

Market Connection



Bi-monthly Newsletter of the North American Farmers' Direct Marketing Association • Vol. 9 No. 6 November 2004

NAFDMA offers six different workshops!

This year, NAFDMA is offering six different full-day workshops to choose from. Workshop topics range from business planning to school tour curricula. All workshops are offered to help you boost your farm's bottom line.

Several of the workshops offer plenty of hands-on experiences. Susan Wagner's gifts workshop will include a chance for two groups to create displays for critique. Bruce Baker's workshop will include some brainstorming to help your products sell, whether it's an apple or jar of pumpkin butter. The school tours workshop will feature plenty of hands-on learning experiences for you to take home and apply to your own school tours.

If you've been dancing around the delicate topic of family farm transfer, then you won't want to miss attorney Michelle Carron's workshop.

And Marty Jacknis will lead you through some exercises to help you learn more about yourself to help you become a better business person. Be sure to register early. These workshops are going to sell out quickly!

1. Find the Wings to Help Your Products Fly off the Shelves

Presented by Bruce Baker

Whether you retail at a farm stand or a farmers' market, your goal is to sell, sell, sell.

This daylong workshop will focus on various aspects of retailing to create and develop products that fly off the shelf. It will cover a variety of topics, from inspiration to packaging, plus understanding current and past trends that can lead you to better sales. You'll also learn how language both verbal and visual will help make your products sell.

We'll wrap up with an in-depth look at products that



you bring to the workshop. **If you attend this workshop, bring a product sample**, whether it's a jug of maple syrup, a jar of jam, a nice red apple or a clove of garlic. We'll be troubleshooting, trending and branding these items. This brainstorming session will be a creative explosion, getting you thinking on the right track for today's marketplace. The success of this workshop depends on your willingness to participate. Together, we'll find ways to give your products wings.

2. Transferring the Farm, Keeping the Harmony, Gaining the Opportunity

Presented by Michelle Carron

Planning your family farm transfer to capitalize on farm business opportunities and maintain close family relationships is everyone's objective. But the details can be so complicated, and the family dynamics so cumbersome, that too many of us just avoid proactive planning at all. This workshop will provide both the older and younger farm generation with an overview of the issues surrounding the transfer of the Family Farm to the next generation using a general farm family scenario. This workshop will walk you through what will happen to the Family Farm in regard to ownership, daily control over the business, FAMILY DYNAMICS (also known as family politics), farming restrictions, tax consequences (income and estate taxes), Who Gets What, When, between both Farm Family and NonFarm Family members and what documents, vehicles or planning that can be used to meet YOUR family's needs and goals. You will have the opportunity to create your own family tree and narrow down the issues that are important for your Family/Farm to jumpstart your own estate planning along with fellow Farm Families.

3. How to Gain and Maintain a Competitive Advantage

Presented by Marty

Jacknis

Like most retailers, your time and resources are limited. You have to make the most out of every hire, every promotional dollar spent and most of all, every square foot.

That's why *Gaining & Maintaining a Competitive Advantage* is so important. During this informative, interactive workshop, you'll learn more about yourself and your business.

Are you proactive, reactive or interactive? You'll be surrounded by people who share the same concerns in an open environment of idea-sharing and problem solving.

Our expert facilitator, Marty Jacknis, will creatively address the fundamental and often elusive business drivers that are critical success factors in today's competitive retailing environment. All this, in terms you can understand, along with easy-to-implement proven programs to profitably grow your business. What's more, you'll leave with a fresh perspective and the tools you'll need to enlighten your co-workers.



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Be sure to blow your own horn whenever you can

By Robert Brown II
Waterport, NY



This year our farm celebrated our 200th Anniversary. This was a real milestone for any business and we felt we should do something to commemorate it, but we did not want to come across like we were bragging. Maybe we'll just get some of those shiny foil envelope stickers and leave it at that. Maybe we should modify our logo a little to show in our ads this year. If we do that we should change our stationary and website so everything ties together. We need to write a press release but what does that involve? Can we write the correct things or should we seek professional help? Is anybody even going to care? This is becoming an awful lot of work and bother-is it worth it?

