

The **2002** Mid Atlantic Direct Marketing Conference (MADMC)

→ Where the consumer and the farmer meet.

*hosted by the Pennsylvania Retail Farm Market Association,
Pennsylvania Department of Agriculture and Penn State Cooperative Extension
in consultation with the Direct Farm Marketing Associations,
Departments of Agriculture and Cooperative Extension systems of Delaware,
Maryland, New Jersey and Virginia*

February 20-23, 2002

Holidome & Conference Center • York, PA

Conference highlights:

Over 50 Sessions Covering the Latest in Direct Farm Marketing

- Learn From Innovative Ag Marketing Leaders
- Multiple Session Choices at all Times
- Roundtable Discussions
- Industry Specific Trade Show
- Opening Reception
- 4 Pre-Conference Workshops
- Farm Market Tour
- York County Factory Tour
- Lancaster County Outlet Shopping Trip

What Direction are *You* headed?

Welcome to MADMC 2002 Participants!

Dear Colleague;

As a Retail Farm Marketer or supporter, you play a critical role in feeding, serving, educating and entertaining consumers. You dedicate yourself to your community, the environment and the agricultural base for the quality of life we all enjoy. Join us this coming February and benefit from keeping up to date on the latest innovations and technologies available to our enterprises.

Each year the MADMC planning committees have enhanced the available educational and networking opportunities at this annual conference to further the economic impact of this expanding industry.

MADMC 2002 is a conference you will want to participate in. Take a moment and look through this brochure to see the wonders we have in store for you.

We look forward to seeing you in York - so pack your bags, bring lots of enthusiasm and join us for MADMC 2002 - What Direction Are You Headed?



Sam Hamer

Wednesday, February 20, 2002

Workshop space is limited. Pre-registration is required.

Pre-conference - all workshops are at the York Holidome, except the Farmers' Market Workshop which is being held at the Central Market, York PA

Farmers' Market Workshop • \$25.00 • 10:00am-2:30pm

Meet at the Historic York Central Market. Come meet with us at this fine old market house, and learn how some towns and farmers are returning to prosperity by restoring their Farmers' Market tradition of "fresh & local". Thom Marti, workshop leader, owner of Broad Valley Orchard and market manager for Old Pomfret Farmers' Market. Jayne Shord, president, South Central Farm Association, Lamonte Garber, Community Farm Initiative, Pennsylvania Association for Sustainable Agriculture, Dan Lease, market manager, York Central Market

Fruit Basket Seminar • \$25.00 • 1:00pm-4:30pm

Kathy Robrbaugh & Teri Sinclair, From Brown's Orchards & Farm Market

Introductions, Customer service, Techniques, Basics (Baskets & Fruit), Wrapping it up, Build your own basket to take with you.

Community Supported Agriculture Workshop (CSA) • \$5.00 10:00am-4:00pm

Also called Subscription Farming – Sell memberships to your farm to the growing number of people who care where their food comes from!

Rob Ferber, The Philly Chile Company Farm

Discussion will include CSA structure, non-profit vs. for profit, member involvement, marketing plans and much more.

Consumer Solutions Seminar • \$70.00 • 9:00am-4:00pm

Dr. Richard George, Erivan K. Haub School of Business, St. Joseph's University

This full day seminar will cover delighting your customers, understanding consumer purchasing behavior, proven cost-effective marketing, strategic selling and targeting future growth.

Richard George has spent his entire professional career in the development of people. With his Harvard MBA and Temple Ph.D. he worked in marketing research and marketing management for Scott Paper Company. He has written half dozen books on a variety of topics and has been recognized with several awards for teaching excellence, including the internationally recognized Lindback Award for Excellence in College Teaching. Dr. George has published articles in the Journal of Consumer Marketing, the Journal of Food Products Marketing, Marketing News, Supermarket Business, Food and Beverage Marketing, National Grocer, Pasta Journal, California Grocer, Brand Marketing, Grocery Headquarters, Grocery Marketing, Food People, Brand Week and Progressive Grocer. Some of the organizations he has consulted for include: Campbell's Soup, Island Marine, Nature's Touch, Fairmount Park Commission, Del Monte, Pfizer, Wawa Food Markets, EPA, Uncle Ben's, 3M, Talinvest, Musgraves, Consolidated Edison, and the Irish Food Board.

Full Day Tour Option

York County Factory Tour • \$35.00 • 9:45am-5:00pm

York is the "factory tour capital of the world". Visit Martin's Potato Chip Factory, box lunch as we get a narrated tour of the murals of York, tour Harley-Davidson's assembly plant and Wolfgang Candy Company.

Dinner on your own.

Evening Roundtable Discussion • 7:30-9:00pm

Steve Bogash and Thom Marti are leading this open ended "direct-to-consumer" marketing discussion. Current hot topics and your concerns will be discussed in a casual, informative setting.

What Direction are **You** headed?

