

# Market Connection



Bi-monthly Newsletter of the North American Farmers' Direct Marketing Association • Vol. 9 No. 3 May 2004

## Meet new board member Debbie Pifer of the Midwest

Debbie Pifer, of White House Fruit Farm Inc. in Canfield, Ohio, officially joined the NAFDMA board of directors in February at the annual meeting.

This new board member is a third-generation farmer who brings to the board a passion for her retail market.

When she was growing up, Debbie never envisioned that she'd become part of the family farm.

"When I was a sophomore in college, I had an epiphany," says Debbie. At the time, she was a history major.

"I discovered that I loved marketing fruits and vegetables, and I wanted to be part of what my family was doing," she says. She transferred to Ohio State University with a major in ag economics and marketing to support her decision to be a retail specialist.

Debbie realized that dream. She oversees the farm's entire retail operation and handles all bookwork, payroll, and hiring.

White House Fruit Farm is a family corporation owned by Debbie, her brother David Hull Jr., and their father, David Hull Sr.

The family grows and retails apples, peaches, strawberries, blueberries, sweet corn, tomatoes, peppers, pumpkins, squash, and other vegetables in their 12,000-square-foot market. They

operate a deli and bake-off bakery, and they sell many Ohio meats and cheeses and other specialty products. The market is one of the biggest and most diverse in Ohio.

The 130-year-old farm is truly a family affair. Debbie's husband, John, runs the entire vegetable operation. In addition to growing all of the vegetables, he's also the chief mechanic. All but one of Debbie's siblings are also involved.

"The family dynamics are good," she says. "We all have the same vision for our working lives, and I think that's what holds us together."

Although the core business is the market, Debbie and her family do offer some agritainment throughout the year. They give school tours and offer horse-drawn wagon rides in the fall.

Fall is also the time for the annual Craft Show and Harvest Festival. The event showcases the farm's fall bounty, including 8 acres of pumpkins, plus more than 50 craft vendors display their products. During the festival, the farm also has a hot dog roast, serves freshly made caramel apples, and offers a play area and a children's petting farm.

Debbie has worked on the farm since she was 11 years old. This summer, her son, John, who is almost 12 years old, will be given his first job on the farm.



*New board member Debbie Pifer oversees White House Fruit Farm Inc.'s entire retail operation. She is part owner of this family-owned farm, which is highly focused on retailing produce, including apples, peaches, blueberries and peppers..*

John is beginning to understand what it means to have a family farm.

"He has a sense of what we do and how it affects our lives," says Debbie. He recently asked who was going to take over the farm, and Debbie explained that it would be up to him and his cousins some day. He recognized the family's disappointment if they had to sell the farm someday.

Debbie has been a NAFDMA member for 6 years. She brings many strengths to the NAFDMA board. "We're extremely retail oriented, not entertainment oriented," she says. "About 50 percent of the business is produce, 50 percent bakery, deli, etc. We're retail, but we're especially

produce oriented. I represent many, many people still in the core business of retailing produce."

Debbie joined the board with the goal of helping NAFDMA remember the many small growers who market three or even six months of the year.

"I really want to convey to people that we're not going to forget about you," she says.

Debbie's love for her farm and her family are evident. Her favorite place on the farm is in front of the store on a deck overlooking the lake. It's a June or July evening. The customers have left until another day. Everything is beautifully landscaped, and she and her family are fishing. Can life get any better?

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## A day in the life of a board member

By Mary Vollmer  
Bunn, NC

### Spring Board Meeting 2004, Boston, Mass.

Ok, I guess I'll be thrilled if anyone has read beyond the title of this article, but I promise I'll try to keep you entertained!

We held the spring board meeting in March in Boston. The schedule is two meetings per year, usually March and November, with the spring meeting at the site of the upcoming conference and the fall meeting at the site of the next conference. (This fall we will meet in Texas.) By the time we hold the conference, the board has met twice in the host city.

