



Every Silver Lining has a Cloud

Marketing Webinar for Direct Marketing Farmers

Glossary of Terms

Facilitated Marketplace

When a third party helps make the connections between farmers and consumers, such as an online farmers market, that is known as a *Facilitated Marketplace*.

Emerging Demographics

Groups of consumers increasing over time within a market area, such as a growing Latino population, is an emerging demographic.

Localwashing

Localwashing is when companies align themselves with the local food movement to help them sell their products and thereby devalues the movement.