

Subject: Direct Marketing Brings Farmers and Consumers Together

Story summary: A farmer's greatest challenge may be to successfully market a crop. Although it's not for everyone, an increasingly popular way is to sell direct to the consumer.

TRT: 1:48

Suggested lead: Some farmers worry about getting their crop to the customer. Tom Steever reports from western New York on a marketing method that gets customers to the crop.

Suggest supers: Albion, New York
@ :01

Karen Watt
New York Fruit Farmer
@ :28

Eleanor Cunningham
Train Conductor
@ :59

Tom Steever
Reporting
@ 1:38

Direct Marketing Brings Farmers and Consumers Together
Reporter Tom Steever
August 24, 2000

<p>Peach z/out Albion, New York</p> <p>Watt approaches berries</p>	<p>VO/ FRESH FRUIT IS A COMMODITY EASILY TAKEN FOR GRANTED BY AMERICANS. THAT'S NOT THE CASE WITH KAREN WATT. SHE AND HER HUSBAND GROW TWO HUNDRED FIFTY ACRES OF APPLES AND SOFT FRUITS AND MARKET THAT BOUNTY DIRECTLY TO CONSUMERS.</p>
<p>Watt sot</p>	<p>SOT/ "It looks as though we need to get started picking on these, they're very large."</p>
<p>Store exterior</p> <p>Sorting fruit</p>	<p>VO/ A DECADE AGO THE WATTS BECAME PART OF THE GROWING NUMBER OF FARM ENTREPRENEURS WHO DEAL WITHOUT A MIDDLEMAN.</p>
<p>Karen Watt New York fruit grower</p> <p>Merchandise</p> <p>Store</p>	<p>SOT/ "We first started out calling ourselves Watt Fruit Stand and now we've kind of raised that to a level where we're calling ourselves a country market because we have expanded with a variety of items that are not particularly agriculturally oriented."</p>
<p>C/u Apples w/train</p> <p>Train</p>	<p>VO/ A VISIT TO WATT FARMS IS MORE AN EVENT THAN JUST A SHOPPING TRIP. AFTER BUILDING A MILE-AND-A-HALF OF SPECIAL TRAILS THROUGH THEIR ORCHARDS, THERE'S A WEEKEND TRAIN RIDE WITH AN EDUCATIONAL FARM TOUR.</p>
<p>Eleanor Cunningham Train conductor</p>	<p>SOT/ "Peach trees only live eight to ten years, so that means that we have to constantly be replanting them."</p>

<p>Fruit in basket</p> <p>Fudge</p>	<p>VO/ IT'S NOT JUST FRUIT YOU'LL FIND AT WATT FARMS BUT ALSO SOME OF THE CONFECTIONS MADE FROM FARM PRODUCTS.</p>
<p>Watt sot</p> <p>Raspberries</p> <p>Raspberry Swirl fudge</p>	<p>SOT/ "And these are the berries that we use in our fudge. We also make purple raspberry pie, but we're known for the raspberry swirl fudge."</p>
<p>Watt in train</p> <p>Watt on phone</p> <p>W/s Watt on phone</p> <p>Customers</p>	<p>VO/ ALONG WITH PROMOTING AGRICULTURE THROUGH THE FARM BUREAU, WATT IS PRESIDENT OF THE NORTH AMERICAN FARMERS DIRECT MARKETING ASSOCIATION CATERING TO CUSTOMERS WHO APPRECIATE BUYING DIRECTLY FROM A FARM.</p>
<p>Watt sot</p>	<p>SOT/ "There are more and more people interested in getting back to what their grandparents used to do."</p>
<p>Peach on tree</p> <p>Tom Steever reporting</p> <p>Peach being picked</p> <p>Apples on tree</p> <p>Z/in of trees</p>	<p>IT MEANS FRESH, HIGH QUALITY FRUIT FOR CONSUMERS AND COST EFFICIENT MARKETING FOR PRODUCERS. IN ALBION, NEW YORK, I'M TOM STEEVER.</p>