

# MID-ATLANTIC

## *fruit & vegetable convention*

### **Marketing Program Planning Committee**

*Agenda of the Wednesday, May 17, 2023, Meeting*

*Zoom Login:*

<https://us02web.zoom.us/j/88394727004?pwd=SDdpVXBQMHYwKzRsYkJjWHUxTjNvZz09>

*To call in, dial 1 929 436 2866 or 1 301 715 8592*

*Meeting ID: 883 9472 7004      Passcode: 315999*

#### **1. Call to Order and Introductions**

#### **2. Review of 2023 Convention Marketing Program – See pages 2 to 3.**

#### **3. Determination of Themes for the Sessions for 2024 - See suggestions on pages 4 and 5, outlines and programs from other meetings at <https://www.pvga.org/mid-atlantic-convention-marketing-program-planning-resources/>**

#### **4. Suggestions for Topics and Speakers for 2024 Sessions – See survey suggestions on pages 4 and 5 and programs from other meetings at <https://www.pvga.org/mid-atlantic-convention-marketing-program-planning-resources/>**

#### **5. Review of Plans and Follow-up Schedule**

#### **6. Adjournment**

**Past Sessions and Attendance Records**

Past eight years schedules with attendance

<b>2023</b>	<b>Monday</b>			
	Bus Tour	98	Profitable Farm Market Bakeries	48
	<b>Tuesday Morning</b>		<b>Tuesday Afternoon</b>	
	Farm Market Staff Training	110-120	Success in Farmers' Markets	92
			Wholesale Marketing	25-42
	<b>Wednesday Morning</b>		<b>Wednesday Afternoon</b>	
	Marketing 101	135	Diversification in Agritourism	70
	<b>Thursday Morning</b>		<b>Thursday Afternoon</b>	
	High Value Niche Crops	55-65	Digital/Social Media	31-41
<b>2022</b>	<b>Monday</b>			
	Farm Market Tour	96		
	<b>Tuesday Morning</b>		<b>Tuesday Afternoon</b>	
	Return on Marketing \$	50 – 80	POS & Reservation Systems	15 - 70
			Wholesale	?
	<b>Wednesday Morning</b>		<b>Wednesday Afternoon</b>	
	Marketing 101	120	Agritourism	150
	<b>Thursday Morning</b>		<b>Thursday Afternoon</b>	
	Direct Marketing Post-Covid	30 – 47	Digital/Social Media	41-71
<b>2021</b>				
			<b>Live Attendance</b>	<b>Recordings Attendance</b>
	Wholesale Marketing		2/8/2021	209
	Creative Marketing and Value Added		2/8/2021	182
	Economies of Online Sales		2/9/2021	119
	E-Commerce Platform and Marketing Options		2/9/2021	133
	Agritourism		2/10/2021	159
	Farm Markets Post-COVID		2/10/2021	109
	CSAs		2/11/2021	80
	Digital/Social Marketing		2/11/2021	115
			<b>Total</b>	<b>1106</b>
			Ave	138
				54
<b>2020</b>	<b>Monday</b>			
	Farm Market Tour	109		
	<b>Tuesday Morning</b>		<b>Tuesday Afternoon</b>	
	Building Creative Displays	90-140	Retail Marketing	50-131
			Wholesale Marketing	60
	<b>Wednesday Morning</b>		<b>Wednesday Afternoon</b>	
	Marketing 101	75-145	Hot Topics for Direct Markets	160-300
	<b>Thursday Morning</b>		<b>Thursday Afternoon</b>	
	Agritourism	95-250+	Develop a Social Media Plan	125

**Past Sessions and Attendance Records**

(continued)

