

Farmer Training Student Success Story

"farmer@uvm.edu" <farmer@uvm.edu> FTP List 2016_04_11

Sent to 575 recipients on Apr 12, 2016 10:00 am



8.7
Mailing Score

— this mailing
— community avg

Opens

39%

225 opens

Clicks

15%

34 unique clicks

Delivery

100%

573 delivered
2 bounced

Opt-outs

3

1% of recipients

Shares

0

OPENS BY DEVICE

57.7% Desktop

42.3% Mobile

OPENS BY CLIENT

Aol. 0% AOL

Apple 14.0% AppleMail

Gmail 26.9% Gmail

Outlook 2.2% Outlook

Outlook.com 1.9% Outlook.com

Yahoo! 3.0% Yahoo! Mail

Unknown 51.9% Unknown

CLICK ANALYSIS



Former Farmer Training Program students Caitlin and Jason Elverson were recently featured in the Vermont magazine *Green Days* for the outstanding success of Sobremesa, their fermented foods company. They specialize in creating delicious, fermented vegetables such as kimchi, arugula slaw/beets, and seasonal products from their own and other Vermont farmers' organic vegetables and herbs.

Sobremesa is a Spanish word that refers to the time spent lingering at the table after a meal and sharing food-inspired conversation. "The name is at the heart of why we want to grow and make food," Caitlin says. "It's a time to digest and savor food, family, and friendship."

Read about Sobremesa and the other featured Vermont Farmer Training Program, May 9 through October 26. Apply now!

Happy Spring—
The Farmer Training Team

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