

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
Alumni Hall	Legal Tools for Protecting Your Farm		Open Networking	Success Welcoming Visitors to Your Farm
221	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
222	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
223	Crafting Your Farm Story		Direct Marketing Strategies: Connecting with Your Customer Base	Making Social Media Work for You
224	Basic Business Planning in Action		Record Keeping Basics	Farm Business Financials