Are you still reading? So it's a great opportunity to explore the host cities, get to know the hotel, and let you all know what to expect at the next conference. Don't misunderstand, if I'm brutally honest, there's not much free time to site see. For example, at the spring meeting I flew in at 11 a.m., meetings started at 2 p.m., we ate dinner and then met until 9:30 (missed American Idol!). Thursday started at 8 a.m. with a committee breakfast and adjourned that night at 9:30 (Charlie called it a board retreat...right). Friday we met from 9 a.m. to 6 p.m., and Saturday we did a mini-tour of some of the bus-tour stops. Don't get me wrong, I'm not complaining (just once to Charlie ☺), I love serving this organization! The great part is spending a few days with good friends and having two extra opportunities a year to pick brains.

Alright, the highlights of the meeting were:

- \* Future bus tour strategies (see Brent's article)

- \* Looking at the future of our organization (did you know it's NOT just about the conference?)

- \* Progress on Boston tour and conference

- \* Mini-tour of pre-conference tour stops

I'm going to skip anything about the California conference because Debbie hit the highlights in the March newsletter. We spent a lot of time working through what's coming up within our



organization and our industry such as future contests at conferences, board size and structure, defining "Farm Direct Marketing" and industry standards, zoning, and membership.

Regarding contests, we've hosted the cider

contest two years and a jam contest once. The consensus of the board is that product contests are being done well within other organizations and for the amount of entries vs. the time spent by management staff organizing the contests, we would do better to focus our efforts elsewhere. Therefore, we decided to continue our Members' Choice brochure and newsletter contests and add a Web site contest. We think ultimately our members will glean more from these contests than the product contests. The product contests, although providing local publicity to the top six entrants, did not increase skills or inspire creativity in the membership as a whole.

The biggest result of our discussion regarding board size and structure was the decision to ask one of our UK members to fill one of the at-large positions already in place in our by-laws. Other than that, we felt like we were at a good size to continue providing leadership effectively, and downsizing at a time when our organization is growing would only limit the representation to our members. As far as whom the new UK representative is, well, I could tell you, but it'd probably ruin another article, so keep reading!

Is everyone familiar with the new American Farm Bureau definition of Farm Direct Marketing? E-mail me if you need it, but for the sake of brevity I'll leave it out of this article. The board would like to see our organization set the standard for what Farm Direct Marketing is. We believe our organization is made up of the pioneers of this industry, so when it comes to definitions and standards, we'd like to be a strong voice in those determinations. Brent Warner has spent the past several years working on similar standards in BC, so with his help we're

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# The NAFDMA pre-conference bus tour has changed

By Brent Warner  
Victoria, BC

In case you didn't notice, or were not involved in California, this tour has GROWN.

In fact, as many of you observed in California, it grew to the point where the logistics of management became an issue at certain times.

Having been involved with every tour since 1992 and being on the organizing committee for many of them, I can honestly say that the NAFDMA team (management and volunteers) can run a 4- or even 6-bus tour fairly routinely now. Let me tell you before we move on, that was not the case in the 90s, and we have learned from our experiences as we grew.

So it is not surprising that putting together a 10-bus tour, plus an 11<sup>th</sup> bus on a totally different pre-conference tour (farmers' market) that incorporated an air flight, challenged our resources at all levels. And with some help

from our dear friend Mother Nature (2 inches of rain the morning the buses rolled), some of those challenges were painfully obvious.

The sheer logistics of extra buses and hotels which had to be found in less than 30 days before the tour, in an area where frankly there were neither, meant we dealt with three different bus companies and several more hotels.

Also keep in mind that the assignment of seats to each of you on any particular bus is not a simple task. Firstly there are your requests for whom you want, or don't want, to ride with. And of course, the folks you want to ride with have not registered yet, or register late (or never), and we have to reorganize nine buses.

Then, we try to mix up the buses as to regions and experience. Oh, and then there are those of you who are travelling by yourselves and require single accommodation. So with 10 buses, folks, and a shortage of bedrooms, let me personally say a big thank you to the White Loaf Management folks for even getting us moving.

At our recent board



meeting in Boston, the board spent many hours reviewing your comments on how to improve the NAFDMA tour so that it remains the BEST agri-

cultural bus tour on this continent, both from a learning and experience point of view. And I can tell you as one who has played a part of many other North American farm organizations over the past 25 years, it is.

