



COMING SOON!

**DVD Training video for
Extension Educators and Ag Producers**

**Entrepreneurial Sustainable Agriculture
Alternatives for Processing, Packaging, Labeling and Marketing
in Retail/Internet Environments**

Tools for Extension Educators and Agriculture Producers

THIS DVD PROVIDES YOU WITH TRAINING MATERIALS YOU CAN USE IN YOUR COMMUNITIES TO ENHANCE THE SUSTAINABILITY AND VIABILITY OF YOUR LOCAL AGRICULTURE PRODUCERS.

Funded by Western Sustainable Agriculture Research and Education (WSARE), the WRDC organized a regional team of faculty and experts to develop and deliver training on Alternatives for Processing, Packaging, Labeling and Marketing in Retail/Internet Environments.

Specifically, Extension Educators and Agriculture Producers have indicated a need for more information on the following topics which are addressed in this DVD:

- Value-Added Opportunities
- Marketing Agriculture Products/Businesses
- Funding Opportunities

The DVD Features:

- Linda Gillmor, Morgan Valley Lamb
- Jim Dyer, Southwest Marketing Network
- Aaron Johnson, University of Idaho
- Eric Hawley, Utah State University
- Barbara Rasco, Washington State University
- Kim Leval, Rural Development Initiatives, Inc.

The DVD includes these segments:

- The Producer Perspective
- Marketing into Local Food Systems and Sustainable Marketing
- A New Venture Creation Process
- eCommerce Overview and Technology
- A Primer on Processing Foods to Add Value
- Farm Bill and Funding Opportunities for New Agriculture Marketing and Enterprises

Also included are materials for your use, customization and distribution:

- Presentation Materials
- Resource Directories

**ENHANCE THE SUSTAINABILITY AND VIABILITY
OF YOUR LOCAL AGRICULTURE PRODUCERS.**

Request your DVD today!
wrdc@ext.usu.edu
435.797.WRDC (9732)

