COACHING

Here is a sample of programs on coaching:

✓ **Entrepreneurial Coaching**
  An entrepreneurial coach can help you think and act more creatively for success and save you time and money. Participating in a coaching session you will receive referrals to local business development resources and access to business planning tools. For a directory of coaches in your area go to: http://extension.umd.edu/mredc/business-modules/coaches-assistance-program-and-directory

✓ **One-On-One Consulting**
  Need assistance with business startups, expanding an existing business, developing a marketing plan or an implementation strategy customized to your unique business? Contact:

  **GINGER S. MYERS**
  **DIRECTOR,**
  Maryland Rural Enterprise Development Center
  **MARKETING SPECIALIST,**
  University of Maryland Extension

  **Western Maryland Research & Education Center**
  18330 Keedysville Road, Keedysville, MD 21756

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ABOUT

The Agriculture Marketing Program’s mission is to assist individuals with marketing plans, develop profitable, sustainable marketing opportunities, and work in coordination with other supporting agencies to enhance Maryland’s agricultural economy.

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.
AG MARKETING PROGRAM TOOLS FOR SUCCESS!

Marketing takes time. But, it can be one of the most cost-effective uses of time in your business. University of Maryland Extension’s Ag Marketing Program offers you many tools such as planning assistance, marketing information, and educational programming to help you achieve marketing success.

WEBSITE

Marketing 101
Marketing can be defined simply as a transaction for profit—a sale. This section examines how to define a market, write a marketing plan, develop strategies, and to implement them in your agricultural business.

Alternative Enterprises
Alternative crops, bed and breakfasts and agritourism are just a few farm enterprises this section examines. Resources provided will help you determine if this choice is right for you.

New Farmers
This section helps you identify programs, services, and resources for new and beginning farmers.

EDUCATIONAL PROGRAMS

Food For Profit
This workshop takes you step by step though the information necessary to start and run a small food product business. It is especially directed to individuals who will be making and packing their products for resale through grocery stores, farm markets, or restaurants.

Producer’s Digital Toolbox
A series of seminars that will assist you in capitalizing on the hardware and digital tools now available on the internet. Some of the topics include GPS and mapping, as well as marketing and management.

ENGAGEMENT STRATEGIES

Business Start-Ups

Growth Strategies

Alternative Enterprises

Strategic Business Reviews

AG MARKETING E-MAIL NOTICES!

If you would like to receive our Ag Marketing newsletter updates and alerts, send an e-mail to: listserv@listserv.umd.edu.

The body of the message should contain: subscribe agmarketing (your first and last name) example: subscribe ag marketing Jane Doe

extension.umd.edu/agmarketing