

Alternative Direct Marketing Methods for Small Farmers

MARKETING WORKSHOP AGENDA:

- 2:30 – 3:00 Registration
3:00- 3:15 Welcome
3:15-3:45: Restaurant Survey results
3:45– 4:00: Growth of Farm to School programs
- 4:00 – 5:00: Buyer Panel
Dan Viti– Southwest Memorial Hospital
Denise Stovall—LB Farm Coop
Ole Bye—Local Food Logic
Sandi Vanhoutean—Cortez Food Service Director
- 5:00: Dinner and networking
3:45-6:15: Business side of local food production - Vic Vanik
6:15-6:45: What about the price difference?- Market Channel Assessment
- 6:45-7:45 Producer Panel
Mary Vozar—Confluence Farm
Mike Nolan—Mountain Roots Produce
James Plate/Max Fields– Fields to Plate Produce
Malisha Sutherlin– Southwest Lamb
- 7:45 – 8:00 Questions, wrap up and evaluation

Skills Workshop

Thursday Dec 5th; 3:00PM to 8:00PM
Calvin Denton Room, Empire Electric
801 North Broadway, Cortez

Individual Consultations

By appointment in January/February

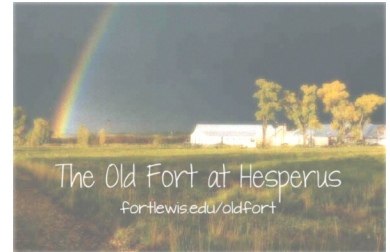
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Thank You!

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