Just like most of our small projects, this one seemed to grow and grow and grow. We developed a new logo, new stationary, new website design, new 200 year family cookbook, new print ads, new hats, new shirts, and new press releases. All of these changes and new things energized everyone at our farm and increased our workloads. Writing up the press releases and developing a press kit became a nagging headache and finally we did seek the help of a writing professional. We made lots of phone calls and had family meetings. We even organized a big anniversary party with political and press opportunities.

Just about the time we were ready to all take the bridge, our efforts began to pay off. The phone began to ring for the newspaper interviews and photos. Television stations even called us. There was a great reception to good news about a local family busi-

ness surviving 200 years and even better than that, it was started by a woman so long ago. We were really overwhelmed by the interest and recognition of our little business. I never believed anyone would even care, but

we received many congratulations and expressions of encouragement. A neighbor of ours even included our anniversary in the weekly column he writes for USA Today! There seemed to be a real heightened level of awareness of our business and what we do. A lot of people had not been out to see us in a few years. A few people had heard of us and just had to come out to visit. Our anniversary party was a great success in all ways. It added a festive mood, provided a media event, let the politicians speak, and was just plain fun. The best part was when our local tourism director seemed to catch the spirit and asked all the farmers there to stand and gave them a round of applause!

We learned that press releases and business anniversary celebrations really are very effective ways to bring positive attention to your farm and business. Newspapers and customers need and enjoy positive news events. I think that we as farmers and small businesses sometimes also need positive encouragement to keep us plugging along and refreshing our batteries and enthusiasm. Even though our area experienced one of the cloudiest, wettest and coldest summers since weather has been recorded, our farm and family felt one of the warmest feelings from our community and customers!

Be sure to blow your own horn whenever you can!

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Visit www.nafdma.com

for full convention and bus tour details.

Be sure to register early to reserve your spot on one of the four pre-conference bus tours. Seating is limited!

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Cultural values and communication styles—understanding your farm market team

By Vickie Parker-Clark
Coeur d'Alene, ID

This is the conclusion of an article that began in the September issue of Market Connection.

If we only had to identify cultural values we could be well on our way to a more productive farm market team. But overlapping values is an individual's **communication style**. The styles listed below do not represent all the possible styles, but I think direct farm marketers will relate to these.

C. Communication Styles:

1. Faster pace vs. slower pace—Both of these styles are found in North America as well as the rest of the world. The literature gives an interesting reason for how these styles evolved. Cultures that developed where the climate was mild (closer to the Equator) allowed members to plant and harvest crops year-round. Therefore, there was little need to hurry. As you can guess, southern Euro-

pean cultures, southern U.S. culture, and Latino cultures are among those that are slower paced.

In contrast, the further groups settled from the Equator, the more critical time became (and still is) to them. Their window to grow and harvest food was limited. Therefore the pace of their lives (including their speech) became faster. Northern Europeans, northern U.S. cultures, and Canadians are among those where the norm leans towards a faster paced life and speech.

Fast paced communicators talk quickly, and they expect answers immediately. They're "on the clock." Slow paced communicators talk more slowly and reflect on their answers before they speak. Time does not dictate their behavior. We all have been in conversations with the "other" type, or have been in business situations with them. Can you predict some of the frustrations when folks with these two communication styles try to communicate?

Fast paced communicators may get frustrated because others aren't keeping up, aren't verbally contributing to the discussion or on time to meetings. Slow paced communicators are frustrated because they can't get a word in edgewise, or they feel others aren't giving an issue enough thought, or they wonder why everyone is so frantic!

Add to these communication styles three others that may occur, and look out! Often identi-



fied as detached, attached, and intuitive, they can enhance or totally stop effective conversation if you do not recognize them. These are not only communication styles, but also **problem solving styles**.

2. A detached communication style is characterized by a focus on data and ideas, not feelings. The detached communicator seeks out facts until she/he is confident that all facts have been found. Once facts have been identified, the conversation is brief and to the point. It's OK if disagreement occurs. The disagreement is directed at the idea, not the person. Folks who have this style of communication "take turns" with others in the conversation, which makes the conversation linear (they talk to each other). This style is the norm for men, and for Northern Europeans and Japanese. It is the dominant style in the U.S. with more than 55 percent of us using it.

