#### - OCTOBER 5, 2021-

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



- Presented by - April Jones

Pinehurst Farmers' Market

- HOSTED BY -



### 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

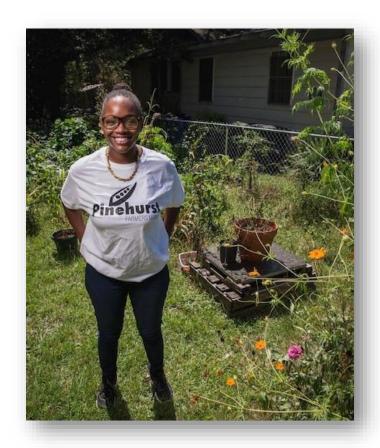
Email: Imckenna@foodanimalconcerns.org

Website: 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 FACT



#### **Upcoming webinars**

- October 12: Farm Financials Part 1 Understanding Income Statements
- October 19: Farm Financials Part 2 Understanding Balance Sheets Y
- October 26: Cultivating Your Customers The Secret to Higher Profits Y
- ¥ **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 @ <u>foodanimalconcernstrust.org/farmer/</u>

#### Join us on social media







