1999 USDA Agricultural Marketing Outreach Workshop

Following is the final report for the Department of Agriculture's (USDA) first joint Agricultural Marketing Outreach Workshop for limited resource farmers. This workshop was held in Memphis, Tennessee, during March of 1999, and was attended by nearly 500 limited resource farmers from a seven State area.

I attended this conference and believe it to be one of the most memorable and rewarding experiences of my tenure with USDA. Virtually all who attended it are hailing the Workshop as a huge success. The Secretary and I are committed to doing everything we can to strengthen USDA's services to this sector of American agriculture.

The financial support it received from the USDA, industry sponsorships, and others was key to its success. To continue the progress we have made with this first workshop, plans are already underway to conduct additional workshops next year. I encourage you to read this final report and join me in supporting these kinds of outreach activities in the future.

Sincerely,

/s/ Richard E. Rominger

RICHARD E. ROMINGER
Deputy Secretary

AGRICULTURAL MARKETING OUTREACH WORKSHOP

MEMPHIS AGRICENTER INTERNATIONAL
MEMPHIS, TENNESSEE
MARCH 24 - 26, 1999

Final Report

July 1999

AGRICULTURAL MARKETING OUTREACH WORKSHOP
POST WORKSHOP ANALYSIS AND REPORT

SUMMARY

At the conclusion of the event, Southern University and A&M College's Interim Dean and Research Director Dr. Kirkland Mellad declared "this workshop has indeed been a success." The close to 500 participants hailed the event as being beneficial to all participants and called for the Department of Agriculture (USDA) to conduct similar workshops for limited resource farmers on an annual basis. Not only did the participants walk away from the event with more than they came with, the publicity that surrounded the marketing workshop gave the general public an opportunity to learn about the Nation's limited resource farmers. The event also proved rewarding for the USDA personnel committed to serving U.S. agriculture.

The workshop brought together individuals from a broad cross section of agriculture to discuss marketing opportunities and strategies that can help limited resource farmers survive and help their numbers grow. The workshop included hands-on sessions that taught participants about the need for developing marketing plans, using market information, forming cooperatives and partnerships, and the use of direct marketing. The workshop also included some 36 exhibitors ranging from John Deere to the United Soybean Board, who either displayed their products and services or were available to talk with producers about their specific questions or concerns.

One of the key messages taken away from the event by participants was that to survive and prosper in today's corporate marketing environment, limited resource farmers must focus on providing the highest quality products and always strive towards diversification as an alternative to trying to compete in traditional mass marketing channels. The workshop also provided participants with opportunities to hear about how others had found success in not only local markets, but also setting their products apart and commanding a premium price for their products in markets around the United States and internationally.

By having representatives from virtually every segment of the farming community involved, participants were able to identify specific markets for their products and actually hear from buyers what quality attributes they require in their retail programs to meet the customer needs required for premium price, specialty purchases. In addition, farmers were able to discuss current regional and national issues facing today's limited resource farmers. Most in attendance voiced that the networking opportunities made available by the event were among the greatest benefits of the workshop.

A welcome addition to the workshop was the attendance of USDA Deputy Secretary Richard Rominger, Marketing and Regulatory Programs Under Secretary Michael Dunn, and AMS Administrator Enrique Figueroa, who all spoke with individual representatives from different States about concerns and the challenges facing small-scale producers. State representatives felt the attendance by these USDA officials underscored USDA's commitment to the Nation's limited resource farmers and sent a strong message that USDA is doing everything it can to assist them. The success of this workshop should prove to be the beginning for USDA's involvement in this type of outreach program. Future workshops are being considered for again in Memphis, Tennessee, and in other locations in the Western United States.

COMMITTEE REPORTS

REGISTRATION

JAMES BUNCH, USDA, NRCS

To ensure active participation of all attendees, a conscious effort was made to keep the number of registrants at a manageable level. This was required due to the limited number of subject-matter expert lecturers available from USDA, academia and industry, as well as the limited space available at the workshop facility, the Agricenter International Center in Memphis, TN.

Registration packets distributed:
The registration committee mailed out approximately 600 registration packets to the institutions/agencies listed below. Additional packets were mailed to several other USDA agencies in Washington, DC, and all individuals who contacted the committee and expressed interest in participating and/or attending the Agricultural Marketing Outreach Workshop.

1862 Deans and Extension Administrators
1890 Deans and Extension Administrators
USDA/1890 Liaison Officers in the seven-state area
State Directors of USDA, Farm Service Agency in the seven-state area
State Directors of USDA, Rural Development Service in the seven-state area
State Directors of USDA, Natural Resources Conservation Service in the seven-state area
State Directors of USDA, Forest Service Agency in the seven-state area
USDA, Food Safety and Inspection Service
USDA, Risk Management Agency
USDA, Food, Nutrition and Consumer Services
USDA, Animal and Plant Health Inspection Service

Attendees registered
There were 462 attendees registered at the Agricultural Marketing Outreach Workshop. Categories were as follows:

Category	Number
Scholarship Farmers	125
Farmers (non-scholarship)	40
Land Grant Institution Employees (include speakers and moderators)	65
1890 Scholars	6
Other (private industry, etc.)	107
Federal Govt. Employees (include speakers and moderators)	119
Total	**462**

REGISTRATION (CONTINUED)

Pre-registration
Of the 462 registrants, 412 attendees were pre-registered. This pre-registration number includes 125 scholarship farmers.

On-site registration
There were 50 attendees who registered on-site.

Suggestions provided by attendees and registration committee for improving registration process:

- Distribute registration packets at least two months prior to the conference.
- Have presenters submit copies of their presentations at least one month prior to conference date.
- Provide additional personnel to adequately accommodate on-site registration.
- Provide or make convenient access available to a copier and fax machine.
- Provide two-way radios or cell phones for better communication between workshop organizers.

EXHIBITS AND SPONSORSHIP

CARL BUTLER, USDA, AMS

There were a total of 36 exhibitors (see Attachment 1). Comments received from exhibitors indicated that they were pleased with both the number and quality of participants.

For this workshop, exhibitors were identified and recruited through professional contacts with conference organizers and referrals. During the organization of the workshop, each prospective exhibitor was provided with a packet of material that detailed the objective of the workshop and information characterizing the expected workshop attendees

A total of 72 potential exhibitors were contacted about exhibiting at this event. Of these, 48 agreed to exhibit. However, within three weeks of the workshop, 12 of these exhibitors who had agreed to participate canceled. Of those who canceled, the main reasons for not participating were budgetary constraints and a lack of familiarity with this type of workshop.