Past eight years schedules with attendance

<b>2019</b>	<b>Monday</b>			
	Farm Market Tour	90		
	Intro to Social Media	12		
	<b>Tuesday Morning</b>		<b>Tuesday Afternoon</b>	
	Food Trends	100-120	Farm Mkt. Bakeries	150-200
			Wholesale Marketing	70
	<b>Wednesday Morning</b>		<b>Wednesday Afternoon</b>	
	Farm Market Trends	250	Farm Mkt. Business Mgmt.	75-85
	<b>Thursday Morning</b>		<b>Thursday Afternoon</b>	
	Creative Approach Mktg.	180-240	Social Media	<b>70-84</b>
<b>2018</b>	<b>Monday</b>			
	Farm Market Tour	86		
	<b>Tuesday Morning</b>		<b>Tuesday Afternoon</b>	
	Food Trends	125-135	Agritourism	80 to 140
	<b>Wednesday Morning</b>		<b>Wednesday Afternoon</b>	
	Farm Mkt. Development	250	Educ. Consumers & Media	140 to 155
			Wholesale Marketing	20 to 80
	<b>Thursday Morning</b>		<b>Thursday Afternoon</b>	
	Alter. On-Farm Activities	92	Marketing on Social Media	42-70
<b>2017</b>	<b>Monday</b>			
	Farm Market Tour	90		
	<b>Tuesday Morning</b>		<b>Tuesday Afternoon</b>	
	Food Trends	137-156	Wholesale Marketing	40-200+
	<b>Wednesday Morning</b>		<b>Wednesday Afternoon</b>	
	Marketing 101	147-334	Agritainment and Direct Mktg	180+
	<b>Thursday Morning</b>		<b>Thursday Afternoon</b>	
	CSAs		Social Media/Technology	108-148
<b>2016</b>	<b>Monday</b>			
	Farm Market Tour	112		
	<b>Tuesday Morning</b>		<b>Tuesday Afternoon</b>	
	GMOs	187	Wholesale Marketing	90 to 100
	<b>Wednesday Morning</b>		<b>Wednesday Afternoon</b>	
	Business Planning	205-240	Agritainment	???
	<b>Thursday Morning</b>		<b>Thursday Afternoon</b>	
	Marketing 101	130	Social Media/Technology	58 to 136

**Volunteer Topics from Past Speakers**

See

[https://docs.google.com/spreadsheets/d/1tx2FbwEYyaCfKPt0LSpOxWQhePCYjTxTjfK9e7T30\\_A/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1tx2FbwEYyaCfKPt0LSpOxWQhePCYjTxTjfK9e7T30_A/edit?usp=sharing)

Category	Suggested Topic	Speaker	Institution/Company
Marketing	Communication lessons wrapped in humor — applicable to all growers	Todd Hunt	The Hunt Company
Farm Mgmt	Business Succession Planning - From Start to Finish	Keith Dickinson & Erin Pirro	Farm Credit East, ACA
Farm Mgmt	Get more out of your business management systems	Keith Dickinson & Erin Pirro	Farm Credit East, ACA
Farm Mgmt	Working with Farm Advisors - maximizing the relationship	Keith Dickinson & Erin Pirro	Farm Credit East, ACA
Farm Mgmt	Which enterprises are your winners and losers?	Robin Brumfield	Rutgers-
Farm Mgmt	Benchmarking and financial analysis	Robin Brumfield	Rutgers-
Farm Mgmt	Pricing for profit	Robin Brumfield	Rutgers-
Farm Mgmt	Record keeping: a necessary skill	Robin Brumfield	Rutgers-

**Suggestions from Growers**

from the Convention survey and the PVGA Program Task Force members –  
see [https://docs.google.com/spreadsheets/d/1VX7HiH\\_8koDGhK7CtHCngCWRXmaB\\_Ukr-ewHVtlqdf0/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1VX7HiH_8koDGhK7CtHCngCWRXmaB_Ukr-ewHVtlqdf0/edit?usp=sharing)

Category	Suggested Topic/Topic Area	Speaker Name	Institution/Company
Marketing	Cashing in on Camping, Glamping and Creative Farmstays		
Marketing	Building Community with Farm Events	Brian Erickson and Frank Haferland, Stone Tree and Christopher Piana, Fable	Stone Tree Farm, ME, Fable Farm, VT
Marketing	Nuts and Bolts of Managing a Market	Dale Hazlewood, Laurie George, Catherine Dunlap	Illinois Farmers Market Assn, Cornell Univ, City of Bloomington
Marketing	Events & Activities to Boost Attendance: Tourism & Edu-tainment	Cathy McDermott	Rock River Development
Marketing	Market Metrics: Building Customer Research and Feedback into Market Strategy	Peter Rogovin	Pleasantville Farmers Market
Marketing	Improving Retail Shelf Life	Michelle Jones	Ohio State
Marketing	Why Ignoring your website and online presence is costing you money	Laura Sutherly	Agivation
Marketing	What's New in Agritourism	Claudia Gil Arroyo	Rutgers

