

Accessing New Markets in this Time of Uncertainty

A Free Webinar for Maple Producers

We all have learned this past season that the sap runs pandemic or no pandemic. The question many asked themselves as they watched the bubbles rise on their evaporator is: "How will the current economy impact my sales?" With summer fairs, festivals and outdoor markets in question it may be time to re-examine your business model. All the while the bulk price for syrup remains anything but encouraging.

Looking ahead to the new reality of tomorrow, syrup makers need to take this time of uncertainty to look for immediate and long-range opportunities for new markets.

June 17th and June 18th from 7:00 to 9:00 PM DST, we will be hosting a webinar series titled, **Accessing New Markets in this Time of Uncertainty**. Experts in their fields will be talking on:

June 17h (Wednesday)

7:00 - The future of farmers markets and other direct sales to customers

- Karen Milnes, Project Coordinator, Future Generations University

7:30 - Cooperatives and their role in accessing new markets

- Hannah Scott, Ohio State University

8:00 - The Ohio miracle maple mile – a new idea that works

- Fred Ahrens, Richards Maple Products

8:30 - Liberating your grocery store – how Appalachian Sustainable Development works to bring small producers into the big time

- Kathryn Terry, CEO Appalachian Sustainable Development

9:00 – Question period

June 18th (Thursday)

7:00 - COVID Business planning and Beyond

- Mark Cannella, Farm Business Management Specialist, University of Vermont, Extension

7:30 - Getting into the world of online sales

- Zachary Smith, Ag. Business Educator, University of Vermont, Extension

8:00 - Bankers and farmers – how to work together for success

- Marlo Long, SVP Community Development BB&T Bank (now Turist)

8:30 - Bulk syrup sales: "the Good, the Bad, and the Ugly"

- Glen Goodrich, Goodrich Maple

9:00 – Question period

This event is being organized by Ohio State University, Penn State University and Future Generations University WV, and funded through a 2019 Acer Access and Development Program grant awarded by USDA's Agricultural Marketing Service.

For more information and to register go to: www.future.edu/maple.