EXHIBITS AND SPONSORSHIP (CONTINUED)

Comments from exhibitors

- Several exhibitors would have preferred that workshop participants had more scheduled time to visit the booths.
- Due to facility constraints, several exhibitors wished they could have been located closer to the workshop rooms to allow for more convenient access by participants between sessions.
- Several exhibitors commented that they wish USDA would have began these types of workshops/conferences long ago and expressed a desire to see them continue in the future.
- Several exhibitors felt a reduction in the cost to lease exhibit space would have attracted more exhibitors.
- Several exhibitors hope to see this type of workshop/conference take place in other regions of the country in the future.
- Several exhibitors commented that they found the workshop to be an enlightening and worthwhile learning experience.
- Several exhibitors requested that they be notified or invited to attend similar workshops in the future

Sponsorship and contributors

One of the original conference objectives was to have private industry as an equal partner with government in supporting the conference both financially and in participation. Although the conference had six sponsors for the workshop (see Attachment 1), the conference sponsorship program did not turn out to be as successful as originally intended. The major reason for this was that the conference committee was not successful in identifying and attracting significant contributions or agreements to sponsor from the private industry sector.

Suggestions for improving exhibits and sponsorship participation

- The best approach to attract more exhibitors and sponsors would have been to make contact with individuals who are in positions to make corporate financial decisions.
- Key officials from USDA should be responsible for inviting industry leaders to contribute and participate in this effort on an equal footing.
- More media attention to promote this program.
- Colleges and universities with programs aimed at assisting small, minority-owned or disadvantaged farmers should be able to exhibit at a reduced cost.

INTERNET SITE

MARY D. BROWN, USDA, AMS

The Agriculture Marketing Outreach Workshop website at http://marketingoutreach.usda.gov/ went live in December of 1998. The website received 287 visits. The most popular Internet pages associated with the website were the "Location and Lodging" webpage with 141 requests, the "Agenda" webpage with 136 requests, the "Registration Information" webpage with 96 requests, and the "Exhibits and Scholarship" webpage with 93 requests. Additionally, the registration form was downloaded 62 times.

When the training manual being developed as a part of this workshop is completed, it will be included on the current website to allow easy access to the information.

FARMER SURVEYS

SERIAL KENERSON, USDA, NASS

There were 125 scholarship farmers who attended the conference. Of this total, 55 farmers completed and returned the survey questionnaire at the workshop. A follow-up to non-respondents is currently in progress. Only four non-scholarship farmers completed a questionnaire.

A statistical program is currently being developed to edit and summarize responses to the survey. However, selected highlights from the 59 farmers responding to the survey include:

- The average farm size was 331 acres (one farmer reported operating 3,894 acres).
- Sixty-four percent of land operated was rented from others.
- During the past 5 years, respondents reported a profit only 2 of those years.
- Fifty-seven percent of the total gross income of respondents was reported from non-farm sources.
- Seventy percent of the respondents indicated they maintained a record keeping system.
- Seventy-four percent of respondent's total gross value of sales was less than $40,000; nine percent had sales of $100,000 or more.

**Please note that these findings are preliminary and may change when additional questionnaires are statistically summarized. Every effort will be made to obtain a complete report from each scholarship recipient.*

Suggestions for improving the farmer survey instrument

- Questions regarding the type of record-keeping system used should be more specific. For example, how do you maintain your farm records? (e.g., notebook pads, computer software program, ledger, paper bags, etc.). The purpose of such a question should be to introduce and train those using out-of-date methods to use more efficient and cost effective methods.
- The question "Do You Have Access to the Internet?" should be reworded to "Do You Use the Internet for Farm Purposes?" Then, if the response is yes, find out what information is accessed.

FARMER SURVEYS (CONTINUED)

- Virtually everyone already has access, in one way or another, to the Internet. The purpose of this question should be to ascertain what percent of farmers are *using* the Internet as well as the type of information those using it are routinely accessing. Questions should focus on increased usage, if needed, and provide guidance, as appropriate, on how to access and use all relevant information that could benefit their farming operation.
- Wheat should be added to the list of crops grown. A more thorough review the cropping practices of the target audience should assist organizers in determining the appropriate breakouts groups.
- During the workshop, 10 minutes should always be allowed to explain the purpose of the survey and a brief explanation of the questions. Further, an additional 20 minutes could have been used for farmers to complete the questionnaire. This should increase the response rate to nearly 100 percent.

EVALUATION

CLIFTON PETERS, USDA, NRCS
LOUIS BLACK, JR, USDA, FS

The workshop covered a variety of topics centered on four major areas. These areas and topics included were:

I. Marketing Strategies

- Developing a marketing plan
- Risk management
- Value of boards and committee membership
- Financing your operation
- Marketing information: How to find and use it
- Utilizing cooperatives/partnerships
- Perishable Agricultural Commodities Act

II. The Marketable Product

- Grade standards and their effect on quality
- Enhancing livestock quality
- Enhancing fruits and vegetable quality
- Enhancing agronomic crop quality
- Evaluating forestry product quality
- Surviving in a HACCP world

EVALUATION (CONTINUED)

III. Demonstrations

- Understanding your soil
- Chemical selection and application
- Tillage practices
- Irrigation
- Fruits and vegetables
- Trees/Agroforestry
- Livestock (beef, swine, goats)

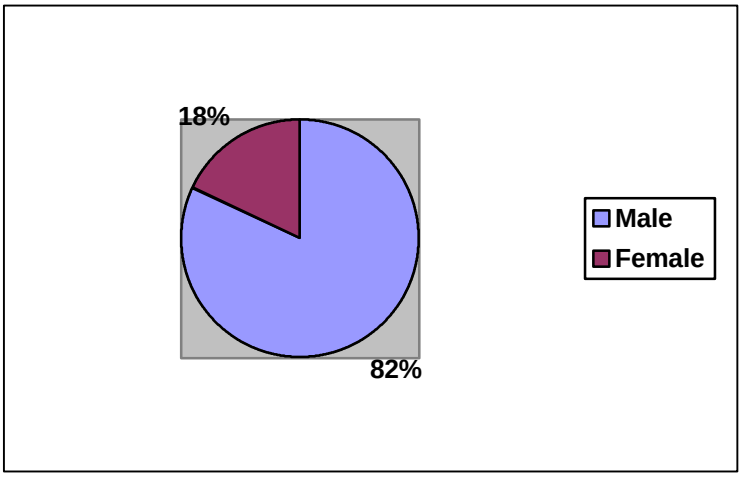
IV. Diversifying your Farm Enterprise

- Market diversification
- Selling at the farmers' markets and direct marketing
- Timber: An untapped resource
- Production, processing and marketing pasture poultry
- Organic farming
- Building markets for specialty commodities
- Access to export markets

Farmer Participation

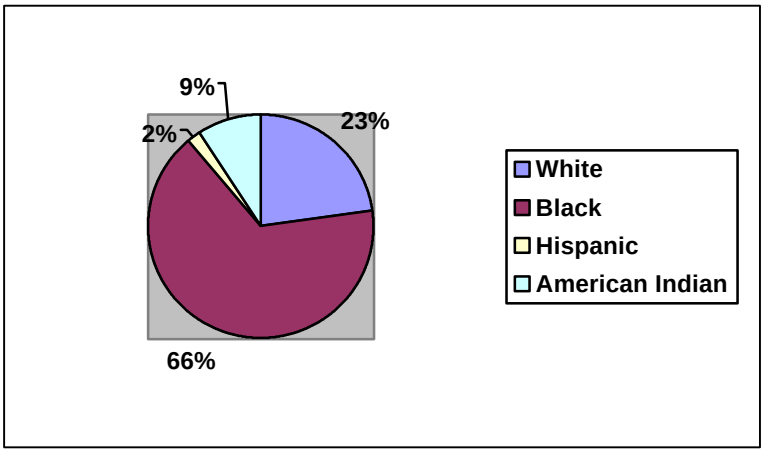
Twenty-two farmers from each of the seven-state target area were selected to participate in the conference. Farmers were selected based on current census data and by a committee formed in each state. Committees were made up of State Food and Agriculture Council (FAC) representatives, representatives from the 1862 and 1890 institutions, as well as with input from various farmer cooperatives and community base organizations. Selections were made to achieve a cross section of farmers based on farm size, type of operation, location, race and sex. Farmers were also selected based on their willingness to share the information presented at the workshop with other farmers in their respective areas. Tables 1 and 2 detail the diversity of scholarship recipients.

