

Market Connection



Bi-monthly Newsletter of the North American Farmers' Direct Marketing Association • Vol. 9 No. 4 September 2004

Choose from four pre-conference bus tours!

NAFDMA is excited to offer you four different tour options for the 2005 Pre-Conference Bus Tour. Each tour will be different from the others. There will be a maximum of four buses on each tour. *Each tour will be filled on a first-come, first-served basis* beginning Nov. 1.

There is no shortage of New England on any of the tours. Each one provides you with lessons on revolutionary history, gives you a maple breakfast, takes full advantage of the beautiful white snow we hope to have for you, and shows off some of our traditional fireplaces and post-and-beam structures as well as our advanced building materials, business management strategies, and technology. All tours will see Old Sturbridge Village and Yankee Candle and will conclude with a seafood dinner at Anthony's Pier 4 on the waterfront in Boston.

Tour A: Agritourism

This tour focuses on activities and experiences. New England is well known for its hundreds of agritourism businesses, most of which operate three seasons each year. Our tour will highlight many of the larger year-round destinations with heated facilities and highly advanced business management. It's meant for those who've operated agritourism for several years and are seeking to study the

finer points of advancement in the industry.

If you do school tours at home, this is the tour for you. In New England, agritourism starts with education about agriculture. School tours and guided public tours are the feature of a majority of stops we will make. You'll see how they have established effective systems for motor



coaches, high volumes of foot traffic, fun signage, and incredible tour guides.

This tour manages to stretch from the Atlantic Ocean to Vermont's Lake Champlain and back in three days, so there are a number of longer driving legs by comparison to the other tour options. Of course, this offers plenty of time for in-depth facilitated discussions with your agritourism peers from across the continent. We'll also show some videos of other attractions in New England while on route. Bring a video of your farm to show, too! You'll enjoy staying in



Left: Adams Farm, Wilmington, Vt., is a stop on the Agritourism tour. Above: Berlin Orchards, Berlin, Mass., is a stop on the On-Farm Retail and Farm Direct Marketing tours.

the same hotel in Fairlee, Vt., for both nights on the road.

That's where you'll chill out and do even more networking among friends. The Lake Morey Resort offers swimming pool, hot tub, billiards, and plenty of lounge space, not to mention ice skating and other New England winter fun! And you'll get to see lots of Massachusetts and Vermont's winter wonderland.

Tour B: On-Farm Retail

If retail detail is your passion, then this tour won't disappoint. New England's history starts with the early colonists, who were primarily farmers and merchants.

They blended their skills over the centuries, and today, nearly every farmer in Massachusetts is also a merchant by necessity. The population base has made farming more challenging and retailing more advanced. Here, if you're not keeping up with competition, you're simply out of business. And the competition isn't necessarily other farm markets.

Our tour starts you off gently with stops at several smaller family operations that are open three seasons. We'll focus on management decisions, facilities, and challenges associated with staying in a big business while hanging on to small-scale traditions and values. As the three-day tour rolls on, the pace gets faster and you'll be

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2004 Board of Directors

Richard Tanner, President - IL / Midwest
309-493-5442 (w)
Richard@tannersochard.com

Kay Hollabaugh, Vice President - PA / Northeast
717-677-9494 (w)
kay@hollabaughbros.com

Mary Vollmer, Vice President - NC / Southeast
919-496-3076 (w), 919-496-3518 (h)
mary@vollmerfarm.com

Rob Leeds, Treasurer- OH
740-666-2020 (h), 740-833-2030 (w)
leeds2@agvax2.ag.ohio-state.edu

Brent Warner, Secretary - BC
250-356-1704 (w), 250-356-2949 (f)
brent.warner@gems8.gov.bc.ca

Wayne Bishop - CA / Southwest
530-633-2568 (w), 530-633-0625 (h)
wabishop@comcast.net

Robert R. Brown II - NY / Northeast
716-682-5569 (w), 716-682-5502 (f)
berrypch@eznet.net

Kerry Engel - AB / Canada West
780-349-4466 ext. 2 (w)
kerry.engel@gov.ab.ca

Jim Forsythe - ON / Canada East
905-887-1086 (w), 905-985-6749 (h)
j-l.forsythefamily@sympatico.ca

