

DEPARTMENT • 36

AGRICULTURE MARKETING

Chair -

RULES

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

ENTRIES CLOSE DECEMBER 1, 2021

Section 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. The presence of e-commerce (the ability to purchase items online will not be considered when judging entries.
5. Entries must be emailed to farmshow@pa.gov with a subject line of 2022 PA Farm Show Market Website Entry. Email must include business name, address, county, phone number, email, a link to the business's website.

Class 001 Market Website

Judging will be based on the following criteria:

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

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

Section 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. 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.

Class 001 Market Advertising Brochure

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; 2nd - \$60; 3rd - \$45; 4th - \$30; 5th - \$20

Section 002 - 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 2022 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).

Class 001 Market Social Media Presence

Judging will be based on the following criteria:

- Number of social media outlets used
- Quality of social media involvement
- Unique uses of social media to generate interest
- Business acumen

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