Table 1. Diversity of Scholarship Farmers (by sex)



EVALUATION (CONTINUED)

Table 2. Diversity of Scholarship Farmers (by race)



The attached charts (see Attachment 2) reflect the overall and individual session evaluations of the Agricultural Marketing Outreach Workshop. Evaluation forms were provided to each of the 462 participates. The evaluation was divided into two major components. Both the individual sessions and the overall workshop were evaluated. The overall evaluation was collected at the end of the workshop with a 15% response rate (70 forms were collected). Each individual attending a specific session was given an evaluation form and asked to turn it in at the end of each session. The average response rate for the individual sessions was 55%.

Overall, evaluations indicated that the Agricultural Marketing Outreach Workshop was very successful. The individual sessions were evaluated using five descriptive adjectives (Agree, Strongly Agree, Strongly Disagree, Disagree and Neither Disagree or Agree). Ninety-six percent of respondents marked “agreed” or “strongly agreed” that the individual sessions were useful, information was clearly presented, information was accurate, and presenters were able to relate to the audience. The overall conference was evaluated using four descriptive adjectives (Poor, Fair, Good and Excellent). Ninety-seven percent (97 %) of respondents rated the workshop “Good” to “Excellent” and written responses indicated that they were pleased with the information they obtained.

The evaluation process also generated several helpful specific comments and recommendations. They include:

- Hold more workshops.
- Keep the format of future workshops similar.
- Provide examples of marketing specialty commodities.
- Provide more written materials.
- Provide more information on export markets.
- Hold more regional meetings.
- Demonstrate use of indigenous plants for pest control.

EVALUATION (CONTINUED)

Suggestions for improving the evaluation process of the Workshop

- The evaluation process could have been improved by providing an incentive for participants to turn in evaluation forms at the end of conference (e.g., raffle).

TRAINING MANUAL

JAMES BUNCH, USDA, NRCS
ORLANDO PHELPS, USDA, AMS

The training manual is being developed. Each section in the manual will be divided into sections similar to the conference program outline. Additionally, names and telephone numbers of all speakers at the workshop will be included to allow questions from users of the manual.

Upon completion of the final copy, Dr. Joe Kotrlik will prepare two final camera-ready copies of the training manual. These will be used to make additional copies to distribute to all participating universities, companies and USDA agencies. Adequate copies will be sent to all universities for distribution to local farmers and producers.

FINANCIAL REPORT

ORLANDO PHELPS, USDA, AMS

The established budget amount was sufficient to cover all workshop expenses. However, there are several items still pending that will lower the overall amount indicated in the budget attachment (Attachment 3). We estimate that income from registration fees, organization and exhibitor fees will reduce the initial cost by approximately 37 percent. There were only two areas (meals and registration/welcome kits) where the line item was exceeded due to the higher number of participants than initially expected. There were no expenditures from line items that covered photography/videotaping, advertisement/promotion and motivational speakers. Team USDA and the Land-Grant Universities provided these three items

Suggestions for improving the financial process of the Workshop

- Budgeting personnel from USDA and the universities should be brought together early in the planning stages to develop financial strategies.
- Payment responsibilities should be spread equally between USDA and universities.
- Maintain procedure provide stipends to attendees at the end of the workshop

ADDITIONAL COMMENTS FOR IMPROVING FUTURE WORKSHOPS

- **Scholarship farmers**
  - Selection should be such that every farmer selected should be encouraged to invite 2 or 3 other farmers to attend. This could easily double or triple the target audience. The number of farmers should not be limited.
  - Opportunities for private, state, local and other federal entities to sponsor farmers should also be explored.

- **Participation by USDA personnel**
  - Limit the number of USDA personnel attending the conference--strive for an even balance between USDA, private industry and university personnel as presenters.

- **Participation of extension agents/specialists**
  - More participation by extension agents (those who routinely work with small-scale farmers/ programs) by allowing these individuals to serve as moderators of various sessions. They would be an asset to the conference because these individuals work on the "front lines" with small-scale farmers and can relate to their concerns.

- **Workshop Topics**
  - Workshop topics should be narrowed to focus on the most attended sessions (most interest). This will allow for more time in each of the sessions.
  - Should try to get more farmers to be presenters when possible.
  - Presenters should not be textbook presenters.

- **Reduce number of workshops and speakers**
  - Fewer speakers will increase the amount of time for each presenter to cover topics, which was a concern of many that participated.

- **Registration Fee**
  - Lower the registration fee. This can be accomplished through recruiting more sponsors from the private sector.

- **Other issues**
  - Dress code should be stressed. A relaxed atmosphere should be stressed. This information should go out on all correspondents and be placed on our website also.

Based on the responses received from this workshop there seems to be both a tremendous need for the information presented and a desire to see future workshops like this one. Many expressed their opinion that the survival of small-scale farmers will depend on the timely availability of useful information to aid them in competing in the marketplace. All small-scale farmers are facing the same and/or similar problems in maintaining or increasing their income to stay on the farm.

ATTACHMENT 1

Exhibitors
CASE International
Conservation Technology Information Center
Georgia Pacific
John Deere
National Cattlemen's Beef Association
Novartis
Shelby Farms, Organic Farm Division
Southern Beef Growers Cooperative
Soybean Board
Successful Farming - Agriculture Online
USDA, Agricultural Marketing Service
(Transportation & Marketing)
USDA, Agricultural Marketing Service
(Cotton Program)
USDA, Agricultural Marketing Service
(Public Affairs)
USDA, Agricultural Research Service
USDA, CSREES (Cooperative State Research, Education and Extension Service)
(Small Farm Outreach)
USDA, Economic Research Service
USDA, Food, Nutrition and Consumer Service
USDA, Foreign Agricultural Service
USDA, Forest Service
USDA, GIPSA (Grain Inspection, Packers & Stockyards Administration)
USDA, National Agriculture Statistics Service
USDA, Natural Resources Conservation Service (Soil Survey Center)
USDA, Resource Conservation and Development, Southwest Arkansas
USDA, Risk Management Agency
USDA, Rural Development Service

Land-Grant Institutions
Kentucky State University
1890 Land-Grant Institutions
Tennessee State University
University of Arkansas - Pine Bluff
Auburn University
Tuskegee University
University of Tennessee
Southern University
Lincoln University