Randii MacNear - CA / Southwest
530-756-1695 (w)
rmacnear@wheel.dcn.davis.ca.us

Chalmers Mikell, - SC / Southeast
803-936-4288 (w), 803-936-4496 (f)
cmikell@scfb.com

Vickie J. Parker-Clark - ID / Northwest
208-292-2522 (w), vickiepc@uidaho.edu

Debbie Pifer - OH / Midwest
330-533-4161 (w), 330-533-3937 (h)
dpifer3290@aol.com

Bonnie Remlinger - WA / Northwest
425-333-4135 (w), 425-333-4539 (h)
bmr@remlingerfarms.com

Charlie Touchette, Executive Director
62 White Loaf Road
Southampton, MA 01073
413-529-0386 (w), 413-529-2471 fax
888-884-9270 (toll free)
nafdma@map.com

NAFDMA Office Staff 413-529-0386 (w)
Virginia Schwarzenbach,
Membership Director, whiteloaf@map.com

Kelly Fuerstenberg, Communications
Director and Newsletter Editor,
Kelly@WhiteLoafRidge.com

Carl Schwarzenbach, Technology and
Project Assistant, Carl@WhiteLoafRidge.com

Recipe contest a success in SC

By Chalmers Mikell
Columbia, SC



Many of our South Carolina Farm Bureau Certified Roadside Markets have held their own "local" strawberry recipe contests for years among their customers. That always led to a number of market owners claiming bragging rights as to who had the "best" and official recipes in the state. Because of the increase in friendly competition among our roadside market members, we thought it best to settle things with an official statewide competition. Thus began our inaugural SCFB Strawberry Recipe Contest—and a terrific one it was.

We had five worthy contestants entered in our first year, with the dishes ranging from cake to pudding. The judges had a hard time selecting the winner.

Criteria for the state contest were as follows:

- * All "local" market strawberry recipe winners are eligible to compete in the state contest.

- * Use strawberries from your sponsoring local roadside market in your recipe.

- * Recipes must include a minimum of 1 cup of strawberries.

- * Recipes must be included with entry form. Recipes can be used in promotional efforts.

- * Contestants and/or entries must be on site one hour before contest

- * All contestants will be reimbursed for cost of 1 quart of strawberries.

- * Sponsoring markets pay a \$20 registration entry fee for entry.

- * Three judges will be used to determine the winner and runner-up.

Judges were instructed to give points to the dishes based on the following criteria: 50% Taste, 25% Appearance, 25% Presentation.

The judges consisted of an executive chef from a local restaurant, a local connoisseur from a retirement community in the nearby area, and an Extension Service home economist.

The contestants were all winners to start with, coming from their local competition. So when the judges finally came to a decision, it had to be of a championship caliber.

Thanks to all the participants and our Certified Roadside Markets for

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Congratulations

to our new board members-elect!

The results of the voting for the 2005 election are in. You elected three brand new members:

- * **Dede Beck**, St. Johns, Mich., from the **Midwest**

- * **Al Rose**, Phillipston, Mass., from the **Northeast**

- * **Mark Saunders**, Munster, Ontario, from **Canada East**

- * **Randii MacNear**, Davis, Calif., was re-elected for her second term representing the **Southwest**.

- * **Chalmers Mikell**, Columbia, S.C., was re-elected for his second term representing the **Southeast**.

- * **Stuart Beare**, West Sussex, England, joins the board as a **Member at Large**



Cultural values and communication styles—understanding your farm market team

By Vickie Parker-Clark
Coeur d'Alene, ID

Have you ever given instructions to one of your employees and walked away thinking they understood how to proceed with the task, and then been totally frustrated when the results of that employee's efforts were off the mark? Have you and your spouse, child, parent, or sibling discussed a management issue related to your farm market, and you felt your family member didn't hear a word you said? What you said and, perhaps more important, how you said it in both examples was based on *your* value sets and communication style. How your employee or family member reacted to what you said reflects *their* communication styles and value sets.