3. Someone with an attached communication style focuses on feelings. Issues and ideas are, therefore, connected to people and feelings. Conversations in this style are not to the point, can be circular, speakers talk over each other (they say we talk *with* each other), they tell stories, they talk to think. Decisions are described as to their effect on people. These folks want to talk about the problem until everyone reaches consensus. This style is common for females, and for ethnic-cultures including African Americans, Latinos, Middle Easterners, Southern Europeans, and Pacific Islanders.

4. Intuitive communicators base their decisions on

experience, not necessarily the current facts. They can make quick decisions on issues with which they've had experience. They have to take time to think about a new issue. They have difficulty telling you what the facts were that caused them to reach a particular decision. They may say "I just know" or "My gut tells me this is the right decision." When these folks discuss an issue, they pause to process what has been said and to determine what they'll say in response. This style is the norm for northern Asian countries and for indigenous peoples (natives to North America, Canada, Australia, and New Zealand).

While I've identified the norms of these different communication styles, each style is found in every culture in the world. So, what do you imagine happens when an intuitive communicator finds himself in a group of attached communicators? Do you think he will get a word in edgewise? What might a detached communicator think of an attached communicator? "*They aren't even listening... They always interrupt!*" And do you imagine there might be frustration when an intuitive communicator and a detached communicator actually try to communicate? Thoughts that might fly around the room are "*She never contributes to the conversation*" or "*She never gives me the facts – just her gut feeling*" or "*He doesn't give me time to think.*" Layering communication styles onto cultural values really increases the challenges (and fun) of communicating with each other!

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Enter the Members' Choice contests

The Members' Choice Publications Contest has grown so much that we've expanded it to four categories! They are: Outstanding General Farm Brochure, Outstanding Targeted/Specialty Brochure (such as Birthday Parties, School Tours, Special Events, and Picnic/Corporate Parties), Outstanding Newsletter, and Outstanding Web Site. Harris Seeds is once again sponsoring the Outstanding Newsletter Contest. *Thank you, Harris Seeds!*

The Members' Choice contests, which are free to enter, are your chance to show off your best publications from 2003—and also to learn and pick up some new ideas from your NAFDMA peers.

To enter the brochure or newsletter contests, mail your entry to NAFDMA—Contests, 62 White Loaf Rd., Southampton, MA 01073-9251. Or, drop them off at the conference registration booth by 2 p.m. on Thursday. Please limit your entries to ONE per contest category.

If you're submitting a brochure, be sure to indicate in which category it belongs. Any brochure entered without a category designation will automatically be entered in the General category.

This is the first year we're offering a Web Site contest. If you think that your Web site stacks up to the best of your NAFDMA peers and want to see if they agree, then enter the contest.

All voting for the Web contest will take place before the conference, so be sure to send us your Web site address using the form that will be available at www.nafdma.com between Dec. 1 and Dec. 22. A consumer panel will screen all entries as they're narrowed



Outstanding Newsletter Contest is sponsored by:

HARRIS SEEDS
A Grower Friendly Company

down to the Top 5 for voting by NAFDMA members. Voting will be from Jan. 7 to Feb. 3.

You don't need to attend the conference to enter any of the contests, but you must be a current NAFDMA member.

All contest winners receive \$25, a ribbon, and a press release mailed to their local media.

Submit your Web site between Dec. 1 and Dec. 22

NAFDMA workshops: Something for everyone

Continued from front page

4. Boost the Value of Your School Tours through Curricula and Hands-On Educational Experiences

Presented by Susie Marchand, Sonya Sapir and Chris Fesko

Agriculture is a rich source of science, social studies, art, math and language activities. This workshop will teach you how to connect agriculture to school curriculum. Ever do Corn Cob Calculations or Math in a Milk Jug? Can you name a Dozen Things to Do With Eggs? Susie and Sonya, of Shelburne Farms, Shelburne, Vt., and Chris, of On the Farm Discovery Center, Skaneateles, N.Y., will teach you how to do these things and much more.

They'll show how you and teachers can combine your diverse knowledge, expertise and skills to create an exciting agricultural experience on the farm or in the classroom. We'll explore creative ways to use your farm as an ex-

tension of a local classroom. You'll discover what happens when children dissect a tomato and count how many seeds it has and create simple poems about the barns or farm equipment.

