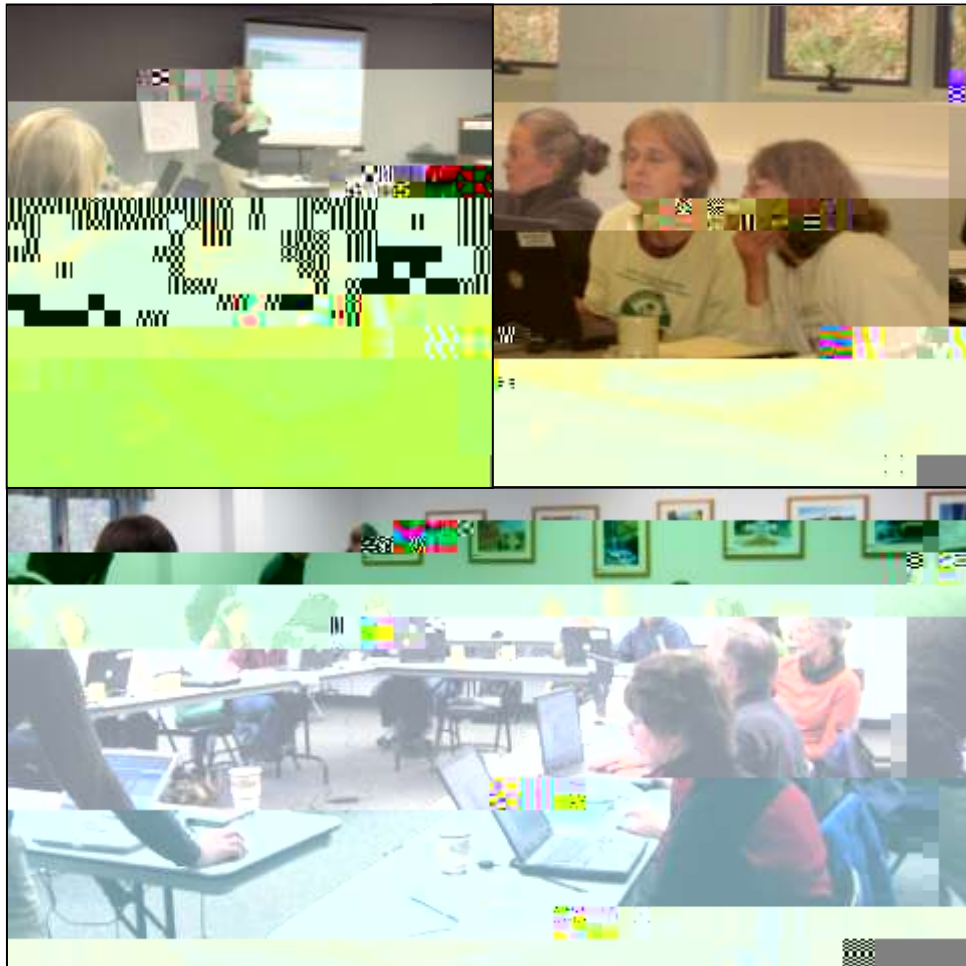




Adding the Internet to Your Business Recipe

Workshops for farm-business owners

UVM Center for Rural Studies
& Women's Agricultural Network (WAgN)



Background

Agricultural micro

the third session had been a participant in the first session and subsequently launched a full e-commerce site.

The farmers spoke about how they developed their Web sites, how the sites fit into their businesses strategies, their successes and challenges and how having an Internet presence affected their businesses.

Participants

The workshops were initially marketed to WAgN members through its newsletter and a

Due to the wide range of experience and comfort with the Internet among participants, some said some topics were too elementary, while others said some topics were too technical. Similarly, some participants said they would have preferred more individual attention while others wanted more broad discussions.

Here's a sampling of quotes from evaluation questionnaires and follow-up interviews:

“The workshop was a great springboard.”

“I learned so much! I now appreciate the use of keywords and have a vastly improved understanding of how a search engine works.”

“(The workshop) helped me see the implications of selling products one \$ e