



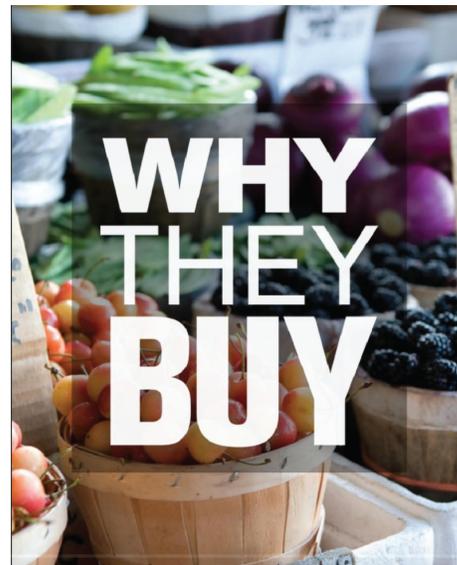
GrowNYC's **FARMroots** provides aspiring and established farmers with business technical assistance and training designed to ensure the long-term viability of farms and farmland

Understanding Customer Behavior at Farmers' Market by Chris Wayne

There's no question that farmer's markets are more competitive now than ever before. With well over 8,000 markets across the country and food e-commerce a booming industry, farmers are feeling the pressure to take more strategic approaches to their marketing. If not, they risk plateauing or, in some cases, declining sales.

In response to this growing concern, **FARMroots** Greenmarket's business technical assistance team has spent the last four years looking to an unlikely source for competitive new strategies. Read the full article [here](#).

Are you a Greenmarket farmer interested in marketing support?
Please reach out to [Erik Hassert](#) for more information.



Farming in a Changing Climate

Doctor Gabby's Climate Corner

Each month, our Beginning Farmer Program Manager, Dr. Gabriela Pereyra will be introducing key climate related topics for Greenmarket farmers.

This month we are starting to lay out some concepts related to [the climate change effects on agriculture and their impact on the four dimensions of food security](#).



Check back next month for the next installment!

Resources

The Podcast of the month is about the challenges and advantages of [Nigerian Dwarf Goats](#) for a small ruminant dairy farm by ATTRA.

Webinars:

[The 20 Minute Manager Webinar series](#). Join the April lunchtime webinar series featuring the best of the "Good to Great in Ag Labor Management" Program. Each webinar will take about 20 minutes and provide tips and resources to help you get off to a great start with your employees this spring. Pre-registration is required but the program is free.

[Setting Up QuickBooks](#): How to Build Your Chart of Accounts to Tell You HOW You Make a Profit. By [The Kitchen Table Consultants](#).

Presentation:

[Beekeeping: Considerations for the Ecological Beekeeper](#)

Land opportunities:

Landowners seeking farmers in Columbia County, NY in the town of [Gallatin](#).

Events:

[Soil biology Lab](#), Stone Barns, April 5th, Tarrytown, NY from 10:00 am to 3:45 pm.

[Advanced Tractor Safety](#), April 10th, Boiling Springs, PA from 10:00 am to 4:00 pm.

[Growing Hydroponic Herbs and Vegetables](#), April 10th, Bally, PA from 3 pm to 5:00 pm.

[Chicken Health Symposium](#), April 10th, Kingston, NY from 6:00 pm to 8:00 pm.

[Understanding Customer Behavior at Farmer Markets to Improve Farm Sales](#), April 19th, Fairlee, VT - 9:30am to 2:30pm.

[Adult Tractor Operation Workshop](#), Hudson River Tractor, Chatham, NY - 9:00 am to 2:00 pm.

[Audubon Walk](#), April 21st, Glyndwood's fields at Cold Spring, NY - 8:30 am to 10:00 am.

[Produce Safety GAPs Training Course](#), April 25-26 Binghamton, NY.

[Greenhouse Management Workshop](#), April 28th, Lyndhurst Estate, Tarrytown, NY -10:00 am to 3:00 pm.



GrowNYC

By shopping at your neighborhood Greenmarket farmers market, you are directly supporting small family farms and ensuring continued access to fresh local food for all New Yorkers.

Farmroots is a program of **GrowNYC**, a 501(c)3 nonprofit.

Learn more about GrowNYC's community gardens, recycling and hands-on education programs and make a donation to support small family farms [here](#).



FARMroots | GrowNYC | 212-788-7900 | grownyc.org/farmroots

STAY CONNECTED

