



## Growing Your Market: Making the Most of High and Low Tech Media

Wednesday, September 28<sup>th</sup>, 10:30 a.m. to 12:30 p.m.  
Thursday, September 29<sup>th</sup>, 7:00 p.m. to 9:00 p.m.

Both sessions at Tolland County Agricultural Center, 24 Hyde Road, Vernon, CT 06066

You've got growing the product down pat but what about growing your 'market'? Are your customers buying what you're growing? Want more customers, more informed customers, new customers? The Connecticut Women's Agricultural Network is pleased to offer this workshop!

Janine DiNatale will help you explore how you can use the Web and social media (Facebook, etc.) in conjunction with more traditional forms of marketing to your best advantage. From ideas you can pitch to local print media to using QRCs and how to best manage your marketing time, Janine will inspire you! Janine, a small business owner with over 25 years experience in marketing and design, will be the resource person for a two hour workshop. As the principal of Janine DiNatale & Associates, she uses current technologies to develop marketing strategies including social media, website development, branding and print media. She recently teamed with public health nurse in Glastonbury to create a Glastonbury Grown webpage featuring all the farms in Glastonbury, resulting from her passion for buying local fresh foods for her family.



This information is provided by the Crop Insurance Education and Information for Connecticut Agricultural Project, a cooperative effort of the University of Connecticut Cooperative Extension System, Connecticut Department of Agriculture and the U.S. Department of Agriculture Risk Management Agency. An equal opportunity employer. To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, Stop Code 9410, 1400 Independence Avenue, SW, Washington, DC 20250-6410, or call (202) 720-5964. If requested by a program participant at least 72 hours in advance, every effort will be made to provide special accommodations

---

**Yes! Please register me for "Growing Your Market" – deadline September 26.**

\_\_\_\_\_ Wednesday morning 9/28

\_\_\_\_\_ Thursday evening 9/29

Name: \_\_\_\_\_

Farm Name \_\_\_\_\_

Town: \_\_\_\_\_ Phone \_\_\_\_\_

Website \_\_\_\_\_ E-mail \_\_\_\_\_

E:mail to [tcmanfredi@cox.net](mailto:tcmanfredi@cox.net) or mail to CT-WAgN, P.O. Box 253, South Glastonbury CT 06073