

# Workshop Will Help Farmers Market To Consumers

**SPRING HILL, TENN.**

**M**aking direct marketing a profitable venture is a challenge, so the University of Tennessee Extension Center for Profitable Agriculture is offering an educational program to help farmers supply consumers' growing demand for fresh and local foods.

"Direct Marketing Sense is a two-day educational workshop designed to help farmers get started in direct marketing or help them improve their existing enterprises," says Megan Bruch, marketing specialist with the Center. "Topics covered in the workshop include business planning, marketing fundamentals, risk management, regulatory considerations, developing effective marketing materials, marketing on the Web and more."

Direct Marketing Sense will be launched in three locations in November, December and

January. Pre-registration is required. The program, which will offer the same curriculum in each location, will be held in Cookeville on November 16 and 17 with an early registration deadline of November 7; in Jackson on December 7 and 8 with an early registration deadline of November 28; and in Manchester on January 10 and 11, 2012, with an early registration deadline of January 3, 2012. Workshops begin at 8:30 a.m. and end at 4:30 p.m. local time each day.

Early registration is \$40 per person. Late registration is \$50 per person. The registration fee includes workshop materials, sessions and lunch each day. A registration form and additional information are available on the Center's website at <http://cpa.utk.edu>. Contact the Center with questions by calling 931- 486-2777 or e-mailing [mlbruch@utk.edu](mailto:mlbruch@utk.edu). Δ



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