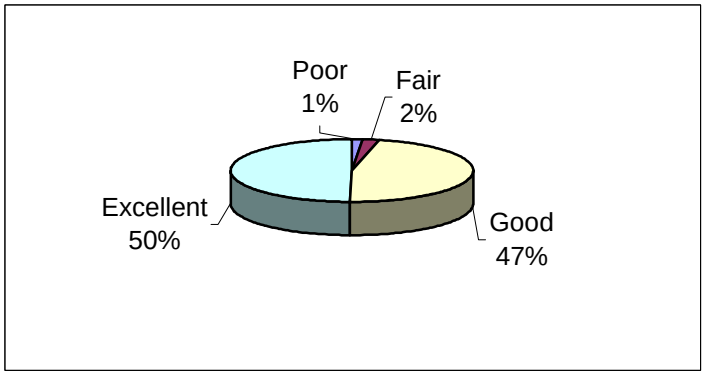
Sponsorship/Contributors
New Holland North America, Inc.
National Pork Producer Council
West Virginia State College
Holcomb and Partners
Hartz Seed
AsGrow Seed

Attachment 2

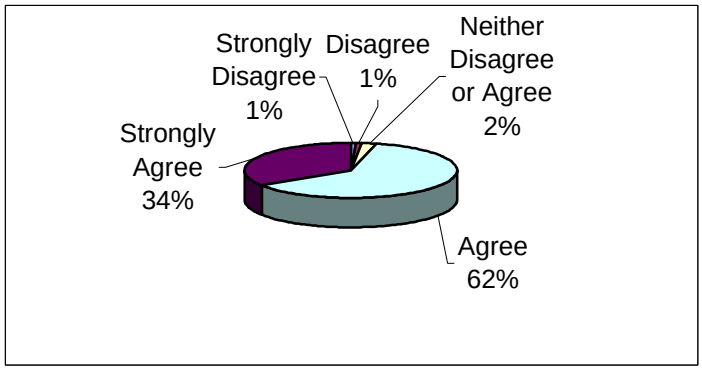
Agricultural Marketing Outreach Workshop
Memphis Agricenter International

Total Participants: 462 Farmers 179
Total Evaluations Returned: 73

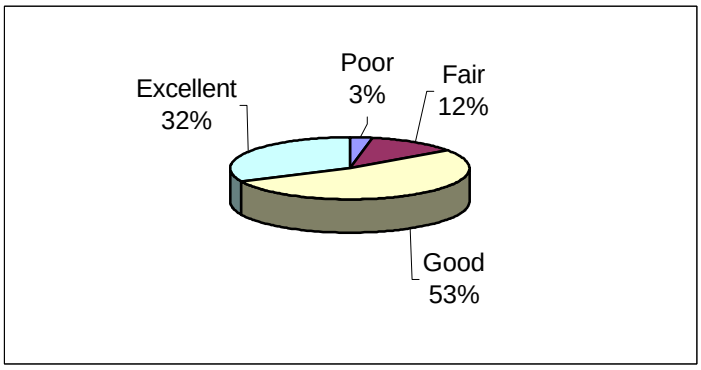
The participants rated the registration process and information packets as poor to excellent.



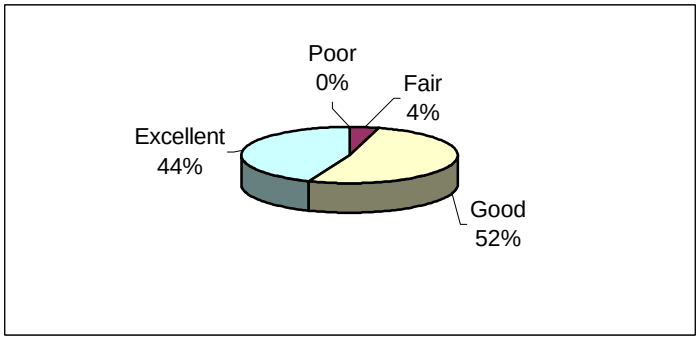
Participants felt that their exhibits were well organized, useful, helpful and relevant to their farming operations.



Meals were evaluated based on overall acceptance

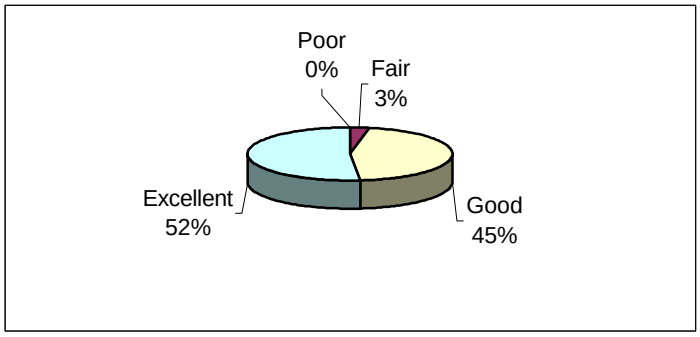


The opinion of lodging and meeting facilities was rated from good to excellent.



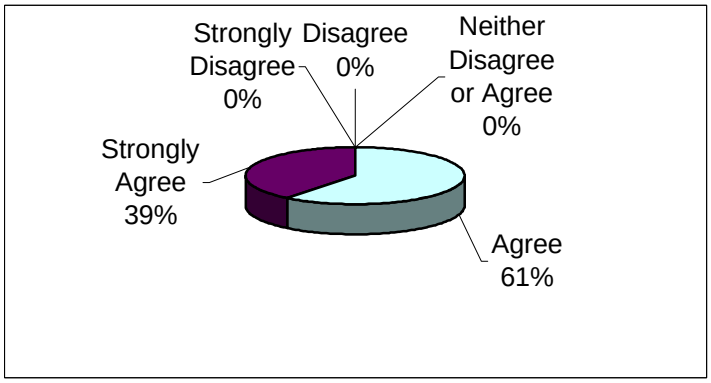
Overall Conference Satisfaction:

_____ Poor ___2___ Fair ___29___ Good __33__ Excellent



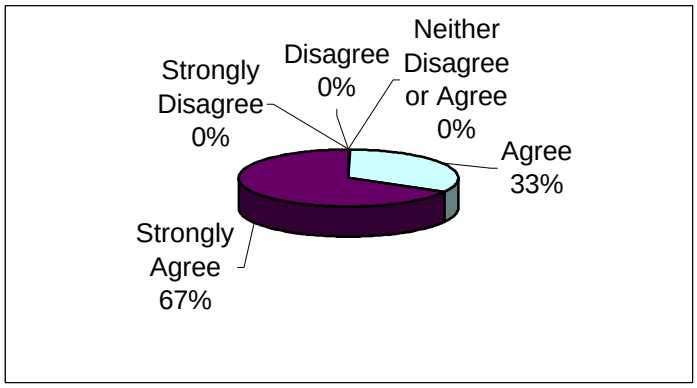
Participants rated all of the workshop based on the usefulness of information, clarity of presentation, accuracy of answers provided, organization and knowledge of thepresenters, and their ability to relate to the audience.

