



MICHELLE PATTERSON

PATTERSON FARM

FIVE YEAR GOALS FOR OUR BUSINESS

Our goal is to continue to expand and grow our retail market, products and offerings at Patterson Farm Market and Tours, Inc.

CONTACT

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www.visitpattersonfarm.com

MARKETING NEEDS

- Attracting employees
- Reaching customers
- Visual media (commercial or video ad)
- Loyalty initiatives
- Community outreach
- Event planning (promotion, celebration, etc.)

COMMUNICATION METHODS

Michelle Patterson prefers to communicate with students via email.

MEETING

Students will meet this business on Wednesday, February 12 from 9:45-10:35 AM. Students will also be allowed to meet with this business 3 times during this PBL.

BUSINESS DESCRIPTION

We are a 4th generation farm. We have a retail market which we sell our produce, value added products, ice cream and other products. We also do educational field trips and special events to educate people about agritourism.