

Put This on Your Calendar Now.....

The Strafford County Farm Bureau cordially invites you to join us at the Jeremiah Smith Grange Hall in Lee, NH on Thursday, October 16 at 6 p.m. for dinner and a presentation by Prof. Analena Bruce on the strategies New England farmers are using to ensure their farms' viability as well as the most effective consumer-based marketing messages. This timely presentation is sure to provide you with ideas to strengthen your business and become more profitable.

Title:

"A farm is viable if it can keep its head above water"; What farm viability means to the operators of small and mid-sized farms in New England

Overview:

Today, the [characteristics that make a typical New England farm viable are different from what has traditionally been expected](#). With 80 percent of New Hampshire's farms making less than \$25,000 a year in sales, growing and selling food alone no longer pays the bills. New Hampshire Agricultural Experiment Station (NHAES) researcher Analena Bruce studied how small and midscale farms in New England have adjusted to this reality. Her team's recently published findings offer a new perspective on what it means to sustain a farm in New England today: adopting new strategies that include agritourism, off-farm jobs and greater reliance on agricultural policies and grants. In this talk, Bruce will share farmers' own conceptions of farm viability, drawn from 37 interviews with the operators of small farms in New England. Bruce will also share highlights from a large study of New England consumers' [attitudes](#) and [food purchasing patterns](#) shared in two research briefs, and discuss the implications of their findings for farmers' marketing messages.

Analena Bruce is the Director of the UNH Food Systems Lab and an Assistant Professor in the Department of Agriculture, Nutrition, and Food Systems at the University of New Hampshire. She is a sociologist with a research program on the development of sustainable livelihood strategies for New England farmers and Values-Based Food Supply Chains designed to support fair prices for farmers.

RSVP's are required for planning purposes. Tickets are \$18 per person. Please contact Bruce Cilley, President of SCFB, at bcilley@horseshoesplus.com or call 1-603-498-0756 to reserve your spot today.