How can you effectively communicate so that the direct farm market team is as effective as it can be? I suggest that if you understand and celebrate that everyone brings his/her own commu-

nication style and sets of cultural values to the table, you can build an effective team.

So, what are **cultural values**?

Let's start with defining "culture." According to Donna Stringer & Andy Reynolds, instructors at the Summer Institute for Intercultural Communication (Pacific University, Forest Grove, Ore.) and owners of Executive Diversity Services Inc., culture is "that whole which includes knowledge, beliefs, art, laws, morals, customs, and any capabilities or habits acquired by one as a member of a certain group." Culture is "shared by all or almost all members of a group; passed on from generation to generation; shapes our behavior and structures our perceptions; (and) is constantly, but slowly, changing." Culture teaches us values, communication styles, and nonverbal behaviors. You can belong to many cultures, including your gender-culture, your ethnic-culture, your geographic-culture, your educational background-culture, your religious-culture, your age-culture, etc.

Values are "central shoulds and oughts; few in number; and develop early in life." According to the literature, we start learning values as early as 18 months, and our values are solidified between the ages of 10 and 20 years. Obviously, not everyone comes from the same culture(s), nor has each person learned the same values. Let's look a couple of the differences in cultural val-



ues that might cause difficulties when communicating or working with others.

A. Cultural Values

1. Orientation to Time—

Different cultures teach their members different concepts of time:

a. Past—People who come from a culture that values the past make decisions based on history. One's ancestors and family need to be honored and respected. Have you ever heard someone say "Don't embarrass the family"? That person may have been raised in a culture that values the past. (I'm married to an Irish-Catholic, and this saying still echoes in his head.) These folks also may say, "We've always done it this way;" or "What would my grandmother think about this?"

b. Present—Folks who come from a culture that values the present live in the moment. They neither worry about the past nor the future. Their behavior is driven by what works right now. They may be the ones who jaunt around the farm whistling "Don't worry, be happy!" You may hear them say, "A bird in the hand is worth two in the bush." They'll be the ones who decide (on a beautiful summer day at the height of your market season) to go for a swim in the farm pond or attend the county fair. They value relationships, so no matter how busy the day may be they will take time to visit with customers and touch base with employees.

c. Future—If you are someone whose culture values the future, you have your life planned at least two years

in advance. Your will is up-to-date, your two-year-old child's college is picked out, and you never spend a dime without thinking about how that will impact the future of your family/business goals. Folks who have been raised with future-oriented values will be organized (they make lists), task oriented, relatively inflexible, and before implementation of one project is completed, they will be planning the next one (they love to plan). They're early for meetings and are frustrated by those who aren't on time. In fact, time is an important word in their vocabulary and an important driver of their behavior. It can cause them to have tunnel vision because the light at the end of the tunnel is the goal. These are the people who say "That wasn't in the plan" or "The early bird gets the worm."

If your farm market team represents a mixture of these cultural values, can you see where there might be some disagreements? But are there also advantages to having this mix in your team?

Now let's examine another set of cultural values:

2. Orientation to Relationships—These cultural values dictate the way people approach problem-solving. The continuum is from those who **never acknowledge issues** to those who want **issues discussed openly**. Folks who value harmony over resolving problems will tend not to want to bring up or discuss unpleasant issues. "Let sleeping dogs lie," they will say. They tend to solve their own problems without discussing them with anyone else. At the other end of the continuum are those folks who value open discussion

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The bus tours have something for everyone

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in awe of some of the country's most progressive on-farm retail operations. This tour is equally appropriate for the first year roadside stand farmer and the third generation, multi-family farm who is thinking about building a \$2 million retail farm store complete with deli, bakery, florist shop, meat counter, garden center, and gift shop. From small to huge, every retail farm on this tour has a full production farm operation behind it.

In Massachusetts, everything is close together so we can show you a record number of farms in three days with plenty of time at each stop. There won't be many long bus runs, so you'll need to talk fast on the bus. There's plenty of time to visit and relax around the pool, the indoor garden, or at the fireplace at the tour hotel in Sturbridge, Mass., where you'll unpack once and stay two nights.

