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## Farmers and their Diversified Horticultural Marketing Strategies

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# FARMERS AND THEIR DIVERSIFIED HORTICULTURAL MARKETING STRATEGIES



A video on farmers selling fresh produce

Produced by: Vern Grubinger, University of Vermont Extension  
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Research and Education, and Risk Management Agency.



# FARMERS AND THEIR DIVERSIFIED HORTICULTURAL MARKETING STRATEGIES

This video features eight farms in four Northeast states describing a variety of retail and wholesale strategies for marketing fresh produce.

## Description

<b>Walker Farm</b> Roadside Stand	<b>Jack &amp; Karen Manix</b>	<b>Dummerston VT</b>
<b>Pleasant Valley Farm</b> Farmer's Market	<b>Paul and Sandy Arnold</b>	<b>Argyle NY</b>
<b>Food Bank Farm</b> Large-Scale CSA	<b>Michael Docter &amp; Linda Hildebrand</b>	<b>Hadley MA</b>
<b>Goranson Farm</b> Multiple Markets	<b>Jan Goranson and Rob Johanson</b>	<b>Dresden ME</b>
<b>Gourmet Greens</b> Internet Sales	<b>Rich Romer</b>	<b>Chester VT</b>
<b>Grieg Farm</b> Pick-Your-Own	<b>Norm Grieg</b>	<b>Red Hook NY</b>
<b>New Leaf Farm</b> Restaurant Sales	<b>Chris and Dave Colson</b>	<b>Durham ME</b>
<b>Harlow Farm</b> Wholesale Cooperative	<b>Paul Harlow &amp; Dennis Sauer</b>	<b>Westminster VT</b>



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