The results of those discussions:

The NAFDMA membership continues to grow and evolve with their businesses, and to accommodate this for the 2005 tour in New England, we will be offering four pre-conference bus tours. That's right, four separate tours. One will be for the farmers' market folks, and the other three will be for our members who are interested in either on farm retail, agritourism, or a combination. That way, no tour will be more than four buses!

These tours will run as separate events and may or may not ever see the other tours over the three days. The essential difference will be that for the agritourism folks who want more detail on managing events, it will

be there. You will be able to spend an extended time visiting some major destination farms and markets that do catered events/festivals and get inside the details.

Several of the tour stops may appear on two of the tours, but they will be there to highlight different aspects of that business. The combination tour will allow our newer members to get an overview of all the possibilities out there. New England is a perfect destination as it is one of the few areas on the continent where there are a huge number of farms in very close proximity, offering many different experiences to customers.

We believe this will allow us to eliminate issues with bus companies and hotel accommodation. We do not expect there will be any "lost" buses this year. NAFDMA will have its own communication system in place in 2005. The educational opportunities for all members in 2005 in New England will be unbelievable.

If you have missed a tour or two, and we do know that historically members do not come every year, you do not want to miss this one.

And in closing, I will personally guarantee that we will not get 2 inches of rain in February in Boston as we are loading the buses!

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# Thoughts on selling at farmers' markets, Part 4

Nina Planck, Founder  
Local Foods

*Note: This article is part four of a five-part series that began in the January 2004 issue.*

## Don't be afraid of competition

A good market has a balance of producers with a balance of produce and prices. Good markets shouldn't have too many producers or too many large operations. For one thing, such markets become impersonal. There shouldn't be more producers than the customers can support, or more producers of one food than demand for it. But the best markets have plenty to offer customers.

Farmers markets are a basic form of cooperative. You all agree to sell by the rules for a few hours each week. You are stronger together than alone. Why?

Every market needs a critical mass of producers or customers won't bother to come to market. They'll go to the supermarket instead, where they know they can 'get everything.' To attract good customers, the pork farmer needs the vegetable farmer, the honey seller needs the baker, and the egg producer needs the fruit grower. Imagine how little business we would do if each stall were on its own street corner instead of all gathered together at the farmers' market! Regular customers especially expect to be able to do a full week's shopping. Regular customers spend more money than passers-by.

This also means that one vegetable or fruit stall is not enough. Customers want—and deserve—a mix of produce, prices, and styles. No farmer is guaranteed a monopoly. It seems like a paradox: At market, the farmers

need each other—and they also compete with each other. So how do you compete? Specialize. Do what you're good at. Tell the customers why you're different and better. Set your own standards. Always charge what it's worth.

We faced new competition in those early years, and we still do. If a farmer is out-selling, under-pricing, or out-producing you, these are things you can do:

**You can compete on price.** This has limited usefulness. Many farmers at the London markets know markets that collapsed under competitive price-cutting. The farmers' market has to work for all the farmers. Customers will not come to a market with only one stall still standing after a price war. Price-cutting for **the sole purpose** of grabbing market share—i.e., to drive the other producers out until you are the last one standing—is not the answer. It's anti-social, it rejects the cooperative spirit among producers, and in the long run, it's self-defeating. It does not mean that each customer buys more. It leaves every farmer with lower sales. It does not attract or maintain regular customers. It is the lazy way to compete—customers want freshness, quality, and value. Give it to them.

**You can compete on quality.** You can stop using sprays or grow a better-tasting vegetable or even a slightly different product: In Virginia, we grew smaller melons when we were out-produced on the standard large melon by warmer farms with sandier soil. People living alone preferred a one- or two-serving melon. You could grow baby

leeks or red lettuce instead.

**You can sell that item at another farmers' market.** The more markets you attend, the more choices you have, and the better you will know what sells where, what competition you can beat, and what your niche is.

**You can stop competing and sell something else.** Find your niche. You don't have to grow what your neighbor is growing. Specialize and diversify.

**You can perfect your act.** This is marketing. That means better signs, better sales, nicer and faster people serving customers, a better display, more recipes and samples. If you need to sell a lot of eggplant, put it in four places. Put produce in different boxes and baskets. Use creative pricing (not under-pricing).