Tour C: Farm Direct Marketing

As the name suggests, you'll see some of everything on this tour. It's the one most like all the past tours NAFDMA has taken, offering a mix of agritourism and on-farm marketing. This general overview of New England farm direct marketing is filled with great ideas and doesn't leave many stones unturned. It takes a portion of the stops offered on each

of the other tours, and adds a few of its own in an effort to highlight some of the more diverse operations that do a little of everything.

The tour starts with a bang as it travels through Lexington and Concord to show off the Boston area's most successful farm stands. Then it criss-crosses throughout Massachusetts and ducks into Rhode Island to give a diverse range of venues, including a couple of wedding and function facilities and a dose of country gifts and antiques. There's no way of knowing which direction the discussions will go on the bus, because everything is fair game, and you can be sure the mix of people's interests will cover the gamut.

This tour stays in the same hotel as the On Farm Retail Tour for both nights away from Boston. The hotel offers plenty of public space where you can play around the pool, visit in the garden, or relax by the fireplace. It's the tour of choice for those who want a little of everything, even if not quite enough of anything.

Tour D: Farmers' Markets

Admittedly, there are no farmers' markets to be seen in New England in February. So this tour is capitalizing on talking points and tour stops that help articulate the objectives of farmers' markets. It's also intended as a networking and skills building retreat on wheels, with an



Idylwilde, West Acton, Mass., features fresh produce, a floral shop, extensive deli, and upscale specialty foods.

anticipated by-product of leadership development and further policy development of NAFDMA's Farmers' Market Coalition (FMC).

The tour is being organized to service the needs of the more advanced farmers' market industry leaders. It is a must for FMC leadership. All FMC members as well as folks not yet involved in FMC are welcome and encouraged to participate.

The tour emphasis is on providing a backdrop for superb discussions and sharing on and off the bus. The tour will feature displays, farmers and their dependency on

farmers' markets, and management strategies that make the best of a limited farmer pool, a short growing season, and a challenging market environment.

Stops will include historic stops as well as some farms with outstanding displays. Some of these farms depend on farmers' markets for some of their success. Farm stops include Wilson Farm, Lexington, Mass.; Verrill Farm, Concord, Mass.; Berlin Orchards, Berlin, Mass.; and Keown Orchards, Sutton, Mass.

The amenities will highlight Boston's history with the role farmers and merchants have played as well as revolutionary and new policy discussions that will elevate farmers' markets across the country. We won't forget about New England's famed winters and will ensure that your stay is complete with fireplace chats, sleigh rides, soft snowy mornings (weather cooperating) and post-and-beam buildings with heavy blankets. This tour is limited to 50 people.

Some things to consider when choosing your tour...

- * Which family members or key employees will you send? Who's best suited for each tour focus?
- * What types of people are you likely to network with on the different tours?

Some things to remember...

- * Seating is limited on each tour. All tours will be filled on a *first-come, first-served* basis beginning Nov. 1.
- * Although some tours feature more stops than usual, you'll leave at a reasonable time in the morning and will return to your hotel with plenty of time to relax.

Look for your pre-conference registration packet, including tour details, to arrive in your mailbox in early November.

For the most complete tour descriptions, please visit the NAFDMA Web site at www.nafdma.com

So how's **YOUR** weather?

By Kay Hollabaugh
Biglerville PA

I don't know about you, but when I'm hard-pressed to make conversation with someone, I almost always end up talking about the weather. I'm not exactly sure why that is. And I wonder if folks NOT in agriculture and marketing are the same. Do they talk about last night's rainfall amount or Tuesday's forecast?

Talking about the weather is a natural icebreaker. It affects us all. It just affects some of us more than others. Here in south-central Pennsylvania, it's been a wet, storm-filled spring and sum-

mer. Because our farm is so heavily production-oriented, we are constantly watching the skies, reading the forecasts, and even subscribe to online weather-forecasting services to aid us in our horticultural practices.

Of course, the weather affects all of us who direct market as well. Anyone who has ever planned a festival for an upcoming weekend can well relate to tuning in regularly to weather forecasts. I doubt that I'm alone in having a much-hyped weekend



event end up all but washed out due to nasty weather.

