

Alternative Direct Marketing Methods for Small Farmers

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
Kevin Gutierrez– Sodexo
Ole Bye—Local Food Logic
Durango Restaurant owner
- 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
Ian Chamberlain– Farm I /Sunnyside Meats
James Plate/Max Fields– Fields to Plate Produce
Malisha Sutherlin– Southwest Lamb
Denise Stovall—LB Farm Coop
- 7:45 – 8:00 Questions, wrap up and evaluation

Marketing Workshop

Wednesday Nov 6h; 3:00PM to 8:00PM
LaPlata County Fairgrounds
2500 Main Ave; Durango

Skills Workshop

Wednesday Dec 4th; 3:00PM to 8:00PM
LaPlata County Fairgrounds
2500 Main Ave; Durango

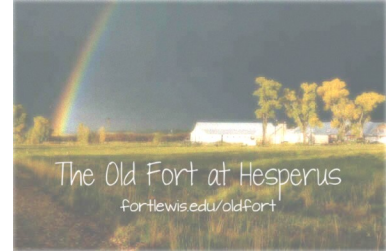
Project Director: Beth LaShell
18683 Hwy 140
Hesperus, CO 81326

Phone: 970-385-4574
Website:
tinyurl.com/4CMarketing
E-mail:

theoldfortathesperus@gmail.co



Meet the Community Partners who make it all possible!



United States Department of Agriculture
National Institute of Food and Agriculture

Thank You!

This material is based upon work supported by
USDA/NIFA under Award Number 2012-49200-20030