

Direct Marketing at Its' Best!

Diversification Opportunities for the Farming Industry

Through a day of retail visits, learn how diversifying your market venues can create a new customer base while generating new profit margins. Hear from professional produce staff that has been trained by the best in creative displays, the art of display rotation and the effect on lighting and color to accentuate and drive sales. . Visit with farm owners as they tell their story of growth and change over the years through agritourism and other effective diversified market venues. Visit the Boston Public Market and hear testimonials from farm vendors on this valuable retail opportunity!

Sturbridge Host Hotel

Leave at 8:00 am

Wilson Farms, Lexington, MA

9:15 am to 10:30 am

Smolak Farm, North Andover, MA

11:15 am to 1:00 pm Includes lunch

LaBelle Winery, Amherst, NH

1:50 pm to 3:00 pm

Boston Public Market, Boston, MA

4:00 pm to 5:30 pm

Sturbridge Host Hotel

Back by approximately 6:30 pm

Wilson Farm, Lexington, Massachusetts

www.wilsonfarm.com

Family-owned farm business since 1884. You will find an endless array of seasonal vegetables, fruits, plants, flowers, bakery items, and prepared meals in their farm stand opened year-round. Hear from Wilson's professional produce staff that has been trained by the best in creative displays, the art of display rotation and the effective on lighting and color to accentuate and drive sales. Hear about the diversification of their operation through the years and now feature cooking classes , plant seminars and children's crafts to name just a few of creative offerings to the public.

Smolak Farm, North Andover, Massachusetts

www.smolakfarms.com

300-year old 150 acre farm featuring pick-your-own fruit, choose & cut Christmas trees, bakery, vegetable production; Kid's parties, night hayrides, festivals, kids' summer craft programs....and this all didn't happen overnight! Learn how this family farm has evolved over the years and have responded to the needs of their consumers as well as their community. Meet owner Michael Smolak and his staff as they tell their story of growth and success over the years.

LaBelle Winery, Amherst, New Hampshire

www.labellewinerynh.com

Certainly a destination for world-class wines, LaBelle Winery has become a place to experience the value of transformation of local products into fine cuisine. The visit to LaBelle Winery will include a tour of winery and staff will give an overview of 20,000 square foot state of the art, LaBelle Winery, Bistro Restaurant and Event Center as well as discuss their creative diversified marketing venues that include: LaBelle University and the Winemakers Kitchen.

Boston Public Market, Boston, MA

<https://bostonpublicmarket.org/>

The Boston Public Market is an indoor, year round marketplace for locally sourced groceries and specialty agricultural products, where residents and visitors can find fresh, seasonal food from Massachusetts and New England. The Market houses 40 local farmers, fishers, and food entrepreneurs selling items such as farm fresh produce; meat and poultry; eggs; milk and cheese; fish and shellfish; bread and baked goods; beverages; flowers; and an assortment of specialty and prepared foods. Everything sold at the Market is produced or originates in New England.