

**DIRECT MARKETING
FARM TOUR
TO
NORTH CAROLINA**

The purpose of this tour is to educate agriculture producers on how to develop markets for their products and to identify and implement direct marketing opportunities and strategies.

Participants attending this tour will visit successful small-farm operations using innovative direct marketing strategies and successful farmers' markets in North Carolina.

All interested persons are invited. There is a registration fee of \$10 per person to cover supplies and materials. Lodging will be provided and meals will be reimbursed. Everyone who attends must plan on lodging in a double room with a roommate on Tuesday, July 13.

All participants must pre-register by July 6, 2004

A registration form is attached.

Due to limited spacing, we will take the first 40 persons who send in their registration fees to VSU-Cooperative Extension.

HOSTED BY



Virginia State University
Small Farm Outreach Program

SPONSORSHIP

Funding for this tour has been made available by:

U. S. Dept of Agriculture
Risk Management Agency



**DIRECT
MARKETING
FARM TOUR**

July 13-14, 2004



FOR
FARMERS AND LANDOWNERS
IN VIRGINIA

PRESENTED BY
VIRGINIA STATE UNIVERSITY
Petersburg, Virginia

**DAY 1, TOUR SCHEDULE
TUESDAY, JULY 13, 2004**

6:30 AM

Load Bus at VSU
Cooperative Extension Building
Petersburg, VA

7:00 AM

Depart VSU

8:15 AM

Arrive and Load bus
South Hill, VA

8:30 AM

Depart South Hill

10:00 AM

Brinkley Farms - Creedmoor, NC
A tobacco operation that has
expanded to vegetable production
and other alternative enterprises.

12:00 PM

Lunch (provided)

1:00 PM

**NuHorizons Farm and Store
Pittsboro, NC**
A pasture raised beef, pork, lamb
and chicken operation that direct
markets value-added products.

3:30 PM

**Fearrington Village Farmers'
Market - Pittsboro, NC**
A unique market set-up in an
upscale residential community.

6:00 PM

HOTEL CHECK-IN
Dinner (on your own)

**DAY 2, TOUR SCHEDULE
WEDNESDAY, JULY 14, 2004**

8:00 AM

Depart hotel

8:30 AM

Peregrine Farm - Graham, NC
A small-farm operation that grows and
direct markets vegetables, flowers and
some fruits through intensive
production management practices.

11:00 AM

Pine Knot Farm - Hurdle Mills, NC
A farm operation that grows and sells
organic tobacco and vegetables.

12:30 PM

Lunch (on your own)

1:30 PM

**Maple Spring Gardens Farm
Cedar Grove, NC**
A farm operation that grows and direct
markets vegetables and fruits.

3:30 PM

**Carrboro Farmers' Market
Carrboro, NC**
A successful growers only market.

5:30 PM

Bus returns to South Hill, VA

7:00 PM

Bus returns to VSU

REGISTRATION FORM

Name: _____

Address: _____

Roommate's Name

(if known): _____

Phone: _____

E-mail: _____

*I will attend the July 13-14, 2004
tour to North Carolina! My
**Registration Fee of \$ _____
for _____ person(s) of attending is
enclosed.*

***Registration fee is \$10.00/person*

MAKE CHECKS PAYABLE TO:

Virginia State University

Registration form and payment

MUST BE RECEIVED BY:

Tuesday July 6th 2004

MAIL FORM & PAYMENT TO:

Virginia State University

Attn: Berran Rogers

P O Box 9081

Petersburg, Virginia 23806

*For more information about this tour
please contact:*

**Berran Rogers: 804-524-5960
or 804-524-6964**