



## GROWING NEW FARMERS

### **Make a referral when:**

- **A new farmer...**
  - Has questions you cannot answer
  - Needs information you do not have or cannot provide
  - Requires more time than you can provide
  - Requests additional sources of information
- **You...**
  - Think other assistance would be more helpful
  - Do not have the expertise
  - Know of another organization or person who can assist
  - See a need for additional expertise
  - See a need for another perspective

### **Making a Referral:**

- Explain the reason for making the referral.
- Let the farmer know what experience or knowledge you have about the referral source.
- Explain the services that the person can obtain from the resource person or organization they're being referred to.
- Personalize the referral by giving the name of a contact person (if possible) and phone number.
- Prepare the farmer to discuss his or her situation and to write down questions that he or she has before calling.
- Don't make promises or guarantees.

### **Use [www.northeastnewfarmer.org](http://www.northeastnewfarmer.org)**

- Refer new farmers to the Directory of Programs and Services.
- Use this website to assist you in making effective referrals.

As a service provider, you provide help to new farmers in many ways. Making effective referrals is an essential part of helping.