In the long run, the answer to competition is **stability**. The goal at any farmers' market serving producers and consumers. Ideally this is accomplished through a regional network of markets managed by the same organization. That means enough markets for the producers, enough producers at each market, and enough choice for customers. Each producer's business becomes more stable as the markets become more regular.

Stability **doesn't** mean that in five years you will be growing what you're growing today, or that customers will buy it. See the rest of these notes: you will grow new things, try new sales techniques, get more customers, and learn things from new producers. (There **will** be new producers.)

The early stages of a new farmers' market can be hard for everybody, including

market organizers, producers, and customers. It is not stable from the very beginning. But it will be, if market organizers and producers are patient.

## Make chilled foods visible

Meat, poultry, dairy, and egg producers, and those selling chilled processed food like egg pasta, have particular challenges in display. You need to show off your food just as the peach and tomato farmers do, piled high and colorful and seductive. Sometimes a meat or poultry farmer seems to be selling nothing at all. There is a sign with prices—or should be—but no food in sight.

At many farmers' markets, including London Farmers Markets, there is access to electricity. Farmers use chilled glass display cabinets, which look beautiful and allow them to sell fresh meat, sausages, meat pies, smoked fish, cheese, and more.

Meanwhile, most producers sell fresh or frozen meat from plastic cooler chests. No one can see the lovely foods. They can't choose their own. They can't browse without making a commitment, and they find that embarrassing. These are all barriers to more sales.

I admire the set-up of a buffalo producer, Cibolla, who sells at the Falls Church Farmers' Market in Virginia.

Cibolla has created the sense of a butcher shop in the open air. They have created a U-shaped stand to  
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LOCAL FOODS is a non-profit dedicated to developing the market for local foods.

# Finalists for Outstanding Farm Market of the Year

At the NAFDMA conference in February in Sacramento, Calif., NAFDMA honored a do-it-yourself farm family from Hatton, N.D., and Christmas tree growers from South Carolina as finalists for Outstanding Farm Market of the Year.

Steve and Dorothy Enger and their daughter, Jennie, of Fall Family Fun on the Farm, Hatton, N.D., were finalists

soybeans, carrots, pumpkins, and pumpkins for seeds.

The Engers began exploring growing alternative crops in the 1990s. Little did they know that hosting a Halloween party for a church fundraising project would plant the seed for "Fall Family Fun on the Farm." The agritainment part of the farm began in 1997 with much emphasis on fun and education

kin House, to name just a few of the farm's many attractions.

Gerald and Diann Harmon, Harmon's Tree Farm & Christmas House, Gilbert, S.C., were also honored as finalists for Outstanding Farm Market of the Year.

The Harmons have been NAFDMA members for more than five years.

Harmon's Tree Farm started in 1975 with 4,000 Cedar trees. In 1980 The Christmas House began in a small metal building about 8'x20'. The Harmons now grow 40 acres of Christmas trees, and their once small Christmas House now has nearly 8,000 square feet of shopping area; some people say the Harmons have more Christmas inventory than Santa.

Because of all the requests for pumpkins and a fall festival, the Harmons started a small pumpkin patch and a little haunted hayride and booked their first school tour in October 1996. Since then, they

added a playground, farm petting zoo, haunted hayride and boo house.

Harmon's also has an educational garden and the Country Barn, which they rent out for special occasions.

Both the Engers and Harmons have credited the association and their NAFDMA peers across the continent with much of their success. The association is founded on a culture of sharing ideas and developing new and innovative strategies to help secure the successful future of family farms. Each year, NAFDMA members nominate their peers for Outstanding Farm Market of the Year. The field of nominees is narrowed down to the top 3 based on a variety of criteria, including farm success as a result of farm direct marketing, willingness to share ideas and information, creative merchandising techniques and successful marketing ideas.



*Fall Family Fun on the Farm, Hatton, N.D.*

for the prestigious award.

The Engers have been NAFDMA members for more than four years.

