



# ELDERBERRY WORKSHOP SERIES

Official  
Workbook

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*Enjoy The Workshop!*





# WORKSHOP SUMMARY

## **DON'T FORGET**

## **VARIETIES TO RESEARCH**

## **TO DO TO GET MY FARM READY**

## **OTHER TRAININGS TO TAKE**

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 speaker-specific!



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**

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## **QUESTIONS I NEED ANSWERED**

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## **SPEAKERS I JUST CAN'T MISS**

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## **MY HURDLE(S) IN THE WAY OF ELDERBERRY SUCCESS**

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# Trisha Jackson

## THE OPPORTUNITY TO PROCESS AND SELL ELDERBERRIES

### Key Takeaway

#### I STILL NEED TO RESEARCH:

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#### HOW I CAN USE THIS IN MY PLANS:

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#### EXTRA NOTES

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### 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

Day 1 - February 21st



# Taylor Clark

## HOW TO START GROWING ELDERBERRIES

### Key Takeaway

#### I STILL NEED TO RESEARCH:

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#### HOW I CAN USE THIS IN MY PLANS:

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#### EXTRA NOTES

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### 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 resiliency and versatility of elderberries





# Terry Durham

## ELDERBERRY VARIETIES AND WHY AMERICAN IS BETTER

### Key Takeaway

### I STILL NEED TO RESEARCH:

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### HOW I CAN USE THIS IN MY PLANS:

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### EXTRA NOTES

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

### 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

Day 3 - February 23rd



# Andy Thomas

**WHY \$5 MILLION IS BEING INVESTED  
IN ELDERBERRY RESEARCH**

Key Takeaway

**HERE YOU'LL  
LEARN**

**I STILL NEED TO RESEARCH:**

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**HOW I CAN USE THIS IN MY PLANS:**

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**EXTRA NOTES**

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*Coming  
Soon*

*Day 4 (TBA)*



# 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  
Consistency  
Creating new content  
Advertisements  
Spending time on social  
Using the right platform  
Reaching the right audience  
Analyzing data

Gaining followers  
Using the right platform  
Remembering to post  
Converting social to sales  
Managing efficiently  
Communicating with freelancers  
Staying organized  
Engaging with followers

## MY MARKETING GOAL

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

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# 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!