



Mastering Marketing

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SPECIAL POINTS OF INTEREST:

- New Ag Marketing Program
- Save the Date
- Marketing Tips & Trends
- Finding Funds

INSIDE THIS ISSUE:

Internet a Must	2
Food Trends – Marketing Opportunities	2
SARE Grants	3
The Inside Quote	3
On-Line Marketing Resource	4
FYI	4

Equal access programs

New Ag Marketing Program

University of Maryland Cooperative Extension has added a valuable program to the tool box of resources supporting Maryland agriculture – a new Ag Marketing Program.

The program is staffed by Ginger S. Myers, Regional Marketing Specialist. While housed at the Western Maryland Research and Education Center (WMREC), Myers' support responsibilities are statewide.



The Ag Marketing Program's mission is to assist individuals with marketing plans, develop profitable, sustainable marketing opportunities, and work in coordination with other supporting agencies to enhance Maryland's agricultural economy.

For more details on the services offered by the Ag Marketing Program contact:

Ginger S. Myers
Regional Marketing Specialist
WMREC
18330 Keedysville Rd
Keedysville, MD 21756
Phone: 301 432 2767 Ext. 338
gsmyers@umd.edu

Visit our website at:
www.extension.umd.edu/local/WMREC
to download a brochure detailing our new program and services.

Save the Date - Changing Ag Markets

Save the Date – March 5, 2008 to attend a marketing seminar that could change the future of your operation. "Changing Ag Markets– New Opportunities" is a one-day seminar that will feature speakers and producers who are pursuing new options and

alternatives for their operations. Some of the topics featured include: which alternative energy crops to grow, trading carbon and green credits, critical food trends and consumer preferences shaping tomorrow's food industry, the prospects for

profitable livestock production in Maryland much more.



Watch for more details or contact Ginger Myers at gsmyers@umd.edu to request a registration brochure.

Internet Sales— Find it Here



“Not having an Internet presence in business is like not having a telephone.”

A website – one more thing to manage. But if you plan to be in business, you better have one. Not having an Internet presence in business is like not having a telephone.

Even if you're not planning to sell products over the Internet, a website provides people with a window to your business. Websites can be used to post directions, give an overview of your operation, announce upcoming events or to advertise your products or services.

E-Commerce and E-tailing sales grew over 25% in 2005 and indications are for double-digit growth through 2010*.

One great advantage of the Internet is that it's SEARCHABLE. Can't find Jones' Landscaping listed in the yellow pages? Do an Internet search by topic and location and you're sure to find dozens of landscape services, including Jones', listed.

85% of Online shoppers used the Internet to research their offline purchases in 2005.

Help your customers find your products or farm. Create your site, keep it current, Utilize free listing services such as those listed here to get in the search path of your target audience.

Localharvest.org

MarylandAgriculture.info

Mda.state.us

Eatwild.com

Herbworld.com

*eMarketer and Jupiter Research



Food Trends Define Markets

Upscale dining at home, dramatic demographic changes, and consumers' appetites for the new and different, will refocus the food industry for years to come. The Institute of Food Technologists has come up with its Top 10 Food Trends for 2007. These trends will determine what and how are processed, packaged, and marketed. Do you see opportunities for your products here?

Continued pg.3

Food Trends continued

- 1. **Dining at Home** - 75% of people polled said that they preferred to eat in (at least 5 nights a week).
- 2. **Food as Fun** - 8 out of 10 diners "trade up" when dining out and splurge on premium, gourmet and exotic foods.
- 3. **Convenient Products** - people are looking for fresh, ready-to-eat food such as salads, pre-cut veggies, pouches of tuna, skillet meals, single servings and more.

- 4. **Food "Sense"** - Expect more foods with strong aromas, bigger crunch, and freshness.
- 5. **Kids Rule** - Parents are becoming more aware of the growing obesity rate in children.
- 6. **Free, Free, Free** - I'm talking about fat free, caffeine free, sugar free, gluten free, etc.
- 7. **Eating Local** - People are eating locally, seasonally and are watching their "foodmiles."
- 8. **Just What the Doctor Ordered** - More than

1/3 of Americans are now basing their food purchases upon advice from their doctors.

9. **Unique Beverages** - Flavored waters, innovative teas, and new energy sodas are all the rage.

10. **Snacky Snacks** - Snacks and mini-meals are the biggest trend in the restaurant world.

Source: **Food Mall**



"1/3 of Americans are now basing their food purchases upon the advice of their doctors"

SARE Grant Opportunities

NORTHEAST SARE FARMER GRANT PROGRAM The goal of the Farmer grant program is to develop, refine, and demonstrate new sustainable techniques and to explore innovative ideas developed by farmers across the region. Grants average about \$5,200, and are capped at \$10,000. Due date: December 18, 2007

NORTHEAST SARE PARTNERSHIP GRANT PROGRAM The Partnership Grant

is for agricultural professionals who work directly with farmers—specifically Cooperative Extension, NRCS personnel, non-governmental organizations, and others operating in the farm community—who are interested in developing on-farm demonstration, research, or marketing projects related to sustainable agriculture. northeast region, and should offer both research and outreach components.

Due date: December 4, 2007

For more information on these grant opportunities, contact Northeast SARE at www.uvm.edu/~nesare/

The Inside Quote

"Whenever anything is being accomplished, it is being done by a monomaniac with a mission."

How Did that Business Get Started?

FYI ... For over a century, Americans have been enjoying ice cream on a cone. The first ice cream cone was produced in 1896 by Italo Marchiony, who emigrated from Italy to New York City in the late 1800s. He was granted a patent in December 1903.

A similar creation was independently introduced at the 1904 St. Louis World's Fair by Ernest A. Hamwi. He was selling a crisp, waffle-like pastry in a booth right next to an ice cream vendor. Because of ice cream's popularity, the vendor ran out of dishes. Hamwi quickly rolled one of his wafer-like waffles in the shape of a cone and gave it to the ice cream vendor. The cone cooled in a few seconds, the vendor put some ice cream in it, the customers were happy and the cone was on its way to becoming the great American institution that it is today.

For more information about the Western Maryland Research and Education Center (WMREC) or to subscribe to this newsletter, please contact Cindy Mason at:

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<http://extension.umd.edu/local/WMREC/>

Useful On-Line Marketing Resources

AgMARC

The Agricultural Marketing Center (AgMARC) is a dynamic, electronically based center to create and present information about value-added agriculture.

Its goals are to create an electronic, Web based library with powerful search capabilities to make value-added market, economic, and business information and other resources available to producers.

AgMARC provides value-added business and economic analysis tools, including information on business principles, legal, financial, and logistical issues.

For more information contact:

www.agmrc.org

ATTRA – Appropriate Technology Transfer for Rural Areas

Publications and information on sustainable agriculture are available by calling 1-800-346-9140. Also, many on-line publications are available for downloading from the web site on topics related to marketing, organic production, grazing management, and live-stock production.

For more information contact:

www.attra.org