Dorothy has a degree in education and conducts extensive research and spends much time on lesson plans. Children of all ages come to the farm. "We gear the education to the grade level coming, and we bring students in from 100 miles away," says Dorothy, who creates different lessons each year so the material stays fresh for schools returning year after year.

The Engers have been farming since 1978. The 1,450-acre farm began as a conventional farm with small grains and edible beans, and it gradually grew over the years to also include wheat,

for the family—hence the farm's name. The farm draws guests from a 200-mile radius or more.

This farm enterprise now has an 18-hole miniature golf course; each hole depicts the crops and animals raised in their area. The family loves to recycle old and discarded items. They created Ralph the Pumpkin Catapult from old farm equipment. Other farm attractions include rat racers, a corn maze, school tours, a haunted house, tunnel of doom, and an oversized pumpkin called the Pump-

***Nomination forms for the 2004 awards are found in a special section in this issue of the newsletter.***



### Bus Trip & Agritourism

After the wonderful and motivational bus tour in the Golden State of California, Marilyn and I returned home with the idea that a bus trip with our employees would be a good way of saying thank you to our many outstanding workers. One of Marilyn's floral suppliers, Melrose International, had been after her to come and visit their showroom in Quincy, Ill., where they also have a cash & carry room. The C & C stuff was all discontinued items, show samples, or excess inventory.

A tour bus was chartered, and all of our workers were invited to go for a one-day bus trip. With a 47-passenger bus to fill, we could not get any of the men to go on a shopping trip to a wholesale floral and home décor company. We then started inviting many friends and others who would enjoy an outing of this kind. What a trip, I was the only man with a

bus full of women on a shopping trip. Because we had a captive audience, we decided to get some food sanitation and sales training videos to show. We also had an entertaining April Fools video on raising "Mallows" or marshmallows from Doug Hennigar of Nova Scotia.

Upon arriving at the showroom, we were treated to a delicious lunch prepared by the nice people from Melrose International. After lunch we received instructions on what rooms to shop in and how everyone could order new things from the showroom with all of the new and current stuff. Being a 'real man' and knowing that men do not shop, I had a great time watching all of these women on their shopping spree, just like in a Blondie and Dagwood cartoon. After the girls had gathered together all



of their stuff, it was boxed up and loaded on the bus. All four luggage bays on that bus were packed with boxes of stuff, and some were even put in the back of

the bus on empty seats. Wow! What a trip. This was a first-time trip for us and the first time Melrose had a busload of buying women for a day. Everyone was excited and happy, and we know that we'll reap many benefits from this trip, something that we'll do again.

On another note, Marilyn and I visited her mother at the nursing home for a family gathering celebrating her 88<sup>th</sup> birthday. One of Marilyn's sisters-in-law commented about the many articles about farm direct marketing, or agritourism, that she's been seeing. Just this morning I saw an Asso-

ciated Press story in the *Peoria Journal Star* featuring agritourism. Some of the names I recognized: Dave McAfee, Jane Eckert, Joe Huber, Keepsake Orchards, and others. **Farm direct marketing or agritourism is an industry that is now becoming fashionable? New? Noticed? Folks, we are now becoming recognized by many in the media and government as a new industry, even though some of us have been doing this for more than 50 years.**

As we prepare for summer, we know for certain that flies will come in force, especially for those of us who have animals on our farms. Nothing turns off city people much more than a bunch of pesky, biting flies around their food. Look on the "Back Forty" portion of the NAFDMA Web site for some tips on controlling these nasty critters. Here's to another profitable season for all.

## A day in the life of a board member

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going to begin working toward our voice being the strongest heard when decisions start being made at a government level that will affect our members.

If you're still reading, let me tell you about the mini-tour we took in Boston. We visited Berlin Orchards first. We had a great pancake breakfast in its restaurant (a covered deck with storm windows and heat), saw maple sap being processed in the "sugar shack," and visited the gift shop. Next stop was Verrill Farm in Concord, Mass. (great little shopping town!). It had a lovely gift market with upscale foods and a bakery. They also do seasonal festivals and children's day camp events.