Activities can be used on many types of farms and with groups of all sizes. Participants will gain many simple and practical ideas to take back to their farms. Handouts, activity write-ups, bibliographies, songs and stories will be available for you to take back to your farm.

5. How to Get More From Your Giftware Sales

Presented by Susan Wagner

Want to add giftware items to your product offerings but don't know where to start? Would you like to expand your gift and décor section but need some expert tips on product selection, promotions and displays?

You'll learn everything you need to know at this daylong workshop led by Susan Wagner, editor *Country Busi-*

ness. By participating in this workshop, you'll discover key trends in giftware and find out where and how to locate unique merchandise for your store. You'll learn how to recognize the types of customers who buy gift items and how to get those customers to spend more money at your shop. You'll also participate in hands-on display-building activities and marketing and promotion brainstorming sessions. At the end of this workshop, you'll have all the tools you need to pump up your gift sales!

6. Farmers' Market Coalition Meeting

The FMC celebrates its second annual meeting. And this is where the rubber meets the road as we move on to program implementation in areas that have an immediate and direct impact on your farmers' market.

FMC is established as a truly grass roots oriented coalition with an emphasis on transparency and inclusive-

ness. The level to which it will fulfill that culture relies on member market managers, farmers, and market organizers from across the continent to be responsible for our destiny by participating and representing our wants and needs at this annual meeting.

All NAFDMA members are also FMC members. Be sure our voice is talking about details that have a positive impact on your markets, farmers, consumers and communities.

The meeting will be facilitated by Randii MacNear, FMC Chair, and our new Farmers' Market Coalition Coordinator together with members of the FMC Steering Committee. The goal is to structure ongoing projects in ways that will optimize positive impact on your markets. We will exercise three primary objectives at this meeting. Go to the conference Web site to see what they are, as well as the other important details of the annual meeting.

NAFDMA's Farmers' Market Coalition is exploding... Come to Boston to see the fireworks

By Randii MacNear
Davis, CA

I am very excited to bring so much great news about the Farmers' Market Coalition to all of you reading the newsletter this month. As Chair of the FMC Steering Committee and the NAFDMA FMC Board liaison, I am here to report that we are in the black (as they say), after three years of development work. I am sure some of you have been hearing bits and pieces of this grand effort to get FMC to where we are today—now let me tell you of our grand future.

Thanks to the tireless work of the steering committee and Charlie Touchette and company and the support of the

NAFDMA Board, our FMC is a formal subsidiary of NAFDMA, while exercising some self-governance with its own 15-member elected Council. The elected Council will coordinate the approved FMC objectives with the goals and policies set by the NAFDMA Board of Directors.

2005 will bring huge forward development of the FMC including: hiring a part time staff coordinator (yeah!), electing our first 15-member FMC Council, electing Council officers, receiving USDA cooperative agreement funding to provide seed money to help implement our



goals and objectives and marketing of the FMC, to name a few. As you can see, FMC will be busy. And there is more, which you can read about on

the www.nafdma.com/fmc Web site. Take a minute to browse the site, especially the archives section, you will be amazed.

2005 all starts in Boston this year! We are hoping for another big turnout from across the country for our second FMC annual meeting held during the NAFDMA conference on February 10. The highlight of the annual meeting will be an opportunity for YOU to be elected to

serve on the inaugural FMC Council, and to shape our industry. Also, the FMC tour will be a great opportunity to work together and learn new skills. And there is more if that isn't enough- the FMC conference tracks are packed with useful sessions on a variety of FM topics.

You couldn't ask for any more: Go to the www.nafdma.com Web site, look over the Farmers' Market Coalition pages, the conference site, and make a decision right now to be there and be part of the action, be part of the future of farmers markets in the country. We need you and you need us!

See you there!

Communication styles

Continued from page 3

Now that you've read about several cultural values and a couple of communication styles, which of these combinations might impact your team the most? That depends. When you look at the long-term goals of your farm market, when you consider your current customers and evaluate potential customers, or examine your current and future employees, what value sets and communication styles might come into the mix of your team? Defining your own cultural value sets and knowing your own communication style can be the basis for successful communication with your employees, family members, and customers. However, as Donna and Andy recommend in their course—don't try to motivate people based on *your* cultural values or communication style. Figure out theirs, and motivate them based on *their*

values and style. Listen; ask questions; get to know your team members. By being sensitive to the values and communication styles of your team members and customers, you'll likely increase the success of your farm market.

