

Marketing For All

The CCD's Marketing For All Program (MFA) is an innovative marketing curriculum that has empowered 684 small-scale farmers and food entrepreneurs since 2017 by helping them strategically reach more consumers, enhance product visibility, and increase revenue. MFA strengthens local food systems and economies by helping growers connect with more customers.

Impact Snapshot

684

producers trained in basic marketing principles.

673

producers trained indicated they learned at least one practice they would implement in their business.

98.2%

of participants indicated that the training would either probably or definitely be useful to their business.

97.4%

of respondents said that they would either probably or definitely recommend the MFA program to a friend or colleague.



Since 2017, the MFA program has brought in \$172,425 dollars in competitive grant funding.

"I've seen firsthand how the Marketing For All initiative has positively impacted the local horticulture economy. Witnessing the growth and enthusiasm of the participants has been incredibly rewarding, as they've improved their operations and connected more deeply with the communities they feed."

Ray Tackett, Bourbon County Agent for Horticulture

2021

MFA 2.0
More SCBG funding allows CCD Team to build on first efforts by offering resources for a digital post-COVID marketplace.

2017

MFA 1.0
Through Specialty Crop Block Grant (SCBG) funding, the CCD develops an innovative beginners marketing curriculum with a menu of modular trainings

2024

MFA 3.0
Another grant-funded proposal will allow the CCD team to adapt existing materials into intensive, workshop-driven programming focusing on deeper impact