

Alternative Direct Marketing Methods for Small Farmers

Are you interested in expanding beyond traditional markets, but you don't know where to start?

JOIN OUR Marketing Workshop!



Tuesday November 5th

3:00PM to 8:00PM
Southwest Hospital Annex
20 South Market, Cortez

Wednesday November 6th

3:00PM to 8:00PM
La Plata County Fairgrounds
2500 Main Ave, Durango

BOTH EVENTS INCLUDE DINNER FROM LOCAL BUSINESSES!

Meet the Community Partners who make it all possible!



Colorado State University

Extension

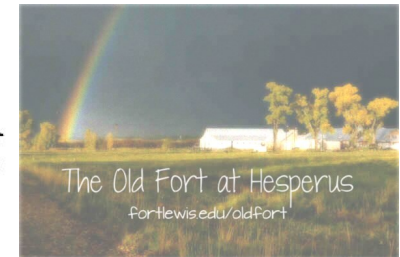


LiveWell
Montezuma

FARM-1
FRESH-ORGANIC-LOCAL



DURANGO, CO



The Old Fort at Hesperus
forlewis.edu/oldFort



Thank You!

Fort Lewis College—Beth LaShell
18683 Highway 140
Hesperus, CO 81326

Increase your farm's marketability!



Is the Farmers' Market your main source of income?

Has it been challenging to market your business successfully?

Come connect with experienced local producers who have diversified their markets, and increased their sustainability.



WE WILL ADDRESS:

- Alternative Marketing Opportunities
- Market Demand for Local Produce and Meat Products in Southwest Colorado
- Record Keeping Strategies for Successful Direct Marketing
- Legal Liability of Direct Marketing
- The Significance of Crop Planning
- The Importance of Maintaining Year-Round Supplies
- Appropriate Pricing Methods
- Acceptable Postharvest Handling Methods
- AND MORE!

What Will You Take Home?

- A better awareness of the increased consumer demand for locally-grown food
- A greater understanding of the markets available for a successful agricultural business
- A marketing handbook, to help you get started
- An introduction to a network of local producers, businesses, institutions, and consumers that are dedicated to local food systems
- Access to articles and excerpts from publications dedicated to healthy agricultural economic systems
- The opportunity for open dialogue with local experts
- Keys to make your direct marketing efforts a success



Early Registration

(Received by October 28th)

\$12.00

General Registration

(Received after October 28th)

\$16.00

SPACE IS LIMITED!

Number attending: _____

Amount Enclosed: _____

Date Attending:

Nov. 5th (Cortez) Nov. 6th (Durango)

Method of Payment: Check Cash

Make checks payable to **San Juan RC&D**

Please, list your contact information:

Name/Agency Affiliation

Address

Phone

E-mail

Pre-registration is REQUIRED for preparation purposes, thank you!

For More Information, or to Register, Contact:

Beth LaShell

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