Sources:

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Schauber, A.C., 2002. *Working with Differences in Communities, A handbook for those who care about creating inclusive communities*. Oregon State University Extension

Wurzel, J.S. (editor), 2004. *Toward Multiculturalism, A Reader in Multicultural Education, 2nd Edition*. Intercultural Resource Corporation, Newton MA

We're having
a party...
to celebrate NAFDMA's
20th annual convention, and
we need your help!!

We're looking for **pictures from past conventions**, including conference, bus tour, trade show, and banquet photos.

Mail them to:

NAFDMA-Anniversary Pics
62 White Loaf Rd.
Southampton, MA 01073

Or, e-mail digital images or scan your pictures and send them to Carl@WhiteLoafRidge.com.

Then, come to the special presentation during the opening remarks at the conference in Boston. See you there!

So What!!?

NAFDMA celebrates its 20th year in 2005. So what!!?

Anniversaries are a funny thing. We all have them. Whether it's our business, our marriage, or a memorable event, each year rolls around and there it is again.

We're all happy to acknowledge someone else's anniversary. We say congratulations. We tip our hat, or offer a toast. Then we pretty much go about our own life. When our own anniversary comes along, it's a bit more special. It's much more personal. When NAFDMA celebrates an anniversary, is it someone else's, or is it yours?

One thing is clear to me on this 20th anniversary conference of the association, NAFDMA has impacted lots of people's lives. Folks have different reasons for appreciating the association. They even change based on different stages of their own lives. Just this year I've been struck with the diversity brought on by time.

In August, my family and I spent a week with the very gracious hospitality of Doug and Heather Hennigar. Wow, what a great time it was! We had a couple of Alexander Keith's, and munched on dulce as we'd visit about the good old days of NAFDMA tours and board meetings gone by.

We spent a couple of days at a special little waterfront property the Hennigars were able to purchase thanks to their years of hard work on the farm. Nothing fancy, mind you. Marcia, the kids and I slept in our van and tent while the Hennigars slept in their finely aged and no longer mobile trailer. But that water from the hand pump

sure gave a refreshing ocean side washing each morning. And the out-house is brand new!

Doug and I spent a good bit of time planting an old lobster boat in the children's play area at Hennigars Farm Market. I think we're both NAFDMA certified boat planters now. We talked a lot about what Doug still looks for in the association.

The thing I remember most is how he and Heather are wondering what to do over the next 10 years about their business. They're ready to start thinking about an exit plan. Doug's brother and sister in law are a big part of the business too. Nobody is in a hurry to be done with the business. But a little planning goes a long way. There's no way of knowing if any of the children will be interested in the business, much less able to afford what it's worth. All the Hennigars certainly deserve to maximize their return on their lifelong efforts. And how does one really assess the value of their rock solid business anyhow? What's it really worth and who would buy it? Good question, Doug.

My family and I have been welcomed into the home and on the farm of John and Sue Roba a couple of times this year, too. They're in northeast Pennsylvania. Their boys, Jeff and Jake, sure hit it off with Alex and Nicole. The Roba's run a Christmas tree farm and a pumpkin farm. It's an incredible operation. They started this farm less than 20 years ago. John is rightfully very proud



of the fact he bought the farm and created the business from scratch. It's not inherited from previous generations. John doesn't think that could be done

anymore in this day and age. If he's correct, that sure is a shame.

The Robas are in the peak of their lives. Still hungry to expand and still loving to welcome tens of thousands of guests each autumn and winter. They're pretty pleased with what NAFDMA is doing to help them be successful. Each time we visit, the discussion is overflowing with enthusiasm about growth potential. Making decisions on which of the hundreds of great ideas they should turn to next is no easy task.

Then there was the visit from Klaus and Gail Berger! They sold their retail orchard a couple of years ago and now they're traveling across the continent with a diesel engine Dodge and a fifth wheel mobile home.

"I only need a water connection, and a 110 outlet," smirks Klaus as he pulls up along my home in peak New England foliage season. How could I say no with Gail sitting right there?

Well, I went about my work each day and visited with Klaus and Gail every evening. Thanks to my father and Marcia for taking the Bergers sight seeing on several occasions. We even turned our Columbus Day into Canadian Thanksgiving in their honor.