Product Diversification: TIMBER: AN UNTAPPED RESOURCE



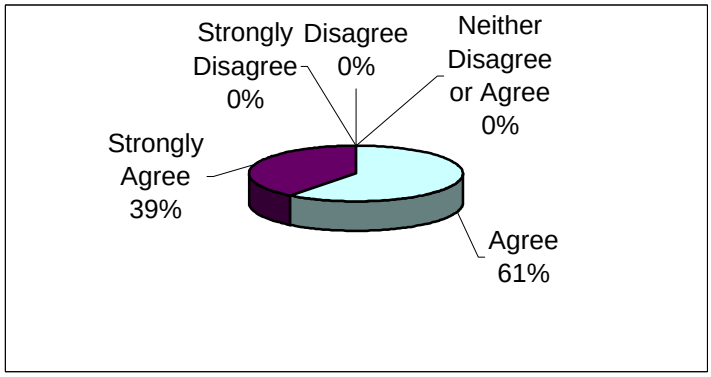
COMMENTS:
* More information on "How to"
* More time
* Speakers were not technical experts; could not address some specific questions

Product Diversification: SELLING AT THE FARMERS' MARKET & DIRECT MARKETING



COMMENTS:
* Keep doing what you're doing
* More of these programs for the future (e.g., every year or every other year)

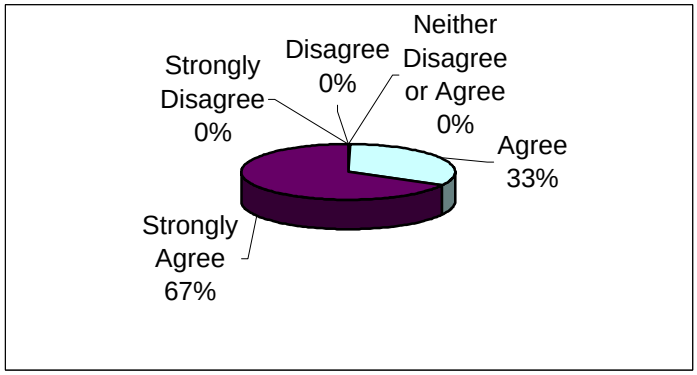
Product Diversification: PRODUCTION, PROCESSING AND MARKETING OF "POULTRY AND POULTRY PRODUCTS"



COMMENTS:

* Acquainted with information given; time of the mobile processing will be useful
* More information is needed on S.A.R.E grains for poultry in the U.S.V.I. and land grant institutions

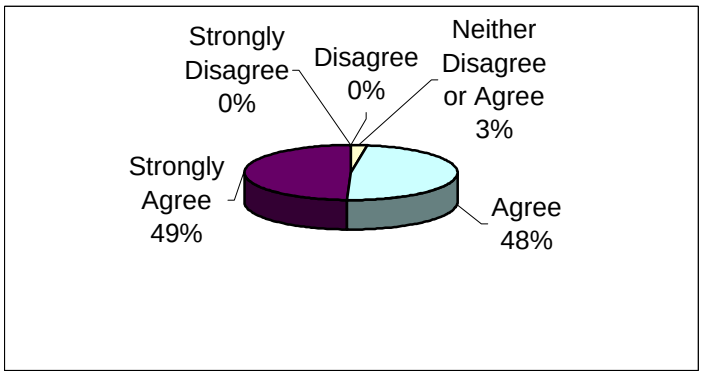
Product Diversification: BUILDING MARKETS FOR SPECIALTY COMMODITIES



COMMENTS:

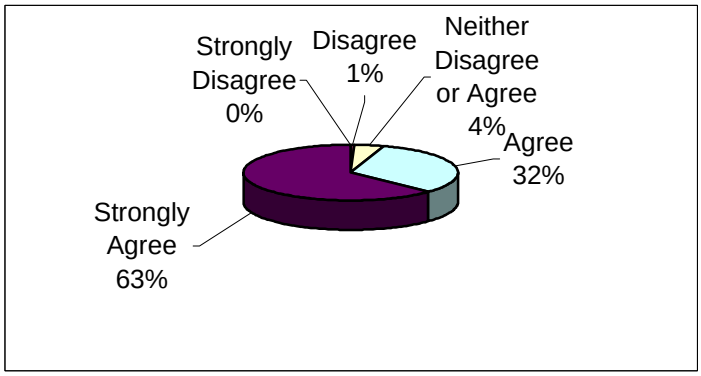
* Too basic
* Show & tell included (real life)
* More time for questions
* Demonstrate how to put a flower arrangement together
* Actual plans & material list for greenhouse, composter, etc
* More producers to participate and speak about their success
* Other names some plants may have
* Provide examples experience of marketing specialty commodities

Product Diversification:
MARKET INFORMATION: HOW TO FIND IT AND USE IT



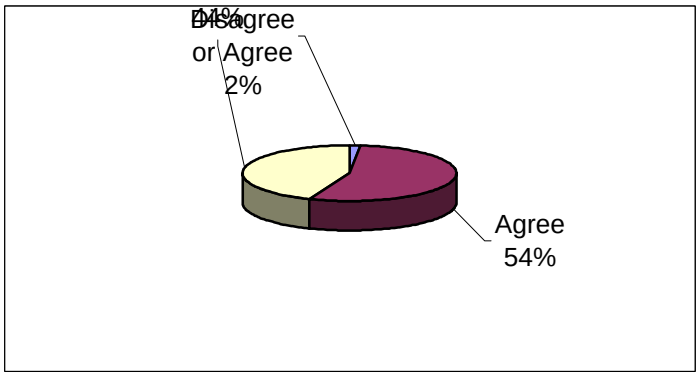
COMMENTS:
* Give out work sheets
* More on fresh market product
* More detailed regional marketing

Product Diversification: ACCESS TO EXPORT MARKETS



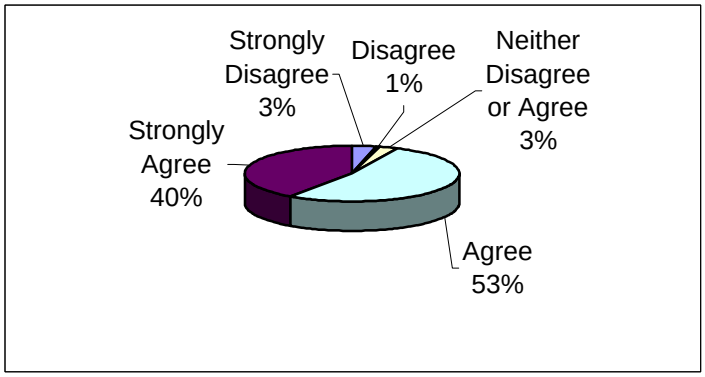
COMMENTS:
* How can small farmers get assistance to plan access to export markets, particularly in the U.S.V.I.
* More meetings
* Need more workshops like these
* How close will you have to be to set up exporting
* Would like to see in depth talk on international trade

