

# PUBLIC RELATIONS & MARKETING RESOURCES

Here are some tools and ideas to promote your business:

- RTC website at [www.renewingthecountryside.org](http://www.renewingthecountryside.org): Complete with up-to-date information on the ever-expanding resources as well as examples of other diversified and sustainable rural farms, ranches, and enterprises.
- Get your farm, ranch or rural business listed on one or more of the many free national Internet listings of Community Supported Agriculture (CSA) farms, farmers' markets, pastured meat products, or organic products.
  - CSAs: Robin Van En Center ([csacenter.org](http://csacenter.org)), LocalHarvest ([localharvest.org](http://localharvest.org))
  - Farmers' Markets: LocalHarvest ([localharvest.org](http://localharvest.org)), USDA ([www.ams.usda.gov/farmersmarkets/map.htm](http://www.ams.usda.gov/farmersmarkets/map.htm))
  - Pasture-raised: EatWild ([eatwild.org](http://eatwild.org))
  - Organic Products: All Organic Links ([allorganiclinks.com](http://allorganiclinks.com))
- Create a "media event" Field Day with the key ingredients: food, folks, fun and photo opportunities.
  - The press search out newsworthy and important happenings in their community. Most assignment editors and broadcast producers review press releases to determine which appear to be most newsworthy and relevant to their audiences.
  - By creating an event or happening, perhaps welcoming a new breed of dairy cow or completion of a wind turbine system that meets your energy needs, attention can be focused on the value that the event has in your community.
  - Harnessing the fact that we live in an increasingly visual world, create a photo opportunity on your farm. Often a dedication ceremony, local celebrity visit, children or school group tour or special demonstration days help provide powerful visuals.
  - Attract a crowd to an educational "farm day" picnic, potluck or farm tour. Consider offering a contest to generate excitement and make the event more visual.
  - Have plenty of literature and information for the media. Create your own simple "media kit" containing information from this Press Action Kit, your farm's newsletter (if printed) and brochure, and a selection of previously published articles about your farm.
- Send out a Farm Newsletter (template available for downloading at: [www.renewingthecountryside.org/toolkits](http://www.renewingthecountryside.org/toolkits)).

A farm newsletter can be a valuable communication tool to differentiate your farm and your approach to farming. Newsletters help cultivate local customers while keeping individuals connected to the farm.
- Offer free Recipe Cards (template available for downloading at: [www.renewingthecountryside.org/toolkits](http://www.renewingthecountryside.org/toolkits)).
- Offer community educational seminar.

Outreach into the community helps build bridges and address concerns neighbors might have related to how you are approaching farming or ranching. Seminars could address sheep shearing, food processing, flower bouquet arrangements, renewable energy or other facets of your operations which might be of interest to community members.

*Please let Renewing the Countryside know when you've been written up in a local newspaper or interviewed for a radio or TV program. Send along clips.*



Renewing the Countryside · 2105 First Avenue South · Minneapolis, Minnesota 55404 USA · 1-866-378-0587 · [info@rtcinfo.org](mailto:info@rtcinfo.org)

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