



Direct News.....

Spring 2004

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Rob Ferber

President

Tom Everett

Vice-President

Fred

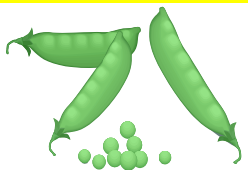
Schieferstein

Treasurer

Jackie Bricker

Secretary

609-292-5567



This and that:

- Next meeting May 12, 7PM at the NJDA office
- MADMC 2005 planning meeting on April 21 in Leesburg, Virginia. Suggestions to Jackie Bricker
- For questions, feedback, or suggestions regarding this newsletter contact the editor: Pegi Ballister-Howells 609-426-1690 or Pegi@comcast.net

From the President. You should have been there!

This year's Mid-Atlantic Direct Marketing Conference (MADMC) was a huge success! Marketers came from far and wide to share their ideas and to find the next big thing for their market. New Jersey's best and brightest Direct Marketers were the stars of the show. The pre-conference tours were a highlight for me; I was extremely impressed with Johnson's Corner Farm Market. Although the market was closed, the Johnson Family was well prepared to present their operation to the group. A bakery, prepared foods, school tours, an innovative approach to the petting zoo and covered haywagons complement this successful market. I was most impressed with the way this industrious family worked together and how they are repositioning themselves for

the future. Other tour stops included a visit to the NJ Eco-Complex, Springdale Farms and CS Heal Farm Market.

The conference was loaded with excellent speakers including Ken Wightman (Wightman Farms), representatives from the NJ State Police, Pam and Gary Mount (Terhune Orchards), Mary Nikola (Director, NJ Ag Leadership and Development Program), Michelle Hammel (Legal & Legislative Affairs, NJDA) and many, many more. There was also an excellent trade show where marketers got ideas for new products and better ways to promote old favorites.

The conference ended with two extremely successful post-conference workshops. One was a full day stop at Linvilla

Orchards in Media, PA where I work when I'm not at my home farm in Monroeville. The concept of a full day at one market was created 20 years ago by Ken Wightman and Morris Fabian. The idea was to get an in depth look into the details of an operation, instead of a 45 minute tour stop, where you can only skim the surface. It was deeply satisfying to see the employees, managers and owners of Linvilla proudly sharing information about various aspects of our operation.

I would like to thank all of the conference attendees, vendors, sponsors, planners and everyone else involved in making MADMC 2004 a huge success.

Rob Ferber,
President NJFDMA

New Officers and Directors

The NJFDMA's last director's meeting was held March 24 at the NJDA building in Trenton. Elections were held for the complete slate of officers for the coming year. Rob Ferber will continue as President for one additional year, but can not continue in that position according to the by-laws. Tom Everett will remain as vice-President. Jackie Bricker, NJDA, was voted to replace Joe Colanero as Secretary and

Fred Schieferstein was voted in as treasurer. Special thanks to Tom Gant and his wife Mary for all their dedication to NJFDMA for many years in the position of Treasurer.

It was at the February meeting, held during MADMC, that it was voted upon to make all past Presidents Ex-officio members of the organization. Since many past Presidents currently serve as Directors

from their counties, it requires that other County Directors be appointed. The purpose is to bring into the organization new energy as well as to provide experienced directors to eventually fill the officers spots.

All County Boards of Agriculture are being asked to appoint directors that will be active participants to the mutual benefit of the organization and its members.

New Jersey Farmer's Direct Marketing Association

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Direct from our Farm To your Family!

NJFDMA Signs to Be Mailed

Fred Schieferstein, NJFDMA Treasurer, researched the idea of producing small signs indicating NJFDMA membership. These metal signs will be approximately 12 inches square. A slightly modified version of the logo, featuring a barn, assorted produce, a turkey and a Christmas tree, will be printed in dark green.

The lower left hand corner will feature the Jersey Fresh logo. The lower right will be a place for an annual sticker indicating status as a member in the current calendar year.

There was discussion over producing the signs on aluminum or plastic, but it was felt the aluminum would hold up better for the long haul.

The cost is approximately \$1.09 per sign if 250 are produced. There will be one sign per member with new stickers being mailed out after members renew.

Jersey Fresh funds are available to assist with the cost.

License Plate info to be Included

It was suggested that tear-off

pads, containing information about the "Promote Agriculture" specialty license plate, be included in the mailing with the new membership signs. These pads have been available from NJ Farm Bureau since spring of 2003 and have been very well received by the public. FB is in the process of producing an additional 250 pads and will make enough available for every NJFDMA member to receive one. The entire \$58,000 contributed by ag organizations throughout the State has been returned as enough plates have been sold to cover all the original costs of production. This includes the \$1000 provided by NJFDMA. While a refund of the up front money is important, having these plates on as many cars as possible will be a constant reminder to all residents that farming continues to be a vital part of the Garden State. Having the information available at farm markets will help with promotion of the plates.



Membership



Jackie Bricker announced NJFDMA 2004 membership has 18 NEW members! Membership is only \$30 per year. Please encourage all direct marketers in New Jersey to join. A strong NJFDMA will serve you better.

Thank you!

Two Newsletters

It was decided by the Directors to continue to subscribe to the regional newsletter "Seasonal Marketer" for all members. This member benefit includes marketing information on a broad range of topics that can help Direct Marketers improve their operations.

It was suggested that NJFDMA make an effort to contribute an article for each edition of Seasonal Marketer. Pegi Ballister-Howells, Marketing Consultant with NJFB, will work with the editor of the publication to include input from the Garden State.

In addition, "Direct News" will be a quarterly newsletter for NJFDMA members only. Pegi Ballister-Howells will prepare the newsletter and Jackie Bricker will see that it is mailed out. Contact either Jackie or Pegi if you have suggestions.

Twilight Meetings???

One member benefit that seems to be missed are Twilight Meetings held during the summer. President Rob Ferber has called the May 12th meeting to plan a summer activity. With the drive to increase membership, and the understanding that Direct Marketing is one aspect of NJ ag that increases in potential with increasing population, NJFDMA wants to provide more of what Direct Marketers need.

If you would like to see a particular topic addressed, have an idea as to how to "piggy-back" with another meeting, would like to host a twilight meeting (or day meeting) at your farm, or have another idea, contact any officer or Pegi Ballister-Howells before May 12.