Product Diversification: ORGANIC FARMING: A GROWERS' VIEW



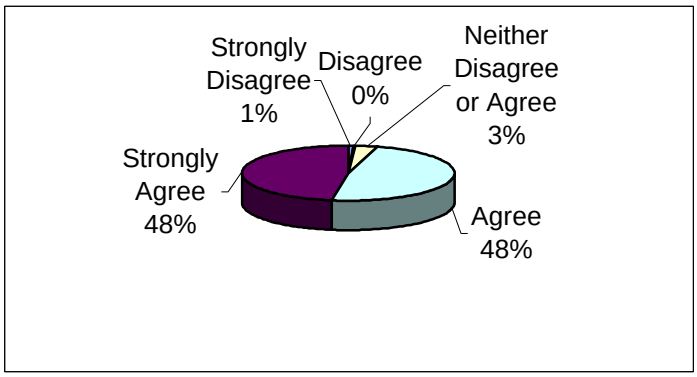
COMMENTS:
* Presenter that I came to hear in this session was not here to present (disappointed)
* Very informative
* Use of indigenous plants for pest control; plants in & out of USA

Enhancing Product Marketability: ENHANCING FRUITS AND VEGETABLES QUALITY



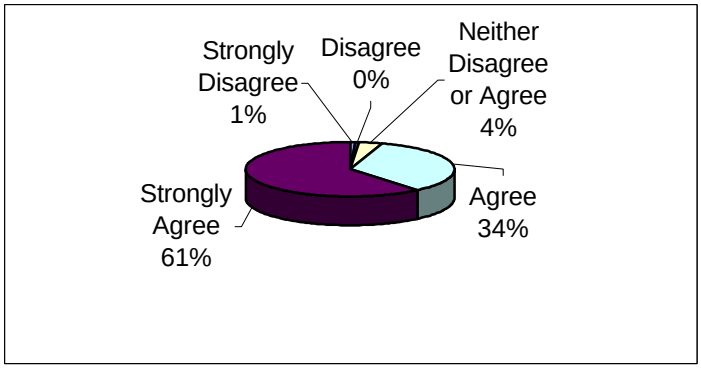
COMMENTS:
* Provide more hand-outs
* Water on the table
* More about hardiness and marketability of different varieties
* Have an insect collection for growers to see
* Needs to be longer

Enhancing Product Marketability:
GRADE STANDARDS AND THEIR EFFECT ON QUALITY



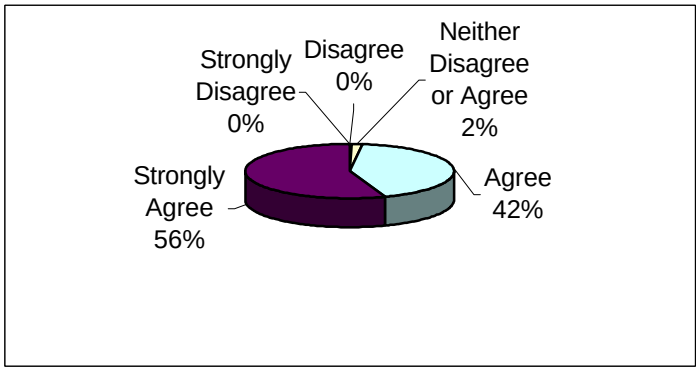
COMMENTS:
* Reduce speakers to only 2
* Lengthy introduction
* Hand-outs on vegetable grades
* Hand-outs
* How do we determine grade standards
* More time
* Meat inspection processes (checking for antibiotics, adulterated product, etc)
* Bring examples of how to grade beef
* All commodity divisions
* How do we get certified

Enhancing Product Marketability: THE "MARKETABLE PRODUCT"



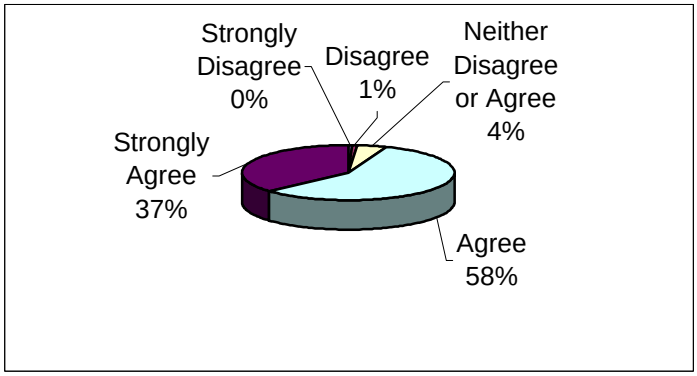
COMMENTS:
* Update current information regarding their particular industry
* Not useful for us (nursery crops)
* Need more time
* Name, number, and organization of representative
* Hand-outs
* More information on producing a marketable product rather than speakers advertising themselves and their companies
* Where pickup points are
* Markets of outlets from Virgin Island & Puerto Rico to U.S.

Enhancing Product Marketability: ENHANCING LIVESTOCK QUALITY



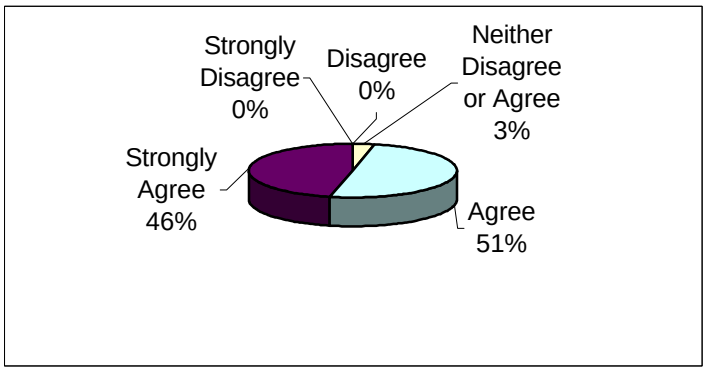
COMMENTS:
* More time
* Hand-outs
* More classes given by people who have practical experiences like these speakers
* More details on how to end result quality
* Allow time for audience to tell about their encounters
* Alternative marketing for beef cattle
* Show what shots for what disease

Enhancing Product Marketability: ENHANCING AGRONOMIC CROPS QUALITY



COMMENTS
* Should have take level of education into consideration
* Delete some of the scientific terms
* Should not stand in front of screen while presenting information

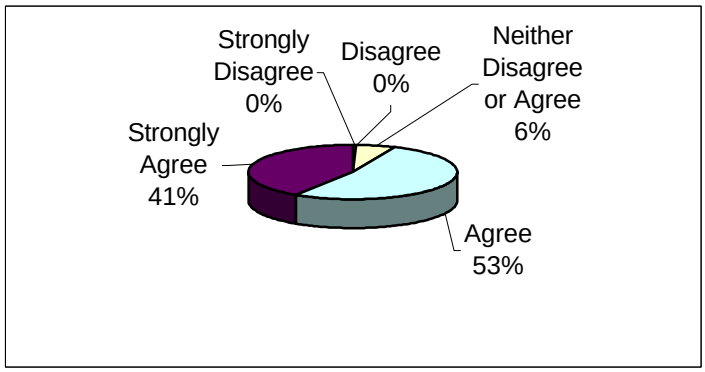
Product Quality Demonstrations Outdoor Labs: TREES/ AGROFORESTRY