Recently we experienced hail on our farm. (I'm writing this toward the end of July.) We pro-

duce about 60 acres of peaches so hail is not a good thing. A group of us stood on our dock and just stood quietly and watched. Not a darn thing we could do about it. We were angry and frustrated, and certainly felt defeated.

That evening I went home and turned on the local news. As it turns out, a town about

60 miles due east of us experienced a tornado. Seven homes were leveled and nearly two dozen experienced heavy damage. One life was lost and many were injured.

Certainly put things in perspective for me. I still had my family, my home and a warm bed to climb into. I still had fruit with dents on them, and that will certainly affect my bottom line, but I had an office to go to the next morning without the Red Cross helping me.

This winter, NAFDMA will travel to Boston. As a board member, I have visited the city twice already as we are planning for this convention.

There's been a lot of chatter and laughter around the board table about Boston in February and what kind of weather we might expect. As I see it, we've experienced snow in Arizona and torrential rain in Sacramento.

So what will we do if it snows like mad while we're in Boston? I imagine the next day, we'll all stand around and talk about it. It's just what we do. We deal with the weather, talk about it a lot, and then move on.

So please plan on coming to Boston. Who knows? Maybe we'll have a balmy 70-degree spell during February. Lord knows, stranger things have happened . . .

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 Thurs-

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

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

*Outstanding Newsletter
Contest is sponsored by:*

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

Communication styles

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about *everything*. They believe that relationships are strengthened when everyone involved is an open book. They want a meeting about the color of tablecloths, or the placement of flower pots in the sale yard, or to decide on next year's planting plan.

No matter how big the issue—or how small—they want everyone involved in the discussion and decision.

Editor's note: Vickie's article will conclude in the November issue of Market Connection.

Competition or collaboration?

The North American Farmers' Direct Marketing Association (NAFDMA) will celebrate its 20th year of existence in 2005. It would appear there is something of a success to our recipe if longevity is any measure. Our members are thrilled to have an organization that puts on a conference each year and provides services that are directly relevant to their business needs. NAFDMA constantly strives to satisfy. As an association, we are also quick to refer members to other associations that might benefit an individual member's needs beyond that which NAFDMA provides.

In this practice, I've often had members say to me, "Aren't you afraid I'll join that association?" Who's fooling whom? If NAFDMA isn't giving members a good return for their membership dollar, you're not going to pay NAFDMA membership whether you join an additional association or not. Competition is a reality of business life. Collaboration is a reality of industry success.

I happen to believe the same concepts apply to agritourism farms, retail farm stands, farmers' markets, and pick-your-own farms. In every business sector, there are streams of other operations that offer very similar goods and services. What makes a successful business is doing the best job you can for those customers who come through your gate. What makes a successful industry is when businesses work collaboratively to get more people approaching those gates.

The farm direct marketing and agri-tourism industry is nowhere near developed enough to be caught up in concern over market share just yet. We have much work to do as an evolving industry before this is really the problem for each of our businesses as opposed to a fear, or just the easy excuse. Those farm retail and

agritourism operators who are more jealous of their farmer neighbor's success than they are studious of the rate of sales of sporting event tickets, cinema attractions, big box stores, and supermarkets are misplacing their creative business energies.

I'm not gonna sit here and tell anyone that being aware of competition isn't important. But I'll believe until the day I die that a fear of competition is as dangerous as fear itself. One reason that's true is that those who come to fear competition are the most shortsighted when it comes to understanding who the competition really is. The really paranoid farmer is the one who doesn't get around much. He's the one who gives too much attention to the next farm down the road. If that next guy doesn't do a good job and he's your only concern, then how good are you? The overprotective farmer is the one who doesn't open his eyes to the best models of success when he does get around. He's too busy finding all the reasons the successful business should watch its back.

Folks who participate in the upcoming pre-conference bus tours in the Boston area will get a pretty good feel for why I'm so convinced of this theory. We'll see farm market operations that are just minutes apart and all doing quite well. They feed off each other. They rise together to champion resolves to industry challenges, and most important, they respect one another and work together on many individual levels, too.

