



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