



2017 Business of Farming Conference

AB Tech Community College, Asheville, NC | Saturday, February 25, 8-4:30 pm

Schedule for the day

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

Lunchtime Opportunities

- 11:15-1:15 **Grower-Buyer Meeting**
Meet with restaurant owners, chefs, distributors, and grocers to discuss your production and their sourcing needs to determine if you might be a match.
- 11:15-1:15 **“Ask a Lawyer”**
Ward and Smith, P.A. attorneys will be on hand to answer questions on a variety of agribusiness topics.
- 11:15-1:15 **Tackle Your Taxes**
Consult with a tax preparer on farm taxes.
- 12:00-1:00 **Create Your First Social Media Page**
Set up an account and get started today.
- 12:00-1:00 **Farmers Market Managers Round Table**
Join us for discussion topics with market managers and market board members.

Workshop Times & Locations

Room	Block 1 9:45-11:15	Block 2 1:15-2:45	Block 3 3:00-4:30
Sycamore 103	Markets for Medicinal Herbs	Is Crop Insurance Right for Your Farm?	Demystifying Social Media and Growing Your Business
Sycamore 106	Selling to Restaurants	Crafting Your Farm Story	Sell More! Improving Sales at Your Farmers Market
Sycamore 107	Protecting Your Farm: Legal Tools for Farmers	Accessing Capital to Build Your Farm Business	Lessons Learned in Agritourism
Sycamore 108	Direct Marketing Strategies: Connecting with Your Customer Base	Introduction to the Business of Niche Meats	Considerations for Selling Wholesale
Sycamore 201	Farm Business Planning Strategies	Farm Business Financials	Financial Recordkeeping