

2007 MCFARM Advertising Report

MCFARM Officers and Managers work hard to promote and advertise the Farmers Markets. The following is a list of the areas that MCFARM has maintained a presence. This list is not complete as there are many other organizations (such as area promotional committees) that advertise for MCFARM. This list only includes what MCFARM has directly initiated.

Radio Stations- *paid advertising*- KUKI, KLLK, KDAC, KOZT, KMFB, KZYX, KSAY, KWINE, KMAX and KTDE. 10 in total; **Numerous Radio Interviews** by Market Managers and Officers

Public Service Announcements (*free*)- KZYX, KOZT, KLOVE, KMFB, KSAY, KMUD, KHUM, KUKI, KWINE, KTDE, Santa Rosa Press Democrat (Fresh at the Market Calendar)...11 total

Publications- Mendocino County Visitor Magazine; Mendocino County Real Estate Magazine (*free*); Anderson Valley Advertiser; Anderson Valley Grange Newsletter; Fort Bragg Advocate News; Mendocino Beacon; Lighthouse Peddler; Mendocino County Observer (Laytonville); Hometown Shopper; Ukiah Daily Journal; Willits News; Organic Guide to Mendocino and Sonoma Counties...11 total; **Phone Books**- Community or "What's Happening" sections

Marketing Associations- Mendocino Coast Chamber of Commerce; Anderson Valley Grange; South Coast Chamber of Commerce; Greater Ukiah Chamber of Commerce; Willits Chamber of Commerce; Go-Mendo; Ukiah Mainstreet Program

Websites (*there may be others not known*)-**www.MCFARM.ORG** (*Upgraded this year*); Go-Mendo.com; Mendocino Coast Chamber of Commerce.com; Ukiah Main Street.com; USDA Website

Articles featuring the Farmers Markets (*may not be a complete list*)- Fort Bragg Advocate News; Mendocino Beacon; Real Estate Magazine; Mendocino Coast Observer (Laytonville); KZYX (Farm and Garden Show); KTDE; Anderson Valley Advertiser; Mendocino Country Life Farm Journal; Bad China Press and Nationwide Trends; Patrona/GULP awards

Promotional Items for sale-MCFARM Baseball Caps w/ embroidered logo; Plastic Bags for customers w/ logo and market information; Hemp Aprons w/ embroidered logo; Boonville FM items

Community Events- Chef Demonstrations; Kid's Day; Tomato Tastings; Flower Arranging; Edible Flower Salads; Community Thank-you Days; Berry Days; Tricks or Treats; Solar Cooking Demo; Apple Pressing; Local Food Potluck; Giant Pumpkin Display; Seed Exchanges...

Miscellaneous- **CSA Programs** at Boonville and Laytonville Markets; **Posters and Fliers** out to Community; **Music and Entertainment** at Markets

Summary of MCFARM money spent on Advertising/Promotions- \$6010; Signs, Posters and fliers- \$1570; Market Enhancement (music, picnic areas; events...) \$2036; Website Improvement and Maintenance-\$2760; Misc. \$820...**Total \$13196.**

Many thanks to area Localization Groups for their efforts in promoting MCFARM Markets!

~Office Manager, Angela Harney