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## Suggestions from Growers

*from the Convention survey and the PVGA Program Task Force members –*

Category	Suggested Topic/Topic Area	Speaker Name	Institution/Company
Marketing	Cooperative Direct Marketing to Enhance Diversity of Farm Products	Jenn LaMonaca	Walking Bird Farm, Galloway NJ
Marketing	Social Media Boot Camp	Rebekah Lee, Kayla Greer,	Association Services Group Alabama Cattlemans Assn
Marketing	Making the Right Moves: From Hires to Culture Drivers, What is Right for You and Your Business?	Erin Nessmith	Vivayic
Marketing	Sleep Over on the farm	Kathy McCaskill	Old McCaskills Farm
Marketing	more on farm markets, marketing and social media		
Marketing	Agritainment		
Marketing	Networking for new		
Marketing	Networking		
Marketing	Would like something here for his wife - more training for online marketing, adding prepared food stands		
Marketing	Farm-to-hospital	Aslynn Parzanese	
Marketing	POS system		
Marketing	Consumers and marketing at the retail level		
Marketing	on panel discussion re: wholesale veg purchases		
Marketing	Info on FMNP		
Marketing	Marketing, social marketing		
Marketing	Specific marketing strategies		
Marketing	Sales & marketing fresh produce		
Marketing	Charitable food network (food banking)		
Marketing	Customer engagement.		
Marketing	Improving guest experience at farm.		
Marketing	More info on the changing face of retail accounts and what consumers find important when buying food for their families		
Marketing	More Instagram/social media		

**2024 Session Theme Worksheet**

<b>Monday</b>	
Farm Market Tour	
<b>Tuesday Morning</b>	<b>Tuesday Afternoon</b>
	Wholesale Marketing
<b>Wednesday Morning</b>	<b>Wednesday Afternoon</b>
<b>Wednesday Evening</b>	
<b>Thursday Morning</b>	<b>Thursday Afternoon</b>

**Suggested Pattern for Session Schedules**

**Tuesday Morning Session**

Session Chair -

9:00 **Topic 1-** Speaker 1, Institution/Company/Farm

9:30 **Industry Show and Tell**

9:45 **Topic 2 –** Speaker 2, Institution/Company/Farm

10:30 **Adjourn to Keynote Session**

**Wednesday or Thursday Morning Session**

Session Chair -

9:00 **Topic 1-** Speaker 1, Institution/Company/Farm

9:30 **Topic 2 –** Speaker 2, Institution/Company/Farm

10:00 **Industry Show and Tell**

10:15 **Topic 3 –** Speaker 3, Institution/Company/Farm

11:00 **Topic 4 –** Speaker 4, Institution/Company/Farm

11:30 **Topic 5 –** Speaker 5, Institution/Company/Farm

12:30 **Luncheon Buffet -** Great Lobby and Chocolate Lobby (cash)

**Afternoon Session**

Session Chair -

1:30 **Topic 1-** Speaker 1, Institution/Company/Farm

2:00 **Topic 2-** Speaker 2, Institution/Company/Farm

2:30 **Topic 3-** Speaker 3, Institution/Company/Farm

3:00 **Industry Show and Tell**

3:15 **Topic 4-** Speaker 4, Institution/Company/Farm

4:00 **Topic 5-** Speaker 5, Institution/Company/Farm

4:30 **Adjourn** (Thursday afternoon sessions can adjourn earlier if desired)

**Speaker Expense Policies**

***Grower speakers from Pennsylvania, Maryland, New Jersey and Virginia will receive travel expenses.***

*Industry speakers (in-state or out-of-state) whose business would potentially benefit from the exposure at the Convention do NOT receive any travel expenses or honorariums. If their business would not benefit, the speaker would usually receive travel expenses (in-state or out-of-state).*