Competition is good. And unrelated businesses should be included in your competitive analysis. This is especially true as your business diversifies. We diversify in an effort to spread our risk, gain market



share, attract customers who might not otherwise frequent our business establishments, and give our longtime customers a reason to spend

more of their dollars with us rather than going to another place for a service we previously did not offer. Ironically, each step we take away from our core business opens the door to a new set of competitors. This phenomenon is often referred to as business homogenization.

Certainly our industry is homogenizing. The membership at NAFDMA's core is farmers – farmers who come in direct contact with their customers, and farmers who are dynamic and enthusiastic. Does NAFDMA overlap with one, or two, or a dozen other national or international organizations that would like to get

your membership dollars? Yup. But the ones that spike your enthusiasm aren't the same ones in which members on a different side of our own membership spectrum have an interest. So there's certainly no concern that all NAFDMA members would go flocking to another group. To the contrary, cross-promoting has proven to bring wider interest to NAFDMA over the years.

Would NAFDMA suffer if you benefit from these organizations? Nope. If you are among our core membership, NAFDMA would suffer only if you don't take advantage of what other respected associations have to offer.

If you're not aware of many of these other very credible membership associations, I encourage you to take a good look at them. They, like NAFDMA, will give you a leg up on those neighbors who only see you as the competition.

Associations to supplement NAFDMA...

- * NAFDMA: www.nafdma.com
- * International Festivals & Events Association: www.ifea.com
- * National Association of Produce Market Managers: www.napmm.com
- * American Nursery & Landscape Association: www.anla.org
- * International Dairy-Deli-Bakery Association: www.iddba.org
- * International Association for the Leisure & Entertainment Industry: www.ialei.com
- * National Christmas Tree Association: www.realchristmastrees.org
- * Robyn Van En Center for CSA Resources: www.csacenter.org
- * Travel Industry Association of America: www.tia.org
- * Produce Marketing Association: www.pma.com
- * North American Strawberry Growers Association: www.nasga.org
- * National Flea Market Association: www.fleamarkets.org
- * Community Food Security Coalition: www.foodsecurity.org
- * National Family Farm Coalition: www.nffc.net
- * American Bus Association: www.buses.org
- * National Bed & Breakfast Association: www.nbba.com
- * International Dwarf Fruit Tree Association: www.idfta.com
- * American Farm Bureau: www.fb.org
- * Organic Trade Association: www.ota.com
- * International Association of Amusement Parks and Attractions: www.iaapa.org
- * National Association of Farmers' Market Nutrition Programs: www.nafmnp.org

If you are aware of additional national or international organizations that other NAFDMA members would enjoy knowing about, please drop me an e-mail at nafdma@map.com.

The Red Hat Girls or *What's Marilyn doing now*

With the war in Iraq, the threat of terrorism, and all of the negative advertising in the current presidential election, how in the world can a group of people have a little fun, laugh a little, and just in general act silly. When all seems in despair, along comes a wonderful group of ladies who call themselves "The Red Hat Society."

This is a great group of fun loving girls; they have no dues, no required meetings, just getting together to have fun and enjoy the companionship of others. They are always looking for an exciting and different place to meet where they can wear purple clothes and their red hats. The only requirement is that you must be at least 50 years old to wear a red hat. If under the age of 50, then you wear a pink hat. There may be some other silly rules, but the main pur-

pose is to have fun.

Marilyn has provided this group an opportunity to gather and meet at Tanners Orchard the third Tuesday of every month. All of those wearing a red or pink hat will be given a free cup of coffee and donut without discrimination of sex. Even the men can participate by wearing a red hat. (Being the typical man that I am, I thought this was one of the dumbest ideas that anyone could have.) What is wrong with women today that they proudly admit to being 50 years old or older? My own mother, bless her soul, never lived to be over 39 until I read her obituary and found out that she was 91.



When the third Tuesday in August came around, these proud "Red Hat" ladies showed up in great numbers wanting their donut and coffee.