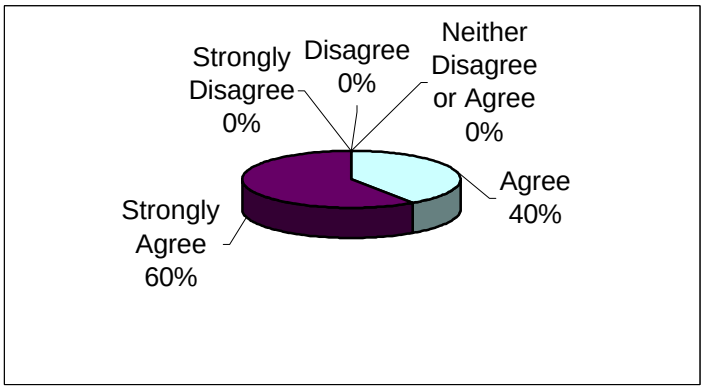
COMMENTS:

* Hand-outs

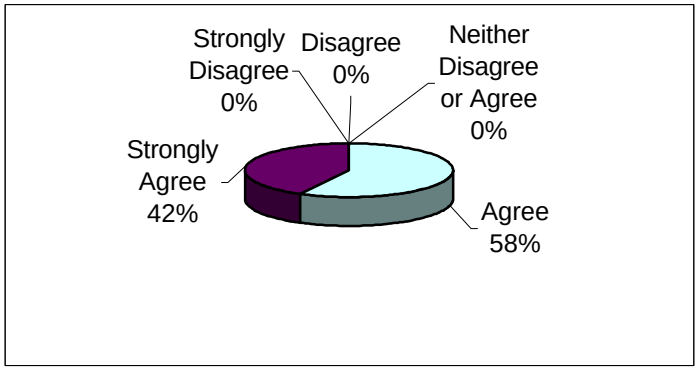
Product Quality Demonstrations Outdoor Labs: LIVESTOCK I (BEEF CATTLE, SWINE, GOATS)



Product Quality Demonstrations Outdoor Labs: TILLAGE PRACTICES

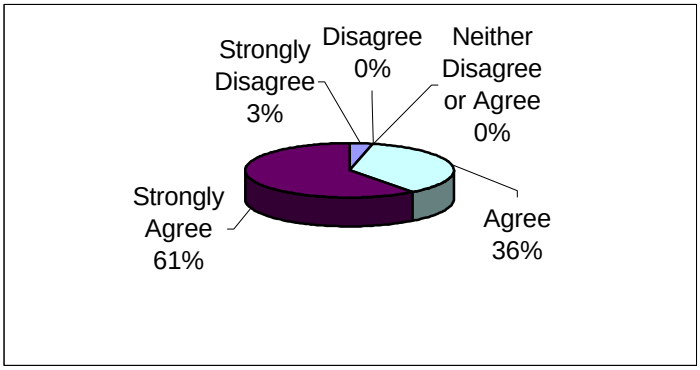


Product Quality Demonstrations Outdoor Labs: IRRIGATION

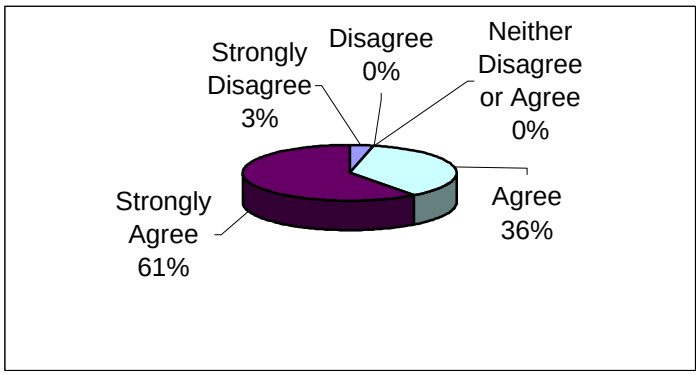


COMMENTS:
* Very informative for the small irrigation

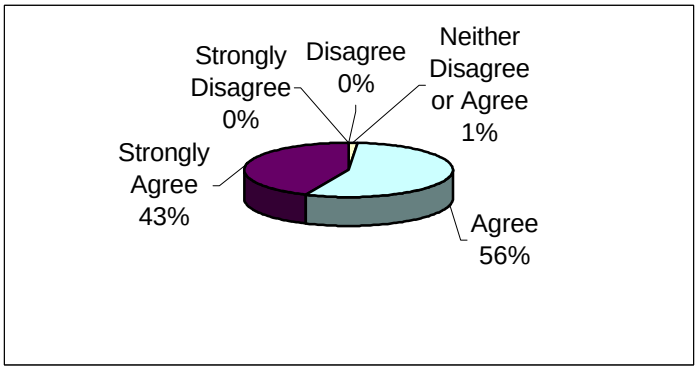
Product Quality Demonstrations Outdoor Labs: CHEMICAL SELECTION AND APPLICATION



Product Quality Demonstrations Outdoor Labs: UNDERSTANDING YOUR SOILS



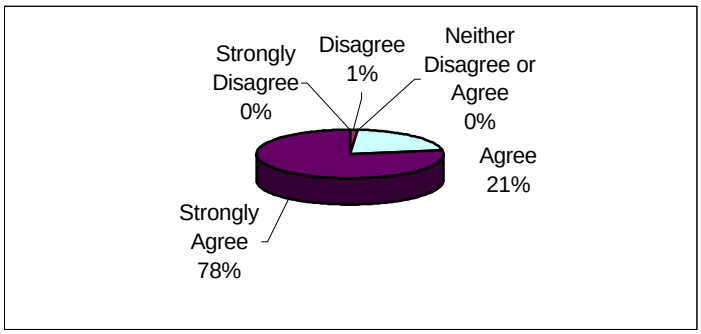
Product Quality Demonstrations Outdoor Labs: FRUITS AND VEGETABLES



COMMENTS:

* More research done on organic family

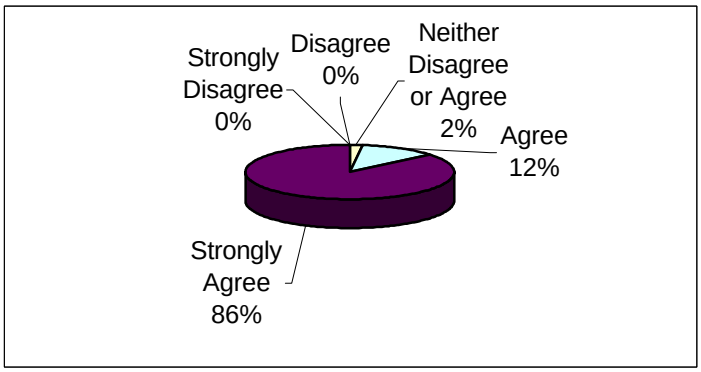
Marketing Strategies:
THE VALUE OF BOARD AND COMMITTEE MEMBERSHIP



