



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.



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:

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MARKETING SPECIALIST,

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Ag MARKETING

**Providing support to
your business needs**



extension.umd.edu/agmarketing

UNIVERSITY OF
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EXTENSION
Solutions in your community

University of Maryland Extension programs are open to all and will not discriminate against anyone because of race, age, sex, color, sexual orientation, physical or mental disability, religion, ancestry or national origin, marital status, genetic information, political affiliation, or gender identity and expression.

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 programing 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.

✓ **Market Outlet & Tools**
How do we choose the right channel of distribution? Explore the many topics such as *Choosing Distribution Methods*, or *Community Supported Agriculture* to help you select the best method for your service or product.

✓ **Value-Added Products**
Value-Added Products is one of the best strategies farmers can employ to improve net profitability. Resources are available on a wide variety of value-added products from meats, poultry, dairy, acidified foods, and home-based products.

✓ **Additional Resources**
You will find an archive of newsletters, articles, publications and a list of grant opportunities.

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

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**

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