

Farm Marketing I: Keynote Session

Tuesday morning 9:00 am

Where: Ballroom A

Moderator: Bob Tritten, District Fruit Educator, MSU Extension, Flint, MI

- 9:00 am Keynote Speaker -- Managing Difficult Customer Conversations About GMOs, Organics, etc.
- Kevin Folta, Horticultural Sciences Dept., Univ. of Florida
- 10:00 am Marketing to Small Town Big City Customers: A Marketer's Story
- Matt Murphy, Red Jacket Orchards, Geneva, NY
- 10:45 am Session Ends

Marketing to Small Town Big City Customers: A Marketer's Story

Matt Murphy
Assistant Orchard Manager
Red Jacket Orchards
Geneva, NY
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- Red Jacket Orchards is a third generation business.
- We specialize in several products instead of one or two.
- Originally from Long Island, New York.
 - Moved to the Finger Lakes in the 50's.
- Sold fruits directly to consumers at a road side stand in Geneva, NY from June to October.
 - Now have expanded our juice and fresh business into a year round business
- Started to diversify fruits grown and expanded fresh and juice business in the 60's
 - Now have over 600 acres of apples, apricots, Asian and European plums, peaches, pears, nectarines ,blueberries, cherries, strawberries, currants, gooseberries, rhubarb
 - Red Jacket specializes in growing several different varieties of fruits
 - Started with an old rack and cloth press and expanded to a new state of the art juice facility in 2010
- Started selling fruit at fruit stand, eventually moved to whole sale, Green Markets and restaurants in NYC
- Red Jacket juices are in stores from Maine to Texas
- Strive to be innovative and sustainable leaders in the fruit and juice industries

