

**CFAES**



# MARKETING 101 for Urban Farmers

**February 2, 2023**

Are you an Urban Farmer? Would you like to connect with potential customers? If so, this workshop is designed to help you do just that.

This training will cover topics such as:

- Branding
- Telling your story
- Identifying target customers
- Best practices for connecting with customers
- Strategies for selling at farmers markets
- And more!

**REFRESHMENTS INCLUDED**

Register online by visiting:  
[go.osu.edu/ColsMarketReady](https://go.osu.edu/ColsMarketReady)

**LOCATION:** OSU Extension Franklin County  
2548 Carmack Road  
Columbus, OH 43210

**TIME/DAY:** 6:30-9:30 p.m. February 2, 2023

**COST:** \$10 per person  
Cash, check, cards accepted

**QUESTIONS:** OSU Extension Franklin County  
614-292-7670



**THE OHIO STATE UNIVERSITY**

COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES

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