

# Developing The Experience



*Lauren Gagliano Saline  
Community Grower  
Suzie's Farm*

# Suzie's Farm

- Our mission: to cultivate, to educate, to inspire



# Hone In

- What can you offer?
  - Identify your strengths
  - Ask your customers
- Who is interested?
  - Decide your target market
  - Find what makes them tick



# Build

- Facilities & Staff

- Safety
- Needs & Comfort

- Options & Policies

- Stick to them
- Communicate clearly

- Consistency

- Be organized
- Know your limits



# Connect

- ◉ The Power of WOM
- ◉ Cross-Promote!
- ◉ Reach Out
- ◉ Think outside the box



# Connect



## WINTER 2013 EVENTS CALENDAR

FAMILY FUN WITH THE FARM-ILY

**NOVEMBER**

**SAT 2** **DIA DE LOS MUERTOS**  
6pm-10pm, Cost: \$25-\$75  
A family celebration of the cycle of life and death.

**MON 25** **SUZIE'S THANKSGIVING CAMP**  
9am-3pm, Cost: \$165

**TUE 26** Gear up for Thanksgiving with a 3-day camp focused on fun, food and farming for children K - 5th grade.

**WED 27**

**DECEMBER**

**SAT 21** **WINTER SOLSTICE BREAKFAST**  
5:30am-9am, Cost: \$60

**JANUARY**

**JAN 6** **SUZIE'S WINTER CAMP**  
Children grades K - 5th grade

**THRU JAN 10** Join us for a week of farm animals, field exploration, and fun.

**JANUARY**

**SAT 18** **WELLNESS FAIR**  
10am-2pm, FREE  
Come meet and interact with local wellness professionals and practitioners.

**FEBRUARY**

**SAT 1** **YEAR OF THE GREEN HORSE CELEBRATION**

**SAT 15** **RAIN CATCHMENT WORKSHOP**  
WITH SAN DIEGO SUSTAINABLE LIVING INSTITUTE  
10am-1pm, Cost: \$30

**MARCH**

**SUN 9** **BREAD MAKING WORKSHOP**  
WITH PRAGER BROS. ARTISAN BREADS  
9am-2pm, Cost: \$40

**FARMSTAND**  
OPEN TUESDAYS 3PM-7PM | OPEN SATURDAYS 10AM-2PM

**... SAVE THE DATE ...**  
**SPRING EQUINOX BRUNCH**  
SATURDAY  
MARCH 22, 2014

**WE ♥ PRIVATE EVENTS!**  
HOST YOUR WEDDING, BAR MITZVAH, GRADUATION LUNCH, OR FAMILY REUNION **ON THE FARM!**  
YOU CAN EVEN BOOK A PRIVATE TOUR!  
CONTACT [EVENTS@SUZIESFARM.COM](mailto:EVENTS@SUZIESFARM.COM)

2570 SUNSET AVE. SAN DIEGO, CA 92154

[WWW.SUZIESFARM.COM](http://WWW.SUZIESFARM.COM)

USDA ORGANIC



# Thanks!

Visit Suzie's Farm every Saturday from 10am-2pm with tours at 10am and 12:30pm plus u-picking!



619.662.1780

[www.suziesfarm.com](http://www.suziesfarm.com)