Thursday, February 21, 2002

Tour Check-in starts at 7:00am

Farm Market Tours • \$30.00 • 8:45am-5:00pm

Four different routes visiting five of the following locations:

Barton's Farm Market *Stewartstown*

Known for its huge fieldstone fireplace, Barton's Farm Market offers fancy fruits and vegetables, baskets, crafts, fresh-baked goods, and a selection of lawn and deck furniture. A friendly atmosphere, playground and picnic area surrounds this market.

Browns' Orchards & Farm Market *Loganville*

The Brown's family and staff invite you to visit Brown's Orchards and Farm Market located on a breathtaking hilltop in Loganville, PA. A place that began as one family's dream has grown from a small, open air roadside stand and 38 acres purchased in 1948 to a 30,000 square foot, full-service farm market with 180 acres today. Brown's is a feast of delights that include homegrown fruit, local produce, a famous bakery, gift baskets, a fresh deli, fudge and candy, seasonal festivals and a distinctive gift shop.

Perrydell Farm *York*

This bottling plant was started by George and Roger Perry in 1963. Now owned and operated by Georges sons Greg, Tom and Chip. Producing whole milk, low fat milk, skim milk, chocolate milk, and a line of drinks. Along with the wonderful help of their wives, the future expansion of the farm market will most likely focus on dipping ice cream. The greatest joy is derived from being able to work so well together.

Sonnewald Natural Foods *Spring Grove*

(only 2 buses visit this location, note this option on the registration form)

Sonnewald Natural Foods is located on a 60 acres farm, 8 miles southwest of York, Pa. Perhaps the oldest existing organic farm and natural food store in Pennsylvania, Sonnewald has been providing organic food, education and nutritional support since 1955. We began by grinding grain for our neighbors, and gradually grew to our present 8,000 sq. ft. building. Our goal is to inspire, encourage and educate our customers to greater levels of health and awareness.

Whitecomb's Farm Market & Greenhouses

Whitecomb's Farm Market & Greenhouses opened in 1997. We feel we offer our customers a unique shopping experience in a relaxed atmosphere. We strive for quality and service and constantly listen to our customers' wants and needs. We feel that because we are so diversified, we will continue to grow in the years ahead.

Twin Pine Farm Country Store *York New Salem*

The Ilyes family farms 700 acres and operates a year round 6,000 sq. ft. market. In addition to beef and produce, there is a full bakery, food bar, dairy, decorations, cheeses and the "one-and-only" Honey Sweet Baloney. Twin Pine Farm is dedicated to supplying quality products in the York New Salem community.

Central Market *York*

With a history dating from 1888, Central Market has been one of downtown York's favorite destinations. This Farmers' Market is where Yorkers gather to socialize and shop for homegrown produce, baked goods, flowers, hand made crafts and Pennsylvania Dutch specialties. The Romanesque Revival market house operates six days per week.

Opening Reception 6:30pm-8:30pm

Sponsored by the Pennsylvania Department of Agriculture and the Pennsylvania Retail Farm Market Association (PaFarm). Pennsylvania Department of Agriculture, Secretary Sam Hayes will welcome conference participants.

Join us in kicking this conference off!

Please, dress casually for the free food, fun, entertainment and networking with friends.

What Direction are **You** headed?

Friday, February 22, 2002

	Business Management	Promotion	Customer Service	Merchandising	Niche Marketing	Transferring a business to the next generation
9:00	Market Tour Host's round table <i>Get your questions answered</i>	Stand out in your field <i>Cappy Tosseti</i>	Customer service <i>Tom Becker</i>	Eye appeal <i>Linda Chapman</i>	Salesmanship <i>Ed Staub</i>	Bringing the next generation into a business <i>Marion Bowlan</i>
10:00	↓	↓	Displays <i>Peter Wolff</i>	↓	↓	Business planning for a farm transfer <i>Roland Freund</i>
11:00	Keeping family time <i>Joe Strite</i>	Dairy goat markets <i>Rick Goss</i>	20% of your customers, 80% of your business <i>Steve Bogash</i>	Give it away or make them pay <i>Stan Dabkowski</i>		Financial asset transfer <i>Jonas Kaufman</i>
Noon until 2:00	Lunch in trade show, Trade show closed 2:30 to 4:30 so you can attend classes.					
2:00	Marketing matters <i>Dr. Diricker</i>	Marketing your market <i>Bernie Prince</i>	Salesmanship <i>Ed Staub (repeat)</i>	Ag education <i>LuAnne Hughes</i>	It's your move <i>Cappy Tosseti</i>	Estate planning & legal issues <i>Jesse Richardson</i>
3:00	New product development <i>Anna Dawson</i>	5-A-Day round table <i>Linda Bailey-Davis</i>	↓	Scratch bakery <i>Stan Brown</i>	↓	Farmland preservation, American Farmland Trust
4:00	Starting a garden center <i>John Trax</i>	WIC/FMNP round table	Natural marketing <i>Maryellen Mollineaux</i>	Bake-off bakery <i>Sharon Strite</i>	Display Gardens <i>Tom Becker</i>	Farm business owners panel discussion
5:00	Free time – until 7:30 • Dinner on your own • Trade show open					
7:30	Trade show • Light entertainment • “dairy bar” • Interactive customer service skit					

If you want to tour instead...

