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The Cooperative Advantage to Marketing Local Seafood

ABOUT THIS WEBINAR

New Jersey Shellfish growers were seeking ways for cooperatively expanding their markets. The farmers recognize that to increase their on-farm income, they need to increase the volume of what they produce, eliminate losses due to the perishable nature of food, minimize transportation and packaging expenses, and receive the highest price for what they sell. To do all this is nearly impossible for a single farm operation, but by collectively pooling their resources and efforts through the cooperative, they potentially can accomplish their goals.

Community Supported Agriculture farms, food cooperatives and chefs, all show they are eager to support the development of these shellfish cooperatives and that their customers are enthusiastic about adding local shellfish and other varieties of local seafood to their diet. Connecting to shellfish farmers expands the range of food products and meal choices for customers. Cultivating the direct-marketing channel brings the local product directly to the eater in a convenient retail or restaurant setting. These new marketing channels could potentially help farmers extract the "local and environmental sustainability premium" by assisting them to organize among themselves to lower per farm transportation and marketing costs.



Presented by
Peggy Fogarty

Peggy first connected with KDC as a produce farmer who felt the need for a marketing cooperative in her community thus in 2005, she helped organize and establish Lancaster Farm Fresh Cooperative, a highly successful marketing cooperative. Once launched, she joined the KDC team as a consultant and became our Executive Director in 2014.

She has over 19 years of program development and administration and 11 years teaching in adult education. Peggy's entrepreneurial spirit, vision and ability to leverage community partners are key ingredients to her client's success in import phases of development and expansion. Peggy has the capacity to do pro forma and financial modeling, conducting feasibility studies, focus groups, and market research. Her knowledge and skills in marketing, financial management and goal setting have helped her clients become more profitable.

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