Smart Marketing = More Customers, More Profits
November 3, 2015
Jones Auditorium, the Connecticut Agriculture Experiment Station, 123 Huntington Street,
New Haven CT

9:00 - 9:30 Registration, Coffee Available

9:30 – 9:50 Introduction and Overview of Marketing in CT, Ben Campbell, University of Connecticut, Storrs, CT

9:50 – 10:00 Break

10:00- 11:00 Current Consumer Perceptions on Pest Control, Bridget Behe, Michigan State
*Michigan State University researchers conducted a nationwide survey to understand consumer’s perceptions about insecticide use, biological control strategies, and common greenhouse pest control practices. Results will be presented showing the consumer’s willingness to pay a premium for indoor, outdoor, and hanging baskets labeled with a variety of word alternatives describing the pest management practices used during production.

11:00– 12:00 Maintaining High-Quality Plants in Retail Settings, Rosa Raudales, University of Connecticut, Storrs, CT * Growing crops is only the first stage to achieve high-quality plants. Maintaining high-quality plants in retail settings requires proactive management. In this presentation, we will discuss technical aspects to help sustain plant quality in retail settings, including proper irrigation, fertilization, and use of plant growth regulators, among other techniques.

12:00- 1:00 Lunch provided

1:00 - 2:00 Trends, Countertrends and Game-Changers”, Chris Beytes, Editor, Ball Publishing, Chicago, IL  What’s the next big thing in horticulture? Or the next little thing? That’s what everybody wants to know. Chris Beytes, editor of GrowerTalks and Green Profit magazines, will walk you through many of the possible paths the industry might take, along with trends big and small that you could or should be looking at for your own business.

2:00 - 3:00 Ideas on How to Market to Your Customer, Hayk Khachatryann, University of Florida
Adding value through promoting novel plant attributes communicates valuable product information to customers and influences their purchasing decisions. Our research concentrates on using new product attributes to improve customers’ perceived value, and meet new market needs.

3:00 to 3: 15 Break

3:15 to 4:15 What are Innovative Retailers Doing a Panel Discussion (Chris Beytes, Moderator)

* Two Pesticide Recertification Credits have been approved in categories PA, 3A for attendees from CT, RI, MA, ME, NH and VT
Directions:  123 Huntington Street, New Haven, CT  06504-2016

From I-95:  North or South: Exit onto I-91 north in New Haven. Take Exit 6 (left exit) to Willow Street.
From I-91: North or South: Take Exit 6 in New Haven to Willow Street. Turn right onto Willow Street and proceed to the end. Turn right onto Whitney Avenue. Take the third left off Whitney Avenue (Huntington Street) and proceed up the hill. The Experiment Station is on the right just past the first cross street.

Questions:  Leanne Pundt, University of Connecticut, 860.626.6855. Email: leanne.pundt@uconn.edu

(View program and form online at: www.ipm.uconn.edu)

Registration deadline: postmarked on or before October 28

All names ____________________________________________________________

Firm
__________________________________________________________

Address
__________________________________________________________

Town
__________________________________________________________

Phone ___________ Email: ____________________________________________________________________________

Required  (Required for confirmation of registration)

Total Number Attending _____ x $25.00 per person _____ (by check only)

Registration includes: handouts, refreshments, lunch. Partial funding for this program is from a CT Department of Agriculture Specialty Crop Block Grant Award.

Make check payable to University of Connecticut.  Return this form and check to: Leanne Pundt, University of Connecticut, Litchfield County Extension Center, 843 University Drive, Torrington, CT 06790-2635.

An Equal Opportunity Employer and Program Provider. If requested by a program participant at least two weeks in advance, every effort will be made to provide special accommodations.