

WHAT FARMS  
ARE SPENDING ON  
**Marketing**  
& HOW IT  
IMPACTS SALES

PRICE  
**Products**  
FOR EVEN BIGGER  
**Profits**

THE RETURN ON  
**Investment**  
OF SELLING AT  
FARMERS MARKETS



## REGISTER NOW! **FREE** 2025 TRAINING EVENTS

Last year, CCE Broome County and the Farmers Market Federation of NY launched one of the largest surveys to date of producers who sell at farmers markets. From the data, regional benchmarks have been set that farmers can use to price their products to maximize their profitability. *Now is your chance to gain valuable insights to boost profitability in 2025!*

- **TRAINING EVENTS ARE 1.5 HOURS**
- **6 EVENTS IN FEBRUARY & MARCH**
- **SPECIFIC BENCHMARKS FOR YOUR REGION**
- **CHOOSE IN-PERSON OR VIA ZOOM**
- **100% FREE TO ATTEND!**

**REGISTER HERE:**

<https://fmbenchmarks.my.canva.site/2025>



Cornell Cooperative Extension  
Broome County



National Institute of Food and Agriculture  
U.S. DEPARTMENT OF AGRICULTURE



NORTHEAST  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION

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