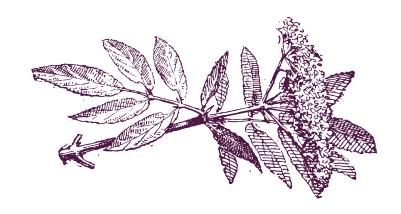


WORKSHOP SERIES

Official Norkbook

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Enjoy the Workshop!



You're about to absorb a LOT of content! This workbook contains a dedicated page for each speaker, but use this page to jot down those quick thoughts and the notes that aren't necessarily speakerspecific!

DON'T FORGET

VARIETIES TO RESEARCH

TO DO TO GET MY FARM READY

OTHER TRAININGS TO TAKE



Use this page to get yourself ready for the Workshop. You can also come back here later to make sure you're staying on track!

MY WORKSHOP GOAL
QUESTIONS I NEED
ANSWERED
SPEAKERS I JUST CAN'T MISS
MY HURDLE(S) IN THE WAY OF ELDERBERRY
SUCCESS



THE OPPORTUNITY TO PROCESS AND SELL ELDERBERRIES

Key Takeaway

I STILL NEED TO RESEARCH: **HOW I CAN USE THIS IN MY PLANS: EXTRA NOTES**

HERE YOU'LL LEARN

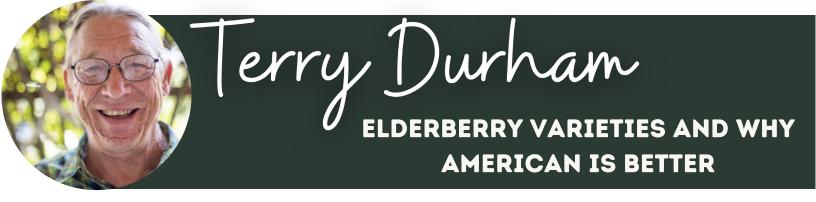
- The growing popularity of elderberries
- Elderberries in various niches
- Processing elderberries
- Understanding the real health benefits of elderberries
- Opportunities to monetize

Key Takeaway

HOW I CAN USE THIS IN MY PLANS:					
XTRA	NOTES				

HERE YOU'LL LEARN

- Why water is so important in growing elderberries
- Why elderberries
 make a good fit
 for almost any
 farm
- The steps
 Taylor's farm
 took to establish
 growing
- The resiliancy and versitility of elderberries



Key Takeaway

STIL	L NEED TO	RESEARC	H:	
HOW I CAN USE THIS IN MY PLANS:				
YTDA	NOTES			

Here you'll learn

- The early days of American elderberries
- The overall ease in process of growing
- How European elderberries shipped to the US are different
- Harvest time of elderberries to follow
- Varieties that do well in Southern
 US

DON'T MISS TERRY'S VIDEO ON HOW TO TAKE CUTTINGS

Andy Thomas

WHY \$5 MILLION IS BEING INVESTED IN ELDERBERRY RESEARCH

Key Takeaway	HERE YOU'LL LEARN
I STILL NEED TO RESEARCH:	
HOW I CAN USE THIS IN MY PLANS:	Coming Soon
EXTRA NOTES	
	_ _ _

MARKETING PLAN

It's important for every business to have a marketing strategy - no matter how small! We want to help you get organized so you can market your products effectively!

Which platforms, content, and audience currently fit your business?

CURRENT PLATFORMS

- Facebook
- Instagram
- Pinterest
- TikTok
- Snapchat
- Website
- Email Newsletter
- Word of Mouth

CURRENT CONTENT

- Photos of Products
- Farmers Market Updates
- Educational Videos
- Articles and Blog Posts
- Sales and Promotions
- Occasional/Holiday Posts
- I don't have content to post

CURRENT AUDIENCE

- Elderberry Growers
- Local Shoppers
- Health Lovers
- Flower/Herb Growers
- Retail Store Owners
- Medicinal Herb Retailers
- Commercial Growers
- Anyone who wants to listen

WEAKNESSES AND STRENGTHS

Circle your top three weaknesses and underline your top three strengths!

Photo quality Gaining followers
Consistency Using the right platform

Creating new content Remembering to post

Advertisements Converting social to sales

Spending time on social Managing efficiently

Using the right platform Communicating with freelancers

Reaching the right audience Staying organized

Analyzing data Engaging with followers

MY MARKETING GOAL

Take a minute to reflect on your current situation. How $^\circ$	would you like it to change
What does the future look like to	you?

RESOURCES



- 1. Elderberry Grower's Guide
- 2. The Elderberry Book
- 3. Complete Guide to Growing Elderberries
- 4. Growing Elderberries in Missouri
- 5. Choosing Elderberry Cultivars

We hope you've enjoyed
The workshop!