- Conduit to a wide range of marketing resources via the University of Maryland, state wide agricultural economic development contacts, industry outlets, and specialty marketing networks.



***Look inside for
more details.***

University of Maryland Cooperative Extension
Western MD Research & Education Center
18330 Keedysville Road
Keedysville, MD 21756-1104

AGRICULTURAL MARKETING PROGRAM



Providing the support your
business needs to grow
plans, networks, & markets
for sustainable enterprises.



Equal access programs

Got Plans? Got Markets? Got Profits?

Maryland Cooperative Extension's agricultural Marketing Program provides planning assistance, marketing information and educational programming in:

Agricultural and Natural Resources Business Development

- ✦ Product Development
- ✦ Business analysis
- ✦ Prepare and assist with new business and marketing plans
- ✦ Industry benchmarks
- ✦ Business support programs

Training

- ✦ Business skills training for sustainable agriculture businesses
- ✦ Entrepreneurial training including NxLevel's "Tilling the Soil of Opportunity" agricultural entrepreneurial program
- ✦ Educational materials and training for Agricultural Professionals
- ✦ Grant writing
- ✦ New and Next Generation Farmer training and support

Engagement Strategies

- ✦ Business Start-ups
- ✦ Growth strategies
- ✦ Alternative enterprises
- ✦ Strategic business reviews



Marketing

- ✦ Support and expansion of existing markets
- ✦ Coordinated marketing networks
- ✦ Producer-based marketing collaborations
- ✦ Technology enhanced and e-Commerce markets
- ✦ Specialty and alternative markets
- ✦ Strategic planning and implementation

Resources

- ✦ Extensive nationwide Extension program database and expertise
- ✦ Collaboration with industry and support agencies
- ✦ Access to expertise in financial planning, business accounting and recordkeeping, production and processing methods, and regulations.

Planning for business success?

Need assistance with business startups, expanding an existing business, or developing a marketing plan and implementation strategy customized to your unique business?



Contact:

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Directions to the

Western Maryland Research and Education Center (WMREC)

18330 Keedysville Road
Keedysville, Maryland 21756
301-432-2767

From Interstate 70 near Hagerstown:

- Exit Interstate 70 at Exit 29 (Maryland Route 65), near Hagerstown.
- Proceed south for 7 miles on Maryland Route 65, and turn left onto Keedysville Road.
- The Center entrance is about one mile east on the left.

From Boonsboro:

- From South Main Street in Boonsboro turn left at the stoplight onto Route 34 West.
- Travel for 3.5 miles, turn right onto Keedysville Road.
- Travel on Keedysville Road for 2.4 miles (bear right after second bridge).
- The Center entrance will be on the right.

