

# Schedule for **Business of Farming** Conference

Highsmith Union, UNC Asheville – February 20, 2016

**8:00-8:45**    **Registration and Coffee**  
Enjoy coffee and biscuits

**8:45-9:30**    **Welcome**—Alumni Hall

**9:45-11:15**    **Block 1 Workshops**  
See room numbers below.

**11:15-1:15**    **Local Food Lunch**  
Enjoy lunch with ingredients sourced from Appalachian Grown certified farms and businesses.

**Grower-Buyer Meeting—Grotto** (behind Cafe)  
Meet with restaurant owners, chefs, distributors, and grocers to discuss your production and marketing requirements to determine if you might be a match.

**Ask-A-Lawyer—Lounge** (near registration)  
Take advantage of 1:1 meetings with attorneys at Ward and Smith, P.A.

**Lunch Block Workshops** (12:00-1:00)  
Take in a short workshop during lunch. See room numbers below.

**1:15-2:45**    **Block 2 Workshops**  
See room numbers below.

**3:00-4:30**    **Block 3 Workshops**  
See room numbers below.

## Workshop Times & Locations

Room	Block 1 9:45-11:15	Lunch Block 11:15-1:15	Block 2 1:15-2:45	Block 3 3:00-4:30
<b>Alumni Hall</b>	Legal Tools for Protecting Your Farm		Open Networking	Success Welcoming Visitors to Your Farm
<b>221</b>	Introduction to the Business of Niche Meats	Market Managers Round Table 12:00-1:00	The New FDA Food Safety Modernization Act (FSMA) Produce Rule: How Will It Affect Your Farm?	Diversifying with Wholesale Markets
<b>222</b>	The Dos and Don'ts of Selling to Restaurants	Is Crop Insurance Right For Your Farm? 12:00-1:00	Community Supported Agriculture (CSA) Options and Opportunities	Sell More! Improving Sales at Your Farmers Market
<b>223</b>	Crafting Your Farm Story		Direct Marketing Strategies: Connecting with Your Customer Base	Making Social Media Work for You
<b>224</b>	Basic Business Planning in Action		Record Keeping Basics	Farm Business Financials