Of course, while they were here, our lunch sales

doubled, baked goods and gift sales also went up. All the staff had on their red (or pink) hats and purple shirts (with a few grumbles), and it turned out to be a very successful day. Even one brave man came with his red hat adorned with a peacock feather to claim his donut and coffee. (Not such a dumb idea after all!)



Recipe contest lets roadside markets compete

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sponsoring their local winners to compete in the Inaugural SCFB Roadside Market Strawberry Recipe Contest.

We are able to double dip in the media from this event as we can send press releases to the local media at the time of the initial "local" contest, then we are able to follow-up with the "state" contest press release. The payoff is still being received from these releases following the contest even though our strawberry season has passed. Requests for the winning recipes are slowing down, but we are still filling requests from those seeking local market outlets for fresh fruits and vegetables.

We thought the Strawberry Contest turned out so well

that we are doing the same with a State Roadside Market Peach Recipe Contest this year. We will hold this contest in conjunction with the quarterly South Carolina Ag Council Meeting. The SC Ag Council is a non-profit organization, composed of allied agricultural organizations, dedicated to the promotion, expansion, improvement, and enhancement of SC agriculture and evoking a better understanding and support from the citizens of our state. We feel this will provide an even better opportunity for media coverage and the attention of the general public.

The SCFB Roadside Market Strawberry Recipe Contest winner was Roberta Howle, McLeod Farms, McBee, S.C., for Strawberry

Nut Cake. Roberta received a \$150 cash prize.

Runner up was Deborah Hodge, Breland Hill Strawberry Barn, Ruffin, S.C. for Triple-Decker Strawberry

Cake. Deborah received a \$50 cash prize.

Honorable mention status went to the other local winners for their award-winning dishes and recipes.

Strawberry Nut Cake

1 box yellow cake mix	1 (3 oz.) box strawberry Jell-O
1 cup Crisco oil	1 cup strawberries, mashed
½ cup milk	1 cup chopped pecans
1 cup coconut	4 eggs

Mix together and bake in three greased and floured pans for 25-30 min. at 350°.

Strawberry Nut Cake Icing

1 (8 oz.) pkg. cream cheese	1 pound powdered sugar
1 stick butter, melted	½ cup chopped pecans
½ cup coconut	½ cup strawberries, mashed

Mix together cream cheese and powdered sugar. Add melted butter. Fold in remaining ingredients. Wait until cake is thoroughly cooled before icing.



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

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CALENDAR OF EVENTS

Sept. 26 - 28, Florida

Florida Fruit and Vegetable Association Annual Convention, The Ritz-Carlton, Naples, Fla. Contact: Leslie Curry, 407-894-1351.

Oct. 17-19, California

PMA International Convention and Exhibition, Anaheim, Calif. Call 302-738-7100 or visit www.pma.com.

Oct. 18-20, Massachusetts

New England Greenhouse Conference, Centrum Centre, Arena and Convention Complex, Worcester, Mass. Call 802-655-7769 or visit www.uvm.edu/~pass/greenhouse/negc.html.

Oct. 18-20, Vermont

Northeast Sustainable Ag-

riculture and Education Conference, Burlington, Vt.

Contact: Vern Grubinger, 802-257-7967, ext. 13, vernon.grubinger@uvm.edu.

November 2-4, Michigan

Michigan Greenhouse Growers Expo, Lansing Center, Lansing, Mich. Contact: Robin Smith, 800-878-5131.

November 3-4, Kansas

Fields of GREEN: Building Agritourism So They Will Come, Highland Hotel, Great Bend, Kans. Contact: Janna Dunbar, 785-296-8132, jdunbar@kansascommerce.com.

Nov. 4-6, Missouri

Small Farm Trade Show & Conference, Boone County Fairgrounds, Columbia, Mo.

Call 800-633-2535 or visit www.smallfarmtoday.com/tradeshaw.

Dec. 7-9, Michigan

Great Lakes Fruit, Vegetable and Farm Market Expo, DeVos Place, Grand Rapids, Mich. Visit www.glexpo.com.

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

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, or 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, e-mail info@nafdma.com, or call 413-529-0386. Registration begins Nov. 1. Preregistration deadline is Jan. 6.