Connecting Communities
DIRECT MARKETING RESOURCES

Connect with consumers

In 2024, Michigan Farm Bureau is launching resources, templates, and a grant initiative to encourage county Farm Bureaus to conduct adult-focused consumer outreach to build relationships along the farm to fork path. Farms that direct market products to the public at the local farmers market, a farm stand, or an agritourism venue, already have a connection to consumers. Help your members build on these connections by providing resources that educate consumers about agriculture.
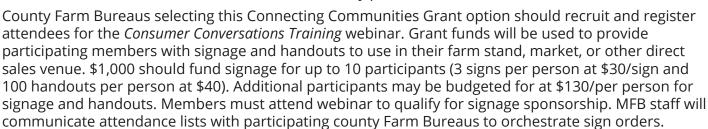
Farmer Education Series for Direct Market Sales

Farmers who sell directly to consumers know firsthand the questions asked by customers and the considerations made when purchasing food. The *Farmer Education Series** better prepares farmers for these conversations and provides helpful supplemental resources, such as educational signage and handouts for customers.

The *Farmer Education Series* will include:

- 1-2 offerings of a *Consumer Conversations Training* webinar, depending on interest/registration
  - » 1.5 hour webinar, hosted in January or early February 2024
  - » 10 or more participants must be registered for webinar to take place
- 1 handout outlining resources for direct sales including but not limited to:
  - » *Serve Safe Training*
  - » *MSU Extension Cottage Food Law Training*
  - » MDARD licensing websites
  - » MFB staff connections for support of direct sales farmers
- 3-4 commodity posters (24"x36" corrugated w/ grommets) related to farmers' commodities sold
  - » Must select from menu of available poster options
- 100 handouts that match the selected commodity posters

County Farm Bureaus selecting this Connecting Communities Grant option should recruit and register attendees for the *Consumer Conversations Training* webinar. Grant funds will be used to provide participating members with signage and handouts to use in their farm stand, market, or other direct sales venue. $1,000 should fund signage for up to 10 participants (3 signs per person at $30/sign and 100 handouts per person at $40). Additional participants may be budgeted for at $130/per person for signage and handouts. Members must attend webinar to qualify for signage sponsorship. MFB staff will communicate attendance lists with participating county Farm Bureaus to orchestrate sign orders.

*If two or fewer county Farm Bureaus select this Connecting Communities Grant option, MFB P&E Staff will work with county Farm Bureaus to discuss alternate delivery models of the webinar content.

Connecting
COMMUNITIES

County Farm Bureaus are eligible for $1,000 toward Connecting Communities initiatives. Applications must be submitted by October 1, 2023. Scan the QR code to apply.