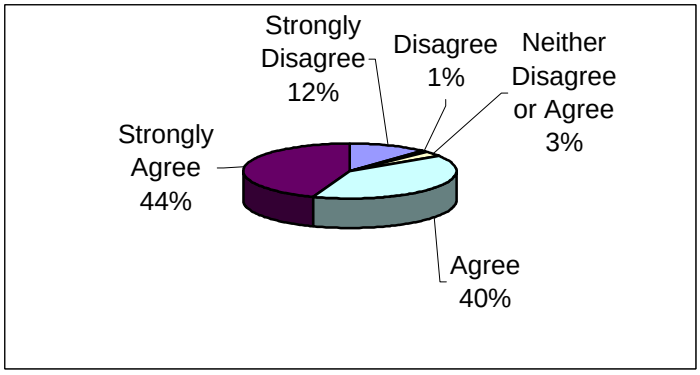
COMMENTS:

* Include info on how to organize groups

Marketing Strategies:
THE PERISHABLE AGRICULTURAL COMMODITY ACT (PACA)

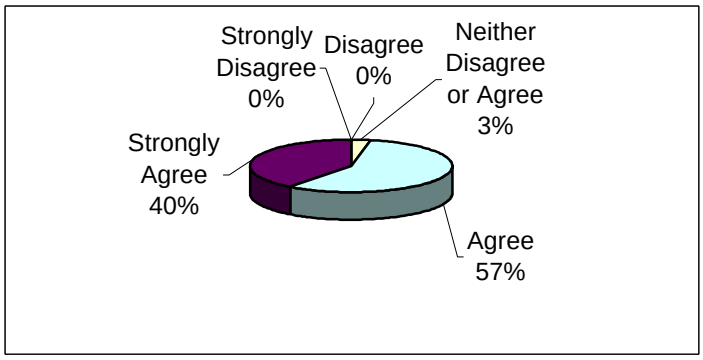


Marketing Strategies:
MINIMIZING YOUR LOSSES THROUGH "RISK MANAGEMENT"



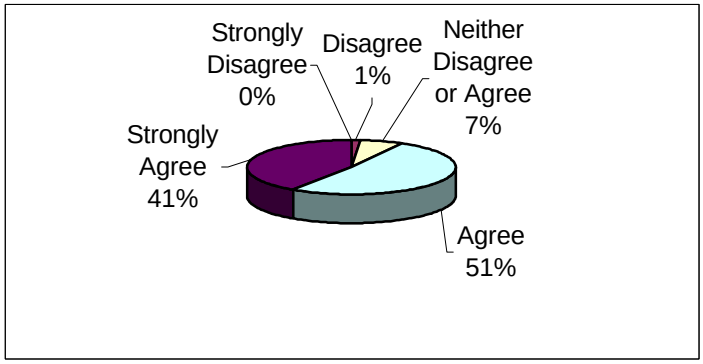
COMMENTS:
* More information as it relates to crop/ enterprises
* More time is needed for the speaker

Marketing Strategies: DEVELOPING "MARKETING PLAN"



COMMENTS:
* More time
* What crop will produce the most money in an acreage of land
* Sample business and marketing plans
* Bookkeeping format
* Hand-outs
* More specific info for specific applications

Marketing Strategies: UTILIZING COOPERATIVES/ PARTNERSHIPS



COMMENTS:

* Hand-outs
* More oral conferences in every state

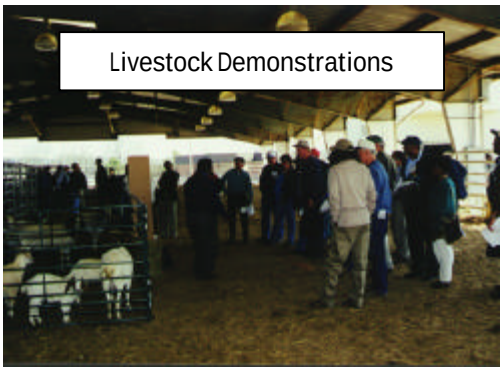
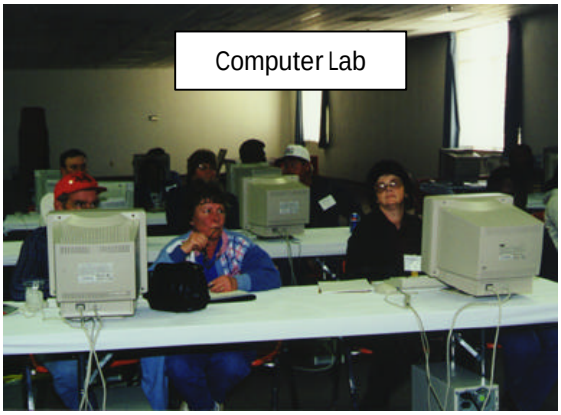
ATTACHMENT 3

WORKSHOP BUDGET AND EXPENDITURES

ITEM	ALLOCATED	ACTUAL
MEALS	$17,500	$23,236.25
TRANSPORTATION SCHOLARSHIP	$37,500	$31,648.00
LODGING ASSISTANCE	$24,000	$22,752.11
AG CENTER RENTAL/LSTK PAVILION	$15,000	$12,100.00
EQUIPMENT RENTAL	$7,500	$6,512.77
PHOTOGRAPHY/VIDEOTAPING [1)]	$1,000	$0.00
REGISTRATION/WELCOME KIT	$6,000	$8,867.00
ADVERTISING/ PROMOTION [1)]	$5,000	$0.00
PRINTING/MAIL	$1,500	$400.00
TRAINING MANUAL	$10,000	$2,500.00
LIVESTOCK DEMONSTRATION	$5,000	$1,125.00
SOIL/TREE DEMONSTRATION	$5,000	$2,705.22
SHUTTLE BUS SERVICE TO AG CENTER	$5,000	$1,526.34
TRAVEL EXPENSES FOR SU EMPLOYEES	$5,000	$3,943.93
MOTIVATIONAL SPEAKER [2)]	$5,000	$0.00
MISCELLANEOUS EXPENSES		$10,751.38
TOTAL BUDGET AND EXPENDITURES	**$150,000.00**	**$128,068.00**

[1)] Provided at no cost by USDA and University public relations agencies and departments.
[2)] Motivational Speaker replaced by the Deputy Secretary of the US Department of Agriculture.

WORKSHOP INCOME

SOURCE	SPECIFIC INCOME	TOTAL INCOME
Industry Sponsorships		**$3,000**
Exhibitor Fees		**$5,650**
Participants Registration Fees		**$7,600**
USDA Agency Contribution		**$130,000**
Agricultural Marketing Service	$10,000	
Agricultural Research Service	$10,000	
Animal and Plant Health Inspection Service	$10,000	
Cooperative State Research Education and Extension Service	$10,000	
Economic Research Service	$10,000	
Food Safety and Inspection Service	$10,000	
Foreign Agricultural Service	$10,000	
Grain Inspection Packers and Stockyards Administration	$10,000	
Natural Resources Conservation Service	$10,000	
National Agricultural Statistics Service	$10,000	
Risk Management Agency	$10,000	
Rural Development	$10,000	
Forest Service	$10,000	
Total Income		**$146,250**

CONFERENCE HIGHLIGHTS