

Schedule for today

- 8:30-9:00** **Welcome**
- 9:15-10:45** **Block 1 Workshops**
- 11:00-12:30** **Block 2 Workshops**
- 12:30-2:15** **Local Food Lunch**
- 2:30-4:00** **Block 3 Workshops**

Exhibitor Gallery:

Visit with exhibitors in the conference center lobby.

Post Conference Farmer Social

Continue your conversations after the conference at Wedge Foundation, 5 Foundy Street, Asheville.

Hosted by **WNC Young Farmers Coalition**

Lunchtime Opportunities

- 1:00-2:15** **Grower-Buyer Meeting**—pages 10-13
Meet with restaurant owners, chefs, distributors, and grocers to discuss your production and their sourcing needs to determine if you might be a match.
- 12:30-2:15** **Ask a Lawyer**
Ward and Smith, P.A. attorneys will be on hand to answer your questions on a variety of agribusiness topics.
- 12:30-2:15** **Tackle Your Taxes**
Consult with a tax preparer on your farm taxes.
- 12:30-2:15** **Social Media Consulting**
Meet with marketing and communications specialists to answer your basic and advanced social media questions.
- 1:00-2:15** **Farmers Market Managers Round Table**
Join us for discussion topics with market managers and market board members.

Workshop Times & Locations

Workshop descriptions • page 4-5 Speaker biographies • pages 6-9

Room	Block 1 9:15-10:45	Block 2 11:00-12:30	Block 3 2:30-4:00
Conference Room B	Crafting Your Farm Story (part 1)	Sharing Your Farm Story (part 2)	— — —
Sycamore 103	Farm Business Planning Strategies	Farm Business Financials	Financial Recordkeeping
Sycamore 106	Community Supported Agriculture (CSA) Options and Opportunities	Selling to Restaurants	Photography Composition and Techniques
Sycamore 107	Legal Tools for Protecting Your Farm	Opening the Gate: Legal and Insurance Implications of Agritourism	Be Our Guest: Managing Farm Lodging and Rentals
Sycamore 108	— — —	— — —	Introduction to Niche Meats
Sycamore 201	Starting Your Farm Business 101	Direct Marketing Strategies: Connecting With Your Customer Base	Sell More! Improving Sales at Your Farmers Market

Workshops are filled on a first-come, first-seated basis. There is generally room for everyone interested in each session, but if a room is full or the door is closed, please have a backup session in mind.