***University and extension speakers from Pennsylvania, Maryland, New Jersey and Virginia receive travel expenses. Out-of-state university or extension speakers receive travel expenses.***

*Speakers should initially pay for all expenses.*

*After the Convention, reimbursement will be made as outlined below:*

*Full reimbursement for airline, train, bus and taxi fares. Receipts should be attached*

*Reimbursement for automobile travel in a personal vehicle at the current federal mileage rate or for rental vehicles, the rental charges and any gas charges. Tolls will also be covered.*

*Full reimbursement for lodging and meal expenses. Lodging and meal receipts should be attached. Meal receipts are appreciated. For meal expenses, please use actual expenses (rounded off to the dollar is fine) not per diem allowances. As a general rule we allow for one night's lodging and three meals per presentation unless the travel schedule requires additional meals or nights. We have set a maximum allowance of \$15 for breakfast, \$20 for lunch and \$30 for dinner – these are not per diem amounts – reimbursement will be for the actual expense incurred. No reimbursement for alcohol, hotel movie fees or excessive phone charges.*

*No reimbursement for travel or meal expenses incurred by spouses. Spouses are welcome to accompany speakers, but these expenses should be deducted from the speaker's expense account. Speakers will, however, be reimbursed for the full lodging room charges at the Hershey Lodge since they are same for single or double occupancy.*

**Agritourism Session**

Session Chairs – Claudia Schmidt and Sarah Cornelisse

**1:30 Farm Stays** - Claudia Schmidt, Penn State

**2:00 What to Know about Adding a Petting Zoo** – Sarah Cornelisse, Penn State

**2:30 Navigating Conflicts and Building Trust** – Suzanna Windon, Penn State

- Strategies to make sure everyone is on the same page or when your municipality doesn't agree with you or your neighbor

**3:00 Industry Show and Tell**

**3:15 Building Community with Farm Events** – Speaker/Producer panel

- Brian Erickson, Stone Tree Farm, ME
- Frank Haferland, Stone Tree Farm, ME
- Christopher Piana, Fable Farm, VT

**4:00 Accessibility & Accommodations in Agritourism** – Speaker TBD

- Accommodating visitors with service and/or support animals, physical impairments, providing low sensory times (fewer people/less noise/etc.)

**4:30 Adjourn**

**Succession Planning Workshop**

Suggestion from Bob Black

I have a very good friend from the "Goering Center for Family Business Succession Planning".

Rik Vonderhaar was our "Succession Coach" for Catoctin Mountain Orchard and feel he could do a "Monday Workshop". Rik could speak one or 2 more days in the "Marketing Sessions" on "Succession Planning" for those who could not attend on Monday. He also has great "Marketing Points" for any type of Business. He can supply you with the names of the other groups/companies he has given seminars too on Marketing.

Carol Butler was the youngest Butler children from Butlers Orchard in Germantown,MD. Carol got an "Engineering Degree" and had a very good career with International Paper. I know you remember her brother Wade Butler, former MSHS President, and now you know Wade`s daughter Hallie who is the current President of the Md. State Hort. Society.

Carol retired and went to work to become the CEO of the Goering Center (Rik can give you her official title) and was the one who helped her family with a Succession Plan. She knew Catoctin needed to be planning and ask Rik to be our Succession Coach which we were Very Happy he was chosen for us!!

Not that I am looking to be a Speaker in late January at the MAFVC, but would be happy to be included in Rik`s talk to encourage others to "Get Their Plan Done"!! It takes many family discussions/meetings over several years to get things in place! The "Butler Family" could also be on a panel with me to encourage Farm Families to "Get Started ASAP"!!

I know too that you have had Succession Planning Workshops over the last few years, but feel this topic needs to be discussed every year! Rik would bring much information to get Growers Planning. He has "Family Group Meetings" at the Goering Center in Cincinnati, Ohio several times a week helping families move ahead.



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**Innovative Marketing and Promotion of High Value Niche Crops and Value-Added Products Session**

Organizers – Bill Hlubik, William Errickson and Brendon Pearsall, Rutgers

**Creative Marketing and Promotion Stories from New and Beginner Farmers Session**

Organizers – Bill Hlubik, William Errickson and Brendon Pearsall, Rutgers