Klaus had a bit of advice for NAFDMA during his visit. "I need a free retiree's

membership to NAFDMA. I would also like a list of members who will allow my wife and me to park our rig in their yards as we drive across the country."

Now I'm not sure the founders of NAFDMA had THAT in mind 20 years ago. Truth be told, my family and I had a delightful visit with Gail, and Klaus, too. Nine days after their arrival we're exchanging hugs and wishing them safe travels for their continued trip.

Our 20th conference in February will attract around 300 "first timers." I wonder what they'll think about NAFDMA, 8, 10 or 20 years from now? They'll probably start by wondering to themselves what makes this 20th year anniversary anything special as they politely tip their hat to the association.

In the upcoming year, we'll look at the impact NAFDMA has had on the industry and its growth. At conference and in this newsletter, the association focuses on various projects, ideas, educational programming, insurance, business strategies, networking opportunities and... well, you get the picture. As an association, that's what we do.

But often, it's the byproducts that are most worthy of celebration. And I know that essentially every person reading this article about friends could just as well have written it. The proof is in the hugs and celebration I see every year on tour registration night. As members, that's who we are.

Happy
Anniversary.

The Red Hats are coming! The Red Hats are coming!

The title is right, the REDHATS are coming, not the redcoats. More on the Redhats later.

Now that November is here we know that the elections are over and Thanksgiving is just around the corner (for those of us living in the U.S.) This is a time to reflect on the past season and what we will want to do different for the next season. Also it is the time to make plans to attend conferences; to get new ideas and learn how to make old ideas work better, renew friendships and make new friends, and to cuss or discuss our new or renewed president. By coming to the Boston conference a day or two early and walking the Freedom Trail red line one can learn about the Redcoats and appreciate the history of our great country. Before going be sure to check the Freedom Trail Web site at

www.freedomtrail.org and learn more about this wonderful city and how rich it is in the history of our country. You can even go to the original "Cheers" bar downstairs and drink a beer with Norm and Cliff.

In the last newsletter I mentioned about this wonderful fun loving group of ladies known as "The Red Hat Society". On this past October 19th, our third "RED Hat Tuesday" we had over 100 reservations of Red Hatters for lunch and more showed up unannounced. This really doubled our sales for a dreary and rainy day. These ladies are the retiring baby boomers and are now leaving the workforce and looking for something to spend their 401K money on.



We just have to provide an atmosphere that is inviting and comfortable for this wonderful segment of our society. Marilyn is now thinking of having

every Tuesday as a Red Hat Day. Some of these nice ladies drove about 90 miles just to be a part of our day and get a free cup of coffee. I almost wore a red hat.

Sometimes we are asked just what is the value of joining an association such as the

North American Farm Direct Marketing Association. One of my greatest benefits is all of the great people that are a part of NAFDMA. Two people who I particularly enjoyed were Ray Domenico and his wife Agnes from Welby, Colorado. I was saddened this fall to learn that Ray had passed away this past June. I missed seeing Ray and Agnes the past couple of years, now I know that I will never see Ray again in this life. We all send our condolences to Agnes and her family.

Raymond Domenico, lifelong farmer, dies

On June 22, Raymond Domenico died at age 74. He retired from the fields three years earlier after suffering a stroke. He remained part of the farm and consulted daily with Greg, his youngest son.

Ray, who died of stomach cancer, is survived by his wife, Agnes, his 12 children, 37 grandchildren, one great grandchild and many nieces and nephews.

NAFDMA to celebrate 20th annual conference in Boston

NAFDMA will celebrate its 20th annual conference to be held Feb. 11-12, 2005, in Boston, Mass. The festivities will be part of the association's annual convention, which will be held at the Boston Park Plaza Hotel.

As part of the celebration, NAFDMA is creating a multimedia spectacular and is seeking photos from past conventions. E-mail digital photos or scanned photos to Carl@WhiteLoafRidge.com. Mail photos to NAFDMA—Anniversary Pics, 62 White Loaf Rd., Southampton, MA 01073.

