



Direct Marketing Education 2014

By assisting in business and economic development, the Ohio Direct Marketing Team helps improve:

- **Marketing Practices**
- **Marketing Performance**
- **Business Investment & Profitability**

Each year, direct marketing educational sessions and materials reach more than 5,000 professionals including small and medium scale producers, food processors, farmers' market managers, grocery store managers, chefs, winery operators, beekeepers, aquaculture farmers, Christmas tree growers, garden center owners, community leaders, tourism professionals, economic developers, entrepreneurs, international visitors and OSU students.

To stay on top of marketing trends, the Team helps you tap into OSU Extension's statewide and national networks. The Team includes representatives from OSU, other universities, agencies, nonprofit groups & industry associations.



Agricultural Marketing Just Got Easier

Whether you are in the exploration stage or ready to grow an existing venture, the Ohio Direct Marketing Team brings you easy access to research-based education that prepares you for real-world opportunities.

Webinar Series

In 2014, one hour webinars will be offered to bring exceptional speakers to your home, office or local Extension center. If you're interested in finding out more about marketing issues such as marketing packaging, pricing, financing, food safety, distribution and other subjects, visit the website for details.

Conference Presentations

Learn about timely topics such as social media marketing at 2014 events. Team presentations are held at conferences including OPGMA, OEFFA, the Small Farm Conferences and other venues.

MarketReady Workshops

This comprehensive educational program prepares food producers to sell through various marketing channels including restaurants, grocery stores, schools, institutions, farm and farmers' markets, CSAs and more. The intensive training includes best practices checklists with each marketing function. MarketReady online learning modules are also being created.

Maps & Apps

With more consumers using mobile phones, tablets and other mobile devices to find local food and fun, making sure information is accurate and inviting is critical for today's producer. Maps & Apps teaches producers how to make the most of today's social media marketing and the tools their customers use to find them.

Agritourism

If you are prepared to sell to wholesale buyers, contact the Ohio Direct Marketing Team to find out how you can meet with restaurants, grocery stores, schools, institutions, hospitals, corporate cafeterias, food manufacturers and other business

Fact Sheets, Articles, Tutorials & Research Reports

The team publishes additional resources. Visit the website for educational resources for your most pressing marketing needs.

