

On-Farm Direct Marketing Strategies for 2020

TUESDAYS – May 5, 12, 19, 26th
7:00-8:00PM



Hosted by, Rutgers Cooperative Extension Agricultural Agents, this web-based program is offered to assist farmers with on-farm direct marketing sales. This 4-part program is on Tuesday Evenings during the month of May from 7:00-8:00 PM with the following topics:

Session 1 (5/5): Maintaining Social Distancing and Safe Food Handling Practices: Guidance for Farm Markets – Wesley Kline, Ag Agent, RCE of Cumberland Co. and Meredith Melendez, Ag Agent, RCE of Mercer Co.

Session 2 (5/12): Sales and Distribution Strategies - William Bamka, Ag Agent, RCE of Burlington Co. and Michelle Infante-Casella, Ag Agent, RCE of Gloucester County

Session 3 (5/19): U-Pick Operation Guidelines under COVID-19 – Meredith Melendez, Ag Agent, RCE of Mercer Co.

Session 4 (5/26): Farmer Panel – Strategies We Are Using – (Farmers TDA) Moderator: Stephen Komar, Ag Agent, RCE of Sussex Co. Co-Organizer: Meredith Melendez, RCE of Mercer Co.

For more information, email:

RCE, Gloucester County
minfante@njaes.rutgers.edu

RCE, Sussex County
komar@njaes.rutgers.edu

RCE, Burlington County
bamka@njaes.rutgers.edu

RCE, Mercer County
melendez@njaes.rutgers.edu

To Participate in All Events:

Click the link below. We suggest visiting at least 15 minutes before the session start time to confirm system requirements

<https://go.rutgers.edu/k0d59m8h>

Join by phone

+1-650-429-3300 USA Toll

Access code: 226 795 368 # and then # again

To find future events with Rutgers Cooperative Extension go to: <https://events.rutgers.edu/njaes/>