

# Direct Marketing Workshop:

## How to Market to Your Ideal Customer and Manage Your Limited Time!



LAND  
STEWARDSHIP  
PROJECT

**Join us on Zoom! Thursday, Dec. 9th 6:00 PM - 8:00 PM**



**Rachelle Meyer** of Wholesome Family Farms will share specific and actionable tips for building your ideal customer and figuring out which marketing strategies work for them by using technology to track customer activity and communicate effectively. Rachelle combines tried and true marketing principles with firsthand experience as a farmer/direct-marketer to help you refine your marketing approach, avoid needless pitfalls and focus on what's working well for your business and customer.

Register online at [landstewardshipproject.org](http://landstewardshipproject.org) & click on "Upcoming Events"

Questions? Contact LSP's, Alex Romano at

[aromano@landstewardshipproject.org](mailto:aromano@landstewardshipproject.org), 612-767-9880

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**SOIL BUILDERS'  
NETWORK**

180 East Main Street  
Lewiston, MN 55952  
(507) 523-3366

Nonprofit Org  
US Postage  
**PAID**  
Lewiston, MN 55952  
Permit No. 19

**About Wholesome Family Farms:**

Rachelle, and her husband, Jordan, Meyer started Wholesome Family Farms in 2018 which includes their five kids Natalie, Layne, Ashton, Gabe, and Kade, with one on the way! The Meyer's have a passion for small town, small business, regenerative agriculture, and family-centered food. So when the opportunity came to start growing their own food and selling it to the community they knew that was their calling.

Wholesome Family Farms livestock includes Angus beef, pork, chicken, and goats. Animals are rotationally grazed over organic pastures and woods. Beef and goats are 100% grass fed and finished. Their pork and chicken are fed NON-GMO grain. Meats can be purchased individually by-the-cut, in bulk, or in weekly special combination boxes. The Wholesome Family Meat club offers customized boxes based on the size of the family and cooking preferences. They also offer home delivery within 30 miles of the farm, offer on farm pick up, and cuts that can be shipped anywhere in Minnesota.

To learn more, visit [wholesomefamilyfarms.com](http://wholesomefamilyfarms.com)

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