

## Instructions:

Before the course, select four of the 11 tool topics to insert into the presentation, including at least one tool from each of the three goal categories. Replace each tool placeholder slide with the slides associated with each selected tool by moving or copy/pasting the slides from this section into the placeholder space. Delete the placeholder slide.

The goal categories are identified at the bottom of each tool slide and include:

1. Support the Rural Landscape
2. Help Existing Places Thrive
3. Create Great New Places

Select tools that are relevant to the region where the module will be conducted. Each tool discussion features a real-world example of where it has been used. You may choose to select the tools with examples in a region the same or similar to the workshop location. For example, an instructor conducting a workshop in a rural Midwestern community may select tools that have examples pulled from other Midwestern areas (such as tools #8 and #10).

You may also tailor the selection of the tools to the workshop based on your knowledge about the needs or existing conditions of the region. For example, if a region is already using a Transfer of Development Rights Program (tool #4), it would be best to select a different tool from Goal #1 to introduce new concepts or ideas to the participants.

Finally, choose tools that you will be comfortable presenting and answering questions about. Prior to selecting the tools, you may find it valuable to review the detailed explanations of the tools are available in Handout Two: Putting Smart Growth to Work in Rural Communities.

### MENU OF TOOL TOPICS (Choose 4 out of the 11 listed)



## Instructions:

Tool #3 begins with this slide. It focuses on the first goal and the third strategy listed under it on Handout One: Putting Smart Growth to Work in Rural Communities.

If you choose this tool to for discussion, replace one of the tool placeholder slides with the slides associated with this tool by moving or copy/pasting the slides from this section into the placeholder space. Delete the placeholder slide.



## Script:

“The first goal we discussed was to support the rural landscape. A number of proven strategies can be used to help create an economic climate that enhances the viability of working lands and conserves natural lands. One of these strategies is to promote rural products in urban areas and support other urban-rural linkages. We will identify some tools and policies that support that strategy, and then we will focus in on one specific tool, direct marketing to consumers.”

Slide: 1

Time: 1 Minute

## Instructions:

Introduce the strategy, and mention the possible tools and policies related to it.

## Script:

“Nearby urban areas represent a large and lucrative market for products produced in rural areas. Building better links between rural areas and urban areas can bring mutual benefits, including generating income for the rural producers, and providing fresh, healthy local foods for urban consumers.

Possible tools and policies related to this strategy include: direct marketing to consumers; government purchase of local products; and “buy local” campaigns. Many of these tools and policies are best implemented at the regional level, as resource-based economic activities often take place throughout a region and communities and counties can be more effective by partnering on these efforts. The following three slides will focus on direct marketing to consumers, providing a brief overview, a discussion of benefits, and a successful example.”

### Strategy C: Promote Rural Products in Urban Areas and Support Other Urban-Rural Links

Urban areas represent a large and lucrative market for rural products. It is important to build links between the two for mutual benefit.

#### Tools and Policies

- **Direct marketing to consumers**
- Government purchase of local products
- “Buy local” campaigns



**Goal #1: Support the Rural Landscape**

**Slide:** 2

**Time:** 1 Minute

## Instructions:

Explain the concept of direct marketing.

## Script:

“Farmers and other producers can directly market their products to consumers, rather than selling into the conventional food supply chain involving packers, shippers, processors, distributors, and retailers. The 2007 Census of Agriculture indicated that direct sales to consumers represented \$1.2 billion in sales that year. This was an increase of 49 percent since 2002. New data from the 2012 Census of Agriculture should be available soon.

There are numerous models for direct marketing to consumers, including:

- Community Supported Agriculture programs through which members purchase shares in the harvest before planting season and, in return, receive an allotment of seasonal produce on a regular basis
- Farmers markets
- Direct sales to local stores.”

### Strategy C: Promote Rural Products in Urban Areas and Support Other Urban-Rural Links

#### Direct Marketing to Consumers

- Farmers and other producers directly market their products to consumers
  - \$1.2 billion in direct food sales to consumers in 2007; up 49% from 2002
  - Community Supported Agriculture (CSA) programs
  - Farmers Markets
  - Direct sales to local stores
- A good fit with “buy local” campaigns



#### Goal #1: Support the Rural Landscape

**Slide:** 3

**Time:** 1 Minute

**For More Information:**

Review the USDA's Facts on Direct to Consumer Food Marketing document (from the 2007 Census of Agriculture) at: <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5076729>



## Instructions:

Explain the benefits of direct marketing to consumers.

## Script:

“Direct marketing lets farmers increase their profit margins by letting them capture the markup that would typically go to other players in the value chain, such as packers, shippers, distributors, and retailers. Direct marketing can support food security by enhancing the viability of local agriculture and bringing production closer to consumers. Consumers benefit from fresher food and knowing where their food comes from and how it is produced.

Creating more direct links between farmers and consumers creates a constituency among urban dwellers for the support and preservation of farmlands and farming. Those links also create a potential audience for agritourism. Local communities benefit from re-circulation of dollars within the economy, rather than profits being captured by businesses that are located outside of the area. And again, when producers can earn more from working their land, they are less likely to sell it for development, preserving this valuable asset and the rural character of the landscape.”

### Strategy C: Promote Rural Products in Urban Areas and Support Other Urban-Rural Links

#### Benefits of Direct Marketing to Consumers

- Increases profit margins for farmers
- Supports food security by enhancing viability of local agriculture and bringing production closer to consumers
- Builds support among urban dwellers to preserve the nearby farmers and farmlands that produce their foods
- Local community benefits from re-circulation of dollars within the economy.



#### Goal #1: Support the Rural Landscape

Slide: 4

Time: 2 Minute

## Instructions:

Share with the group one example of successful a farmers market.

## Script:

“Be Local Northern Colorado is a non-profit organization that works to promote locally-based products and goods in the northern Colorado region. One special event sponsored by Be Local Northern Colorado is the Winter Farmers Markets. The region offers a variety of farmers markets, community-supported agriculture (CSA) programs, and other direct marketing opportunities during the warmer months, but the Winter Farmers Markets provide a unique off-season venue for regionally-based direct sellers of agricultural products in the populated city of Fort Collins. In addition to encouraging producers to expand their offerings and production volume, the Winter Farmers Markets are helping to accustom area shoppers to year-round availability of local agricultural products.

The Markets have grown from a single event per year, and now 14 Markets are held twice a month from late October through mid-April. Data from the 2010-2011 Winter Market Season (reported in the Northern Colorado Regional Food Assessment Project final report) shows that each market date featured 50-55 vendors, drew 1,500 to 2,000 visitors, and produced vendor sales of approximately \$25,000.”

### Strategy C: Promote Rural Products in Urban Areas and Support Other Urban-Rural Links

#### Direct Marketing to Consumers Example

##### Be Local Winter Farmers Markets, CO

- Sponsored by Non-profit organization, Be Local Northern Colorado
- Provides an off-season venue for local direct sellers
  - Produce and meat
  - Locally processed food products
  - Land-based crafts people (e.g., alpaca fiber, wood products)



#### Goal #1: Support the Rural Landscape

**Slide:** 5

**Time:** 2 Minutes

#### **Additional Information:**

For more information about this example visit the following websites:

*Northern Colorado Regional Food Assessment Project:*  
[http://larimer.org/foodassessment/final\\_conclusions.pdf](http://larimer.org/foodassessment/final_conclusions.pdf)

*Be Local Northern Colorado:*  
<http://www.belocalnc.org/>