



Direct News.....

Summer 2004

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Officers

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Tom Everett

Vice-President

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Treasurer

Jackie Bricker

Secretary

609-292-5567



This and that:

- Next Director's meeting December 1, 6:30 PM at the NJDA office
- Farmers interested in the NJ Council of Farmers and Communities' tailgate markets call 973-23601875 for info.
- For questions, feedback, or suggestions regarding this newsletter contact the editor: Pegi Ballister-Howells 609-426-1690 or Pegi@comcast.net

From the President. Get Involved!

TWILIGHT MTG. AT VON THUN'S JULY 21, 6 PM

The best way to learn about direct marketing is to get out and see how others do it. Although you can learn a lot while visiting markets in the winter, the best time to see them is in season. I know, you're thinking "I can't get away, I'm way too busy." But I recommend that you make time and take advantage of NJFDMA's Twilight Meeting on July 21, 6PM at Von Thun's Country Farm market. Not only will we get the opportunity to see the on farm market, but the Von Thun's have generously agreed to set their off site farmer's market arrangement. Looking forward to seeing you there!

WE NEED YOU! YOU NEED US!

There are so many agricultural organizations that it's hard to know where to devote your volunteer time. So why should you make time to get involved with NJFDMA? Because Direct Marketing is one of the only agricultural opportunities where the potential grows with the population. Although houses gobble up farmland they also bring potential customers to the neighborhood. I often hear farmers say that they need to get bigger to make money, that the brokers and middlemen really make all of the money, and the farmer gets stuck scraping by. Direct Marketing cuts out the middlemen and keeps more of the profit on the farm. Although not every farmer in

New Jersey can sell direct, there are more opportunities every day. Many cities and towns are starting farmer's markets and need farmers to sell at them. Most farmers are reporting that it is well worth their time. I know a wholesale flower farmer that was about to throw in the towel five years ago. They now sell at 7 markets and are doing better than ever.

NJFDMA strives to be the voice of Direct Marketers in New Jersey. We share ideas and learn about the latest trends. We offer resources, support and are developing more member benefits all the time. Some counties are not represented on our board. Please consider getting involved. Rob Ferber, President, NJFDMA

MADMC 2004 ...As the Dust Settles

The 2004 Mid Atlantic Direct Marketing Conference held in February is officially a success. Now that all revenue has been tallied, it is evident that the New Jersey event proved to be one of the most successful MADMCs in recent years. New Jersey direct marketers accounted for 48% of the attendees. Pennsylvania ranked second but guests came from as far as Washington State and Texas. The total number of

attendees was 273.

One factor in the success of the event was the excursion to Linvilla Orchards in Pennsylvania, where NJFDMA President Rob Ferber is a manager. The opportunity to spend the entire tour at one farm market location was actually conceived by Ken Wightman and Morris Fabian 20 years ago when the Association was first formed. Forty percent of attendees

went on this tour and the response was overwhelmingly positive. It allowed for a more detailed insight into the day-to-day operations.

The proceeds from the event are divided among the participating member states based on the percentage of attendance. As a result, this successful event will enable the NJFDMA to enhance member benefits in the upcoming year. ☼

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Be Direct!

MADMC 2005 Plans Underway

MADMC 2005 is being planned for February 23-26 in Landsdown, Virginia. This is outside Leesburg and approximately 30 minutes from Washington, D.C. It will be held at the National Conference Center, which is a "Secure" site. This security creates the need for all registrations to be made in advance. There will be no "walk-ins" during the convention.

The facility is large, with 950 rooms in three buildings in a lovely rural setting. Meeting room facilities are state-of-the-art. Hotel registration will include three meals. Each room, however, has only one full/queen bed so please factor that into any plans. The final cost of room and conference registration has yet to be determined. New Jersey was represented at the planning committee meeting by Ken Wightman, Jackie Bricker, Ron Good, Rick VanVranken, and Bob Hackett.☺

WIC Farmer's Mkt Nutrition Program

The WIC and Seniors Farmers' Market Nutrition Program will be distributing over 2 million dollar's worth of vouchers for the 2004 season. In order to accept these government vouchers, farmers must become **Certified Farmer Vendors**. To do this, farmers are required to fill out TWO SIMPLE FORMS. It is not a complicated process.

To request forms or for more info. contact Ron Good or Damon Williams at NJDA. Call 609-984-2278 or 2279. E-mail is ron.good@ag.state.nj.us or damon.williams@ag.state.nj.us

Twilight Meeting

Join Us! On **July 21, 6 PM** NJDMA members have the opportunity to visit **Von Thun's Country Farm Market**

located on **Ridge Road in South Brunswick**. Come see the Von Thun approach to wholesale, retail, greenhouse, and tailgate marketing. **Food** to be provided by NJFDMA..

Membership



Jackie Bricker, NJFDMA Secretary, announced three new NJFDMA 2004 members since the last Board meeting. 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!

Jersey Fresh Cookbooks

Those wonderful "Jersey Fresh Cooks" cookbooks are still available for you to sell at your Farm Market. What a GREAT way to encourage customers to eat more Jersey Fresh produce!

The minimum order is for 5 books at \$16 each plus shipping. Call the NJDA at 292-8853 to place an order.☺

Recipe Handouts to be Available

NJFDMA President Rob Ferber investigated the idea of having recipes available to NJFDMA members for distribution to customers. He contacted Tanwyn Mount of Terhune Orchards in Lawrenceville. Ms. Mount provided a proposal to supply four recipes per month for six or eight months at a rate of \$50 per recipe. Recipes would be laid out to include a spot for the individual farm market's name and/or logo. They will be easily reproduced.

Key to the success of this type of program would be to time the availability of the recipes to the peak of harvest for each crop. The recipes must be simple and change regularly.

The recipes will be produced 2 per 8.5 X 11 sheet. They can be used by NJFDMA members in newsletters, on websites or as handouts at no charge to members. The Board decided it would be best to send out the four recipes monthly, rather than all at the beginning of the year. This would be a reminder to marketers to have them available to customers.

The exact number of recipes is still in the planning stage, but look forward to having them at your market this year.☺