

FARM TO MARKET CONNECTION

Marketing workshops
and business-to-business networking
for local food enterprises

SUNDAY MARCH 24, 2013 • CVI BUILDING, ONE CABLEVISION CENTER, LIBERTY, NEW YORK

REGISTER TODAY: www.farntomarketconnection2013.eventbrite.com

STATE OF THE FOODSHED ADDRESS

Jennifer Grossman, Jennifer K. Grossman Consulting LLC./NRDC, and **Rebecca Morgan**, Center for Agricultural Development and Entrepreneurship

While Catskills farmers are feeding their herds, making value-added products and tending to crops, regional organizations are making connections; talking distribution; thinking about the next generation of farmers; and identifying trends for small farm profitability. So what does it all mean and what's next? In this dynamic conference kick-off, the stage is set for the day's activities with a snapshot of developing projects throughout the Catskills and in metropolitan markets. Presenters bridge the divide, relaying relevant opportunities and addressing the challenges facing the Catskills foodshed.

HUDSON VALLEY FOOD HUB RESEARCH UPDATE

Sarah Brannen, Upstream Advisors: Consultant to Local Economies Project, New World Foundation

A follow-up to last year's Food Hub Listening Session, Sarah Brannen returns to report on Hudson Valley Pattern for Progress' research results related to food distribution infrastructure, such as food hubs, and resources and opportunities to help farms bring their products to new markets.

SCHEDULE

9:30-10 a.m.	Registration
10-10:15 a.m.	Welcome Address
10:15-11 a.m.	State of the Foodshed Address
11-11:30 a.m.	Hudson Valley Food Hub Research Update
11:30 a.m.-Noon	Panel: Building Food Hub Networks
Noon-1:15 p.m.	Local Luncheon
12:30-2:15 p.m.	Buyer-Producer Speed Networking and Tradeshow
2:30-3:15 p.m.	Panel and Workshops I
3:30-4:15 p.m.	Panel and Workshops II

PANEL: BUILDING FOOD HUB NETWORKS

Moderator: **Emily Deans**, Catskill Mountainkeeper

Panel:

- Catskills Micro-Hub: Richard Giles, Lucky Dog Organic Farm; Rebecca Morgan, Center for Agricultural Development and Entrepreneurship
- Greenmarket Co.: Olivia Blanchflower
- Growing Upstate Food Hub: Beth McKellips, CCE Madison County
- Hudson Valley Food Hub: Paul Alward, Hudson Valley Harvest
- Jennifer Grossman of Jennifer K. Grossman Consulting LLC./NRDC

With the recent announcement of state funding for five food hubs across New York, and micro-hubs in development in the Catskills region, the panel begins to answer the question of how Catskills region producers can access new services to reduce aggregation and distribution challenges and connect more New Yorkers with the fresh, healthy food raised here.

**All morning sessions will be held in the Auditorium.
Coffee and pastries are located in the Atrium, as are the Tradeshow displays.**

LOCAL LUNCHEON, BUYER-PRODUCER SPEED NETWORKING AND TRADESHOW

After lunch, prepared by Holley White-Giles and the team at Lucky Dog Café, visit the tradeshow where vendors such as Catskills FarmLink, Milk Not Jails, Cornell Cooperative Extension, Pure Catskills and other regional businesses offer information and demonstrations.

*At 12:30 p.m., producers interested in connecting directly with new market opportunities should report to the Auditorium where buyers, including local retail outlets, buying clubs, CSAs, distributors and chefs, are anxious to connect with Catskills producers. **Networking participants are asked to bring with them product and pricing information to leave with interested buyers.***

PANEL & WORKSHOPS I**2:30-3:15 p.m.****PANEL: SHARING THE LOCAL FOOD MESSAGE THROUGH TECHNOLOGY**Moderator: **Tara Collins**, Watershed Agricultural Council

Panel:

- Marjorie McCord, Marketing and Social Media Consultant
- Julia Reischel, Watershed Post
- Mel Weiss, Stone Barns Center, Virtual Grange

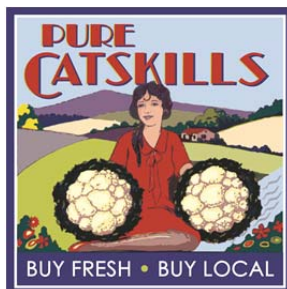
Technology is transforming local economies and markets around the world by helping people communicate, connect and transact. Online technology is making it easier for both producers and consumers to share their stories and connect. This session seeks to introduce participants to new tools, techniques and trends to build an online presence.

WORKSHOP: PASTURE TO PLATEPresenters: **Ken Jaffe**, Slope Farms, and **Kate Marsiglio**, Stony Creek Farm

As the market for grass-based livestock continues to grow, Catskills farmers are seeking ways to connect with new consumers. This workshop explores two models, one for connecting with wholesale markets and the other a unique direct-to-consumer approach. Both farmers are building their bench of local farmers that can supplement their market supply.

WORKSHOP: HIRING ON-FARM LABORPresenter: **Jason Foscolo**, The Food Law Firm

The Food Law Firm is a national law firm specializing in agricultural law and food law issues. Navigating the challenges and limitations of educational on-farm positions, this session explains how to bring interns and apprentices to live, learn and work on your small farm, as well as other forms of on-farm labor.

**BONUS WORKSHOP: PURE CATSKILLS MARKETPLACE ORIENTATION**Presenter: **Josh VanBrakle**, Watershed Agricultural Council

Pure Catskills Marketplace provides an easy, inexpensive, locally based way to sell your farm and forest products online. Attend one of the two concurrent orientations to learn how Pure Catskills Marketplace can be your ticket to reaching new markets and increasing your bottom line through e-commerce. Current Pure Catskills members are eligible to join this new online portal at no additional cost.

PANEL & WORKSHOPS II**3:30-4:15 p.m.****PANEL: SUPPORTING BEGINNING FARMERS IN THE CATSKILLS & BEYOND**Moderator: **Sonja Hedlund**, Apple Pond Farm and Renewable Energy Education Center

Panel:

- Eleanor Blakeslee-Drain, Farmhearts Fellow, Catskills FarmLink and Catskills CRAFT
- Tianna Kennedy, Beginning Farmer Development, Center for Agricultural Development and Entrepreneurship
- Violet Stone, Cornell Small Farms Program
- Severine Von Tscharnher Fleming, The Greenhorns

The Catskills are a great place to operate a small, diversified farm. As current farmers retire, their productive lands go idle. Panelists explore the opportunities and resources for beginning farmers interested in joining our rural farming community and how to raise the profile of the region as a farming destination.

WORKSHOP: EXPAND YOUR MARKET OFFERING WITH SMALL-SCALE AQUACULTUREPresenter: **John Janiszewski**, Wildflower Farm

Raising and selling fish can be great way for small farms to sustainably expand their market offerings. Wildflower Farm has begun breeding and designing a small-scale system that can be employed on farms throughout the Catskills as a means of diversifying farm offerings. This session offers a top-line introduction to raising tilapia in the region.

WORKSHOP: UNDERSTANDING RESTAURANT SYSTEMSPresenters: **Jason Wood**, Glynwood

As more farm-to-table restaurants emerge, chefs are working directly with farmers who understand the challenges of the restaurant system. From how to approach a restaurant and crops in demand, to pricing, packaging and more, this session offers the restaurant chef's point of view for using your fresh farm ingredients.