

DEPARTMENT • 36

AGRICULTURE MARKETING

Chair - Carrie Bomgardner

RULES

See General Rules, Regulations & Health Requirements online at <https://www.farmshow.pa.gov/pafarmshow/exhibit/rules-regulations>

ENTRIES CLOSE DECEMBER 7, 2023

DIVISION 001 - Market Website

1. This contest is open to any Pennsylvania resident who direct markets their products.
2. The exhibitor must sell and advertise produce or products grown and produced in Pennsylvania.
3. Markets whose offerings of products are derived from the resale of items purchased at an auction or off farm source greater than 50% of total products offered are excluded from this competition.
4. There are two classes - class 001 informational market website and class 002 retail commerce website.
5. The presence of e-commerce (the ability to purchase items online) will only be considered when judging class 002 retail commerce website.
6. Entries must be emailed to farmshow@pa.gov with a subject line of 2024 PA Farm Show Market Website Entry. Email must include business name, address, county, phone number, email, and a link to the business's website. Please also indicate if you are entering Class 001 or Class 002 in your entry email.

Class 001 Informational Market Website

Judging will be based on the following criteria:

- Overall design and attractiveness
- Website usability
- Depth of educational content
- Business information

Class 002 Retail Commerce Market Website

Judging will be based on the following criteria:

- Overall design and attractiveness
- Website usability
- Depth of educational content
- Business information
- Retail store navigation

Premiums: 1st - \$75 + plaque; 2nd - \$60; 3rd - \$45; 4th - \$30; 5th - \$20

DIVISION 002 - Market Advertising Brochure

1. This contest is open to any Pennsylvania resident who direct markets their products.
2. The exhibitor must sell and advertise produce or products grown and produced in Pennsylvania.
3. Markets whose offerings of products are derived from the resale of items purchased at an auction or off farm source greater than 50% of total products offered are excluded from this competition.
4. Exhibitors must submit one printed brochure used to advertise their market that is provided at no cost to the consumer.
5. There are two classes - class 001 amateur market advertising brochure and class 002 professional market advertising brochure.
6. Entries must be mailed to PA Farm Show Complex, Attn: Livestock Office 2300 N. Cameron Street, Harrisburg, PA 17110. Entry must include business name, address, county, phone number, email, and a copy of Market Advertising Brochure. Please also indicate which class you are entering in the email.
7. If submitting a promotional package, describe what item is being judged.

Class 001 Amateur Market Advertising Brochure (designed by a person or team member with no formal design course)

Judging will be based on the following criteria:

- Overall design and attractiveness
- Description of the market
- Quality and abundance of information about the market
- Business information

Class 002 Professional Market Advertising Brochure (designed by a person or team member with at least one formal design course)

Judging will be based on the following criteria:

- Overall design and attractiveness
- Description of the market
- Quality and abundance of information about the market
- Business information

Premiums: 1st - \$75+ plaque; 2nd - \$60; 3rd - \$45; 4th - \$30; 5th - \$20

DIVISION 003 - Market Social Media Presence

1. This contest is open to any Pennsylvania resident who direct markets their products.
2. The exhibitor must sell and advertise produce or products grown and produced in Pennsylvania.
3. Markets whose offerings of products are derived from the resale of items purchased at an auction or off farm source greater than 50% of total products offered are excluded from this competition.
4. Entries must be emailed to farmshow@pa.gov with a subject line of 2023 PA Farm Show Market Social Media Presence Entry. Email must include business name, address, county, phone number, email, a link to the business's social media page(s).
5. Include three best post and analytics (example: number of individual post views, shares, etc.) from January 1 through November 30.

Class 001 Market Social Media Presence

Judging will be based on the following criteria:

- Number of social media outlets used
- Quality of social media engagement with other organizations and partners
- Unique uses of social media to generate interest
- Use of social media to tell the business' story

Premiums: 1st - \$75 + plaque; 2nd - \$60; 3rd - \$45; 4th - \$30; 5th - \$20