

About Bruce Baker

Bruce has conducted hundreds of marketing seminars throughout the USA and Canada. Thousands of people have benefited from his advice.

4Find out how customers' needs and desires have changed dramatically over the last decade

4Learn current and future trends that will help you make or grow products your customers want

4Find out the latest methods to display products at a farm stand

4Discover what works to increase your sales with powerful *visual merchandising*

4Learn how to break a sale down into four critical elements



Cornell University
Cooperative Extension
of Delaware County

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Farmers' markets allow consumers to have access to locally grown, farm fresh produce, enables farmers the opportunity to develop a personal relationship with their customers, and cultivate consumer loyalty with the farmers who grows the produce. Direct marketing of farm products through farmers' markets continues to be an important sales outlet for agricultural producers nationwide. As of mid-2011, there were 7,175 farmers' markets operating throughout the U.S. This is a 17 percent increase from 2010.

This program is being funded through a grant from Farmers' Market Promotion Program (FMPP) Grant Program, supported by the USDA American Marketing Service (AMS) under Award #12-25-G-1178. Any opinions, findings, conclusions or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.



Cornell University
Cooperative Extension
of Delaware County

Cornell Cooperative Extension of Delaware County provides equal program and employment opportunities.

**“A CUSTOMER WILL
BE FOUR TIMES
MORE LIKELY TO BUY
AT YOUR FARMERS’
MARKET IF....”**

**SPEND A DAY
WITH BRUCE
BAKER
MAY 18, 2012
10 a.m. – 4 p.m.
Cornell Cooperative
Extension
of Delaware County**



**Learn the Art of Display
& Successful
Salesmanship at Farm**

Stands and Farmers' Markets

DIRECTIONS TO CCE:

From New York City: Take Thruway to Harriman exit to Route 17 West. Route 17 to Roscoe exit - at end of exit ramp turn left. Continue through Roscoe - you are on Route 206. Follow Route 206 through Downsville to Walton. At first traffic light in Walton make Right onto Route 10, follow 8 miles, watch for New York State Electric and Gas (NYSE&G) on the right - office is the next right at the Resource Center a brown brick building, drive around to the back of the building. **Or** - In Downsville after traffic light, take next right onto County Route 26, follow to Hawley's Station, take a right, at intersection of Route 10, take a right, NYSEG on the right our office next right as above!

From Albany: Take Thruway West to Interstate Route 88 exit and follow Route 88 to Oneonta exit 15 (Airport, Colleges). At end of ramp turn left follow 1/4 mile to intersection traffic light turn right onto Route 28. Follow Route 28 to Delhi, make right onto Route 10. Drive straight through Delhi on Route 10 another 8 miles going through village of Hamden. Our office is located 1 mile south of Hamden on Route 10; make a left at the Resource Center a brown brick building, drive around to the back of the building.

From Margaretville: Take NYS Route 28 to Delhi. At traffic light make a left onto Route 10. Follow as from Albany above. **Or** - Take NYS Route 28 to Andes. Go straight though intersection at caution light leaving Route 28. Going out of Village you will be on County Route 2. Follow through Village of De Lancey to end, make left onto NYS Route 10. Follow to Hamden see From Albany above.

REGISTRATION

N

NAME(s)

ADDRESS

PHONE

E-Mail

County:

Farm Products You
Produce

*Feel free to bring products in for
Bruce to "critique" for market
appeal. If you have a photo of your*

*farm stand or farmers' market
stand, bring it in too! Come ready
to learn and share.*

SPECIAL NEEDS: Accommodations for persons with disabilities may be requested by contacting Janet Aldrich at 607-865-6531 (JLA14@cornell.edu) by May 11, 2011. Requests received after this date will be met when possible.

Fee: \$15 per person or \$25 per farm couple: Make check payable to Cornell Cooperative Extension and mail to: P.O. Box 184, Hamden, NY 13782). Pre-payment is required one week in advance of the program and is non-refundable. **Pre-registration is required.** A light lunch is included.

**Program Location:
Cornell Cooperative Extension of
Delaware County,
34570 State Highway 10, Hamden NY
13782**