A "wow" stop was Davis'

Farmland in Sterling, really quite amazing. They do a three-part entertainment farm plus an Adrian Fisher Mega Maze. The three areas within the \$11.95 admission are a large play area, Imagine-Acres, a huge barnyard with a great idea for what's safe to pet and what's not, and then the area that will really "wow" you is a huge sprayground/waterpark. The Mega Maze is a separate \$11.95 admission. Davis is not yet a definite a tour stop, but the conference committee is working hard.

Another "wow" was Wilson Farms in Lexington, Mass.,—the MOST spectacular produce displays I've ever seen, hands down! The smells were incredible, the parking lot was jammed (and

we were there on a slow day seasonally), and there were several guys "working the tent" (huge covered area in front of the main market) just doing some amazing selling. That's just four of the stops, so it looks like it's going to be a great tour, don't miss it!

I know I've rambled (those of us on the board refer to it as "verbal diarrhea"), so I'm going to close. I could tell you more about the great shopping and site-seeing right outside the front door of the hotel, or the fabulous restaurants or "Dick's Last Resort," but why spoil the surprise?

*Wilson Farm,  
Lexington, Mass.*



## A Finer Point of Hiring

There are many nuances to hiring employees. Small business operators can spend more time reading up on the subject than remembering why we hire help in the first place. In our industry we “hire on attitude more than on aptitude,” know “a dollar spent on training is five dollars saved re-hiring,” and recognize “the best department leaders are the ones who can manage themselves out of a job.” But, one of the finer points of hiring is the appreciation that each new hire is part of a team. And often overlooked is that it’s the team, not the individuals, that really propels a business. The team concept is nothing new. But, when we sit across the table to evaluate an individual who is a candidate for a job, too often we lose sight of that team function.

For example, I get lots of inquiries about employee problems as well as dynamics issues among working family members. In part, this is because businesses begin the hiring process with the objective of filling a hole with a job that needs doing, rather than filling a role in a team that needs balance. Jobs are just a grouping of tasks, but it’s team balance that ensures a successful business. In other words, we are all replaceable when it comes to performing our jobs, but our impact on the team is a much finer point.

Every functional team needs three components, a visionary, an implementer, and a finisher. People possess varying degrees of these characteristics. But each of us is prone to have more raw strength in one of these over the other two. To satisfy a whole business ob-

jective, a team needs to have all three of these components with as much natural balance as possible. It’s important to know which way the scales are tipped if you want to balance things when it comes time to hire. You need to start by assessing which characteristics you already have on the team, and that begins with yourself.

A visionary is one who always sees the big picture. Visionaries obsess with process and how all the pieces fit together. They are always on their toes looking for new ways to get a job done or new elements that will make a business better. They love to start new projects, and they’re usually moving on to the next big thing well before yesterday’s new idea even gets started.

An implementer is one who wants to get to work and wants to keep working. Implementers get joy out of life by being in the trenches. They love a day when it has no staff meetings, no long discussions about the way things could be, and no interruptions in the flow of work. Fulfillment for the implementer is a day full of grinding it out with something tangible to show for it at the end.

A finisher is the one who wants to get the job completed, on time, and with outstanding quality. Finishers have an enhanced appreciation for order and cleanliness. They are the ones who seek out the loose ends left by others, just to tie them up tight and take pleasure in a job well done. When everything is complete and in its place, a



finisher has had a good day.

So which one are you? Most people like to answer, “Well, I’m a combination.”

Nope! That’s a copout.

We all fit into one of these categories more clearly than the other two. This doesn’t mean you can’t be trained to do a good job in all areas, or that you don’t relate well to the other character traits. It may mean, like many business owners, you’ve overcome your most basic tendencies and lost track of what comes naturally. Chances are, that also means you’re overcompensating somewhere, and you’re not putting your best assets to work for your business. So, let’s look more closely at these characteristics.

Visionaries love crossing things off the to-do list only because that means they get to move on to the next thing. Finishers refuse to cross things off until the job is really done and that’s an accomplishment worth celebration. Implementers don’t concern themselves much with crossing things off the list. They want the list to know what it is they should do today. None of these is any more or less valuable than another to the business.

Imagine a team made up only of visionaries. This farm has 16 innovative projects all happening at once—though none of them are completed, and only a few of them are even productive. The farm heavy with implementers is very productive but not very progressive. The farm with only finishers is immaculate and pristine. Chances are, how-

ever, it isn’t meeting its full potential in productivity or return on investment.

