



check your way to promotional success in

AUGUST

PA PRODUCE MONTH



- Visit www.paveggies.org for a clear understanding and exploration of all the **FREE** marketing resources available to you in the **Farmer Toolkit** as well as instructions for many of the tasks below.
- Download a **PA Produce Month Facebook Cover Photo** from the Toolkit and upload it as the new cover photo for your page, now through the end of August.
- Add the **PA Produce Month Facebook Profile Frame** to your business and/or personal Facebook profile picture.
- Announce the upcoming PA Produce Month to your audience through a preferred platform(s) of choice (Facebook, email, etc.) using the **Graphics** provided in the **Toolkit**.
- Stock/restock flyers, business cards, brochures at local establishments.
- optional* Pick a **Campaign Theme** (or Themes) to guide all your marketing efforts during PA Produce Month. Follow the **Campaign Checklist** at www.paveggies.org. Please Note: this will work best if planning and organization begins at least two weeks prior to August.



- Post on your preferred social media platform. Below are a few methods. Choose what **WORKS FOR YOU** from the suggested options below:
 - Find messaging inspiration in the **Toolkit's Promotional Prompts** or from a **Campaign Theme**.
 - Use a ready-to-go **Toolkit Graphic** that corresponds with a Prompt or Campaign, or choose a **General Graphic** with personal messaging. Don't over think it. Short and sweet will work just fine.
 - Take a live photo or video on your farm, at market, etc. Just share the image, forget the caption, if you're really tight for time.
 - Copy and paste a link to content on www.paveggies.org. Choose from **Blogs, Infographics, Recipes, Videos** and more!
 - Visit @PAVeggies on Facebook or Instagram, or search for #paveggies posts and re-post the most relevant content.
- Explore the News Feed of your Facebook Business Page (**How To instructions** in the **Toolkit**) and engage (like, comment, and share) with likeminded pages and individuals.
- Message, email, or call a local media outlet, or an influential individual of the food and farming community, to let them know about PA Produce Month and how you're personally celebrating.



- Write a blog and/or send an email campaign to your customers. What to talk about? Find inspiration in the Toolkit's **Promotional Prompts** or from a **Campaign Theme**. Use the ready-to-go **Graphics** with your outreach and share the blog/email through your preferred social media platform, too (if applicable).
- Write a **Press Release** using one of the Templates at www.paveggies.org. Email/mail the finished Release to a local media outlet or an influential individual of the food and farming community. Place a follow up call to the outlet/individual to reinforce the importance of your message.



additional ways to celebrate

AUGUST PA PRODUCE MONTH

Cohesive marketing via support and participation from growers and markets across the state will benefit all. Let's do this together!

Order a Produce Month Grower Kit from the Program or purchase one at an auction. Any grower who orders point-of-purchase materials will receive 6 small Produce Month posters to use in their markets.

Build a PA Produce Month display in your market or at your stand.

Use PA Produce Month in your advertising during August.

Develop a special coupon and/or a frequent buyer program for use at your market during PA Produce Month only. These could be handed out at your market during the end of July and early August.

Offer a PA Produce Month special during August like "Pick 5 Get 10", where the customer gets a 10% discount when they buy 5 different vegetables, or throw in a free cantaloupe with a set purchase (\$10-\$15).

Offer a different special each week of August to build excitement and anticipation. If your peppers are overproducing, make them the giveaway item. Use specials that worked for you in the past or dream up something brand new.

Host a PA Produce Month special event – like a Sweet Corn Festival. If you have a special event planned for August, incorporate PA Produce Month into your plans and publicity for that event. If you would like your special event to be considered for one of the Program's media events, contact the Program.

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