



# 2015 Business of Farming Conference

Room	Track	Block 1 9:45-11:15	Lunch 11:15-1:30	Block 2 1:30-3:00	Block 3 3:30-5:00
<b>Mountain View Room</b>	<b>Marketing</b>		Lunch <b>Arena Floor</b>  Exhibits <b>Arena Deck</b>  Professional Consulting <b>Scholarship Deck</b>  Grower-Buyer Meetings <b>Mountain View Room</b>	CSA Models and Marketing Opportunities	Direct Marketing Strategies
<b>402</b>	<b>Market Opportunities</b>	Strategies for Selling to Restaurants		Considerations for Selling Wholesale	Introduction to the Business of Niche Meats
<b>406</b>	<b>Planning</b>	Risk Management Options: Crop insurance and Accessing Credit		The Basics of Farm Leases	Managing Labor: Interns, Apprentices, Hired Labor, and More
<b>407</b>	<b>Community Connections</b>	Agritourism—Deciding if This is Right for Your Farm		Becoming Social Media Savvy	Connecting with Community
<b>410</b>	<b>Farmers Markets</b>	Sell More! Improving Sales at Farmers Markets		Accepting SNAP/EBT at your Farmers Market	Marketing Your Farmers Market
<b>411</b>	<b>Business Planning</b>	Basic Business Planning in Action		Farm Business Financials	Record Keeping Basics for the Farm