The theme of the 20th annual North American Farmers' Direct Marketing Convention is "Start a Revolution." This theme reflects more than the Northeast's

role in American history. It also reflects the attitudes of the farmers who more than 20 years ago founded the association, which at the time was called the National Farmers' Direct Marketing Association. These farmers and those who followed embrace direct marketing as a way of life and a means for them and their family to remain on the family farm by employing revolutionary new ideas and innovations.

"New Englanders are leaders in their depth of knowledge and generations of experience in farm direct marketing, and NAFDMA delegates always bring an unparalleled enthusiasm and new ideas to their conference," says Charlie Touchette, who has been ex-

ecutive director of NAFDMA since 1998. He also lives and farms in Massachusetts and has been a leader in New England's farm direct marketing industry for 20 years. "This one's gonna be a party for everyone."

Through the years, the conference evolved into a full convention. It now includes a pre-conference bus tour, full-day workshops, two-day conference, trade show and post-conference bus tour. The 2005 conference features nine tracks with 45 educational sessions, six optional full-day workshops, and a pre-conference bus tour with four different tour options.

The convention this year fully embraces the breadth and diversity of the farm direct marketing industry. For

example, a full track is devoted to livestock, particularly beef and dairy. Another track focuses on agritourism, another on the retail market, and another focuses on local food initiatives.

The convention's pre-conference bus tours will visit a wide range of stops. Some of the farms were built to appeal to a more upscale clientele. Some were built with Yankee ingenuity. All offer something for the direct marketer to learn, whether it's the smallest detail (such as signage) or largest issue (such as zoning or health department requirements).

The entire event runs from Feb. 7-14, 2005. Visit www.nafdma.com to learn more!



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

WWW.NAFDMA.COM

CALENDAR OF EVENTS

Dec. 7-9, Michigan

Great Lakes Fruit, Vegetable and Farm Market Expo, DeVos Place Convention Center, Grand Rapids, Mich. **Randii MacNear, NAFDMA FMC chairperson, is speaking on Dec. 9.**

Contact: Hilary Morolla, 810-234-4126, jytregserv@aol.com, www.glexpo.com.

Jan. 7, South Carolina

Roadside Marketing: Using More Creativity than Cash, Savannah International Trade and Convention Center, Savannah, Ga. This special presentation featuring NAFDMA member Jane Eckert will be presented at the Southeast Regional Fruit and Vegetable Conference.

Contact: Charles Hall, (877)994-3842.

Jan. 17-19, New York

The NYS Farmers' Direct Marketing Association Conference, Wyndham Hotel, Syracuse, N.Y., Jan. 17-19. The conference will be followed by a post conference bus tour on Jan. 20. Contact: NYSFDMA at 315-475-1101

Jan. 24 - 26, Alberta

Explore Direct Provincial Conference 2005, Red Deer Lodge, Red Deer, AB. **Rob Leeds, NAFDMA treasurer, is speaking.**

Contact: Lisa Sharp, 780-679-1362, e-mail lisa.sharp@gov.ab.ca, or www.agric.gov.ab.ca.

Jan. 27-28, Nova Scotia

Scotia Horticultural Congress, Old Orchard Inn, Greenwich, N.S. **Charlie Touchette, NAFDMA executive director, is speaking on Jan. 27.**

For more information, visit www.hortns.com/conferences, e-mail hortns@ns.sympatico.ca, or call 902-678-9335.

Jan. 28-29, Wisconsin

Midwest Value-Added Agriculture Conference, Plaza Hotel, Eau Claire, Wis.

Contact: Heather Amundson, 715-834-9672, River_Country@hotmail.com, www.rivercountryrcd.org.

Feb. 7-14, Massachusetts

North American Farmers' Direct Marketing Con-

vention, Park Plaza Hotel, Boston, Mass. Pre-Conference Bus Tours, Workshops, Conference, Trade Show and Post-Conference Bus Tour to New York City.

Visit the Web site at www.nafdma.com, e-mail info@nafdma.com, or call 413-529-0386. Registration begins Nov. 1. Preregistration deadline is Jan. 6.

February 25-26, Manitoba

2005 Direct Farm Marketing Conference, Royal Oak Inn, Brandon, Manitoba. **Brent Warner, NAFDMA secretary, is speaking on Feb. 26.**

Contact: Susan Nicoll, 204-376-3306 or visit www.gov.mb.ca/agriculture/news/direct.html.