



# 2017 Business of Farming Conference

## AB Tech Community College, Asheville, NC Saturday, February 25, 2017, 8-5 pm



### ASAP's 14th Annual Business of Farming Conference

Spend the day learning and networking with farmers across the region, and learn strategies for building a more profitable farm business. Your conference registration includes more than a dozen farmer and business professional led workshops, exhibitor hall, locally sourced lunch, and exclusive networking opportunities including a Ask-a-Lawyer session, round table discussions, and Grower-Buyer Meeting.

**Business and marketing workshops** for new and experienced farmers. Choose from over a dozen workshop topics including: farm business planning and finances, recordkeeping, agritourism, legal topics for farmers, selling to restaurants, direct and wholesale marketing strategies, crafting your farm story, social media, and much more!

**Grower-Buyer Meeting**—Meet with local chefs, distributors, grocers and other regional buyers to discuss sourcing. Many farmers have made connections with participating buyers, and many more have improved their ability to serve wholesale accounts!

**Save \$\$ with early registration** and when you register with a farm partner—Early bird registration is \$75 per person, or \$125 for two farm partners until February 1; \$95 per person starting on February 2. Register early to secure your spot and take advantage of early bird discounts.

**Cool season crop production workshop**—Add to your conference experience with a half day on-farm workshop on friday hosted by NC Cooperative Extension. This session will kick off a 2017 production workshop series focusing on soils, disease, pests and post-harvest practices for seasonal crops. **\$20.**

Register at [asapconnections.org](http://asapconnections.org)  
or contact us at 828-236-1282

