

Your Future in Retail Agriculture – A Look at Marketing Trends, Agritourism & More

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From farm markets to agritourism activities, the future has many opportunities for farmers who direct market products and activities to the public. Join us to ponder ideas and spark your interest in what direction your farm will take in 2021 and beyond. The discussion will be operationally focused on your farm and how the farm can put these thoughts into action. Broken into three sections, we'll share trends and interact with participants through breakout rooms to help inspire the farm family to focus on future possibilities on the farm. From new crop ideas to adopting new activities – your farm will come away with an open mind for the future of your farming operation. This session will start with Keys to Success for the Team and Customers, centering on the core of the farm business to keep the team on task for working through ideas and ensuring great customer service. Next, we'll cover the Elements of a Successful Farm Marketing Plan that incorporates all five senses. Finally, we will share our Trends in Agritourism to help with decision making for the future.



Eric Barrett is an Associate Professor and Area Leader with OSU Extension. His specialization is direct marketing and local foods. He has been teaching and leading Extension programs since 1996, with experience at a private marketing firm. Teaching is his passion. Eric regularly presents at state and national conferences, including workshops in Canada. He has received several awards for teaching, local tourism, an Ohio Fair Managers Award, ESP Visionary Leadership, National Extension Service, and more. Eric grew up on his family's dairy farm in Vincent, OH, where his family still raises grass fed beef, grows pumpkins and berries, and manages fall agritourism activities.



Rob Leeds is an Extension Educator, specializing in direct farm marketing. He leads a video production team, creating innovative content for agriculture. Rob considers "fun" and "relationships" to be vital to learning and success. He uses these as the central themes in his teaching, leadership philosophy, and work with farmers. Leeds has also served as an educational advisor for Ohio Direct Marketing Association and served on North American Farmers Direct Marketing Association (NAFDMA) board and is the owner/operator of Leeds Farm.