This is just the short course. But maybe it’ll stimulate a welcome new approach for a few members at an opportune time of the year. As hiring time arrives yet again, don’t limit your attention to that candidate across the table, or how well you think they’ll do the job you have in mind for them. Consider also how well that person would balance your team and promote your business productivity.

I’m not the expert in running your farm or office. But I promise, if you haven’t previously employed this team concept and you start to give it more attention in your workplace, your family dynamics, and perhaps even your household, you’ll discover a new world of team productivity... at least that’s how I envision it. But you’d have to talk to Kelly about really doing it. And go to Virginia to know if it really got done.

## Farmers’ markets

*continued from page 4*

invite customers in without making a commitment, so browsing is possible. Customers are invited to rummage through the plastic bins for frozen meat, so self-selection is possible. (Their marketing materials are also excellent.) One improvement they might consider: a nice color photo of each cut on the chest. The white plastic containers aren’t very distinctive.

*This article concludes in the July issue of the newsletter.*



**NORTH AMERICAN FARMERS' DIRECT  
MARKETING ASSOCIATION**  
62 White Loaf Rd.  
Southampton, MA 01073

[www.nafdma.com](http://www.nafdma.com)

## Logging on to the Back Forty is easy!

Here's what you need to do to **log in for the first time**.

1. Go to [www.nafdma.com](http://www.nafdma.com).
2. Look for the box on the right side of the page that says "Member Login To The Back Forty." At the bottom of the box, click on **CLICK HERE**.
3. You'll be taken to a section that says "First visit to the new Back Forty or Forgot Your Password?" Click on "Click here to retrieve your password."
4. Enter your e-mail address in the box, then click on **Submit**.
5. Wait a few minutes, then check your e-mail inbox. The computer automatically generated a temporary password for you.

6. After you receive your temporary password, log on to the Back Forty. Your e-mail address is your Username.

7. Click on **Manage Your Profile** (scroll down to the bottom of the list to find it) to create your own easy-to-remember password.

Note: If you complete the above steps and don't receive a temporary password, we may not have your current e-mail address on file. Please call us at 888-884-9270 to verify or update your e-mail address, or if you have any questions.

*Can you recommend a cherry pitter to Annette? Visit the Front Porch today!*

## CALENDAR OF EVENTS

### **June 20-22, Wisconsin**

International Dwarf Fruit Tree Association Summer Honeycrisp Orchard Tour, Days Inn, La Crosse, Wis.

Contact: Charlie Ax, 570-837-1551, [idfata@ptd.net](mailto:idfata@ptd.net), [www.idfta.org](http://www.idfta.org).

### **June 30, Ohio**

Ohio Fruit Growers Summer Tour, Ohio Agricultural Research and Development Center, Wooster, Ohio.

Contact: Tom Sachs, 614-246-8292, [www.ohiofruit.org](http://www.ohiofruit.org), [growohio@ofbf.org](mailto:growohio@ofbf.org).

### **Oct. 18-20, Vermont**

Northeast Sustainable Agriculture and Education Conference, Burlington, Vt.

Contact: Vern Grubinger,

802-257-7967, ext. 13, [vernon.grubinger@uvm.edu](mailto:vernon.grubinger@uvm.edu).

### **January 24 - 26, Alberta**

Explore Direct Provincial Conference 2005, Red Deer Lodge, Red Deer, AB.

Contact: Lisa Sharp, 780-679-1362, e-mail [lisa.sharp@gov.ab.ca](mailto:lisa.sharp@gov.ab.ca), or [www.agric.gov.ab.ca](http://www.agric.gov.ab.ca).

### **Feb. 7-14, Massachusetts**

North American Farmers' Direct Marketing Association Conference & Trade Show, Park Plaza Hotel, Boston, Mass.

Visit the Web site at [www.nafdma.com](http://www.nafdma.com), e-mail [info@nafdma.com](mailto:info@nafdma.com), or call 413-529-0386. Registration begins Nov. 1. Preregistration deadline is Jan. 6.