Marketing for All
Adaptable Marketing Training for Small Farms

Marketing Basics
We'll talk Product, Price, Place, and Promotion as well as key variables specialty crop marketers should consider.

Social Media Basics
This intro course shows how small businesses can use social media to reach new customers and learn about what their clients want.

Basics of Web Design
Designing simple professional online content is now possible for even the most computer illiterate among us. We touch on principles and tools to get you going.

Hands-On Visual Merchandizing
We take a show-don't-tell approach to learning about display design. Participants can brainstorm and discuss the merits of different designs in a hands-on workshop.

Market Signs That Work
Whether you are getting people to your market or business or trying to communicate with them once they've arrived, this workshop can help.

Identifying and Exploring New Markets
There are pros and cons to every market channel. Learn how to find and compare opportunities to grow your business.

Understanding and Using Analytics
Big companies collect BIG data. Learn how you can leverage their technology for your business.

Record Keeping for Specialty Crops
It's not the most exciting course on the list, but record keeping tells you how your business is doing. We focus on basics and making small changes for big results.

Using Price Data to Make More Money
Once you've figured your costs, how do you set your price? We show how to use CCD price data to make sure the price is right.

Value-Added Product Development
Value-added production is one of the big steps many of our producers take. We make sure you know the lay of the land before you get started.

Accepting More Than Just Cash
Customers don't always carry cash any more. We take a look at how and why you may want to think about taking plastic.

CENTER FOR CROP DIVERSIFICATION

Each training lasts ~ 1 hour.
Mix & match topics to meet your group's needs.
To schedule: email brett.wolff@uky.edu or call 859-218-4384