

Ag Marketing Program

The Marketing Program supports for farm, food and forestry enterprises through professional assistance in marketing and business development plans and programs. The Extension Specialist for AGNR Marketing is charged with enhancing the economic prosperity for Agriculture and Natural Resource (AGNR) producers and businesses by encouraging entrepreneurship, developing new AGNR value-added enterprises, and identifying markets, with a focus on local markets, including but not limited to: Farmers markets, farm stores, road side stands, pick-your-own, local produce sections of big box stores, consumer supported agriculture, restaurant sales, internet sales, small retail stores and home deliveries. This support is delivered via direct programs and the Ag Marketing website, www.extension.umd.edu/agmarketing.



Programs of interest in 2015, 5 Food for Profit Workshops, 18 one-on-one consultations with producers looking to expand their marketing plans, 26 marketing presentations to a variety of venues from county to multi-state venues, expanded Agritourism, Food Processing and Cottage Food Laws and Alternative Ag enterprise sections of the website, and consulting one-on-one with 8 new farmers. Publications this year

include three Ag Marketing newsletters and 10 update articles. Requests to reprint or post publications or articles were received from Vermont, Ohio, Pennsylvania, and several trade publications.

Ag Marketing Section of the Extension Web Site <http://extension.umd.edu/agmarketing>

10,798 Pageviews

8,478 Unique Pageviews



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