



Marketing Your Farm Products 101

Do you have a good idea or have a product you want to build a business around? Join us for a four-session mini course to help guide you in starting your business. Tune in February evenings to hear tips on planning, finance, sales/pricing, marketing and grant/resource opportunities.

When: Tuesdays, February 2, 9, 16 and 23, 2021
6:30-8:00 pm

Where: Zoom

Cost: Free, but registration is required

Registration Link: <https://cnydfc.cce.cornell.edu/event.php?id=1467>
The Zoom link will be emailed to you upon registration

Agenda

- February 2** – Introduction/ Finance/ Business Planning – *Nicole Tommell, Farm Business Management Specialist, Central New York Dairy, Livestock and Field Crops Team*
- February 9** – How to effectively price your product – *Liz Higgins, Farm Business Specialist Eastern NY Commercial Horticulture Team*
- February 16** - Navigating the crazy world of Marketing – *Matt LeRoux , Agricultural Marketing Specialist CCE*
- February 23** – Rules & Regulations, Funding Sources – *John Piseck, Herkimer County IDA*

This program is sponsored in part by the Farm Family Assistance Project (Herkimer County Mental Health grant to CCE Herkimer County).



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