

Newsletter To Deliver Marketing, Business Information To Farmer Direct Marketers

MERIDEN, Conn.—A new publication will soon deliver marketing and business information to farmer direct marketers throughout the United States.

The newsletter, called The Seasonal Marketer, will be published quarterly beginning in January 2000.

Whether people sell products grown on several acres or in a backyard garden, they will find information in the newsletter that can be applied to their own business.

The number of farmer direct marketers is steadily increasing as farmers seek to retain more of the profit by eliminating the middleman and selling directly to the public. The United States Department of Agriculture (USDA) reports that its 1998 National Farmers Market Directory listed 2,746 farmers' markets, up from 2,411 listed in its 1996 directory. Consumers are continuing to shop at farmers' markets for fresh, seasonal, locally grown produce.

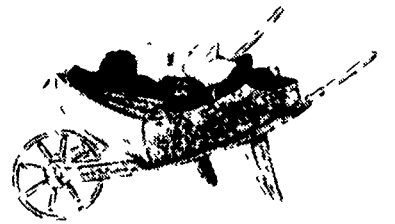
In 1995, USDA surveyed farmers at 772 farmers' markets. More than 6,000 farmers said that they sell their products only at farmers' markets.

Other farmers sell directly to the public through roadside stands or farm stands. Products include fruits and vegetables, cut flowers, herbs, maple syrup, honey, Christmas trees, wool, freezer meat and eggs. Some farmers also sell craft items and home-baked goods.

Subscriptions to The Seasonal Marketer will cost \$7 per year. To receive a free sample issue, which will be

mailed in January 2000, write to The Seasonal Marketer, 76 Applewood Dr., Meriden CT 06450-7900, call or fax (203) 440-3092, or e-

mail the-red-pen@home.com. Be sure to include your name and complete mailing address, including zip code.



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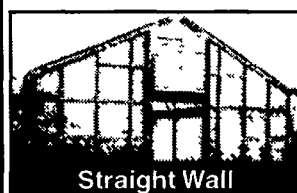
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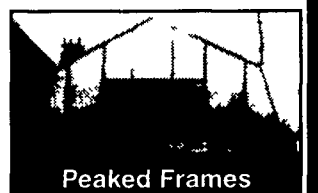
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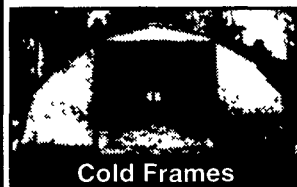


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