Lancaster County Shopping Tour: 8:45 - 5:00pm

Deluxe motorcoach transportation to Rockvale Square and Tanger Outlets.

Factory Outlet coupons and maps are provided. Lunch on your own.

Saturday, February 23, 2002

	Business Management	Promotion	Customer Service	Merchandising	Niche Marketing
7:30	State Association meetings include continental breakfast. Your chance to stay involved with your state's direct farm marketing association				
9:00	Marketing on a shoe string <i>Cappy Tosseti</i>	Marketing to chefs <i>Russel</i>	Surviving a crisis <i>Steve Quigley</i>	Eye appeal <i>Linda Chapman Davis (repeat from Friday)</i>	Festivals <i>Tom Becker</i>
10:00	↓	City to Farm <i>Sally Kolb</i>	↓	↓	Ag and music <i>John Lozier</i>
11:00	Direct marketing beef <i>Bill Dietrick</i>	Radio advertising <i>Lolly Lesher</i>	↓	Fee fishing <i>Cools</i>	PA farm vacation Association
Noon until 2:00	Taste of Pennsylvania lunch and trade show. Trade show closes at 2:00				
2:00	Effective displays <i>Peter Wolff</i>	Sell the farm experience <i>Stewart Ramsey</i>	Greenhouse value added <i>Linda Chapman-Davis</i>	Labeling and product identification <i>Randy Dole</i>	C.S.A. <i>Rob Ferber</i>
3:00		Cooking Classes <i>Anna Dawson</i>	↓	Effective displays <i>Tom Becker</i>	Marketing Organics <i>Jeff Moyer</i>

What Direction are **You** headed?

Registration Form

Registration is available online at: www.PaFarm.com

- Check enclosed (made payable to PaFarm)
 Please Charge (VISA or MASTER CARD) only, complete information below
 Credit card payment is being accepted by mail or fax (610-391-0683)

Credit card company _____ Card Number _____

Expiration date _____

Name on card (print) _____ Signature _____

Business name _____

Address _____

Phone _____ Fax _____ Email _____

Names of all registering _____

Conference registration fee includes Thursday evening reception, all Friday activities, all Saturday activities. These prices reflect the costs for one person. Wednesday workshops and all bus tours are separate charges.

EARLY PRICE REGULAR PRICE
 (Received before 1/19/02)

CONFERENCE REGISTRATION:

first person from one business \$65.00 \$75.00 = _____
 additional people from same business \$35.00 \$45.00 x _____ = _____

WORKSHOP REGISTRATION:

CSA workshop (includes materials, bring bag lunch) \$5.00 x _____ = _____
 Farmers' Market workshop
 (includes materials, lunch on your own) \$25.00 x _____ = _____
 Fruit Basket workshop (includes materials) \$25.00 x _____ = _____
 Consumer Solutions seminar
 (includes materials & lunch) \$70.00 x _____ = _____

BUS TOUR REGISTRATION:

York County Factory Tour \$35.00 x _____ = _____
 Lancaster County Outlet Shopping \$20.00 x _____ = _____
 Farm Market Tour \$30.00 x _____ = _____
TOTAL DUE = _____

Two of the four buses will visit the organic market, Sonnewald Natural Foods.
 On a 1st come, 1st served basis, I request my tour reservations include the organic market.
 ____ Yes ____ no preference

Registration Information

REGISTRATION INFORMATION

Registration for this conference is open:

Wednesday, February 20th	8am-10am & 5:30pm-7:30pm
Thursday, February 21st	7am-8:30am & 5:30pm-7:00pm
Friday, February 22nd	7am-5pm
Saturday, February 23rd	7am-noon

OVER NIGHT FACILITIES

Most of this year's conference activity takes place at the York Holidome. You should make lodging arrangements directly with our facility hosts at:

Holidome and Conference Center
2000 Loucks Road
York, Pa 17404
717-846-9500
800-992-0613
www.crownamericahotels.com

MADMC 2002 participants can receive the conference room rate by mentioning MADMC when making reservations. Also, ask about the special Saturday night "tourist" rate. Conference room rate is \$75.00 (block of rooms held through 1/19).

TRAVEL

The Holidome and Conference Center, York, PA can be easily reached by any number of routes. Pre-paid registrants will receive written registration confirmation and local maps within 10 days of receipt of payment.

REGISTER EARLY:

Paid conference registration by January 19th gets a 20% discount. Workshops and tours have limited space and receive no discount.

AUDIO TAPES:

Cassette audio recordings of sessions will be available for purchase at the conference.

PROCEEDINGS:

Each participant receives written proceedings as part of the registration materials.

QUESTIONS & ADDITIONAL INFORMATION:

610-391-9840 or www.PaFarm.com • market@PaFarm.com

Mail the completed registration form with check or credit card information to:

PaFarm, room #104
4184 Dorney Park Road
Allentown, PA 18104-5798

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