

- OCTOBER 5, 2021 -

# Promoting Your Farm & Engaging with Customers at the Farmers' Market



- PRESENTED BY -

April Jones

Pinehurst Farmers' Market

- HOSTED BY -

**FACT**

Food Animal Concerns Trust

# Introductions



**Food Animal Concerns Trust (FACT)** is a national nonprofit organization that works to ensure that all food-producing animals are raised in a humane & healthy manner, and that everyone will have access to safe & humanely-produced food.

## **Larissa McKenna**

Humane Farming Program Director

Email: [lmckenna@foodanimalconcerns.org](mailto:lmckenna@foodanimalconcerns.org)

Website: [foodanimalconcernstrust.org/farmer](http://foodanimalconcernstrust.org/farmer)

FACT's services for livestock and poultry farmers include:

- **Financial training – new!** (*Apply by October 31*)
- **Humane Farming Mentorship Program** (*applications available in late October*)
- **Fund-a-Farmer Grants** (*applications available in mid-November*)
- **Conference scholarships** (ongoing)
- **Customized handouts** (ongoing)
- **Free webinars** (ongoing)

# Our Presenter



April Jones

Pinehurst Farmers' Market, Columbia, SC

# Creating promotional materials





# Setting up a booth that draws attention





# Tips for selling perishable items





# Tips for finding new customers





# Creating repeat customers





# Strategies to engage on social media



# Best practices for building partnerships







Questions?

*Please type into the chat bar*



# Connect with



## Upcoming webinars

- 🐔 **October 12:** Farm Financials Part 1 - Understanding Income Statements
- 🐔 **October 19:** Farm Financials Part 2 - Understanding Balance Sheets
- 🐔 **October 26:** Cultivating Your Customers – The Secret to Higher Profits
- 🐔 **November 2:** Intro to Raising Heritage Breed Poultry

>>> *Plus many more in November and December*

## Grants, Scholarships, Training, Mentorship & More!

- 🐔 **Financial training** – Applications available – apply by October 31!
- 🐔 **Humane Farming Mentorship Program** – applications in October
- 🐔 **Fund-a-Farmer Grants** – applications open in mid-November
- 🐔 **Scholarships** – ongoing

Sign up for emails @ [foodanimalconcernstrust.org/farmer/](https://foodanimalconcernstrust.org/farmer/)

Join us on social media

