

## 2019 Harvest New England Agricultural Marketing Conference and Trade Show

In addition to nearly 30 workshops over two days and a full trade show, the 2019 conference will include the following special events:

**Tuesday, February 26:** 8:30 am – 5:30 pm: Farm Tour: Featuring some of the best farm marketers in the region. Tour stops: Wrights Dairy and Bakery, Smithfield, RI, Wachusett Mountain, Princeton, MA; Red Apple Farm, Phillipston, MA; Hardwick Vineyard and Winery, Hardwick, MA. More tour details [here](#):

**Wednesday, February 27:** 8:00 am – 4:30 pm: The New England Farmers Market Managers Exchange: After attending the conference keynote session, farmers' market managers from New England will convene for educational workshops designed specifically for them. Agenda [here](#):

### Conference Schedule

#### Wednesday, February 27

7:00 am - 8:00 am: Registration

8:00 am - 9:30 am: **Keynote: Charting the Course Through Demographic Change**  
Come explore the common sense, but very counter-intuitive and fascinating realm of demography. Let Ken Gronbach bring you into his world of counting people. Ken is a marketer who has immersed himself in nineteen years of proprietary demographic research. His understanding of worldwide demographics, fertility, migration, aging, immigration and dying have enabled him to forecast societal, political, economic, cultural and commercial phenomena with uncanny accuracy. What nations are demographically doomed? How will the workforces change? What is the future of communications? How will our children's children get their education? Will big data change marketing and branding forever? What is the fate of mass media? What countries and continents are demographically positioned to excel. Learn this and more from Ken Gronbach's presentation. Don't miss it!  
Speaker: Kenneth W. Gronbach, President of KGC, Direct, LLC, Haddam, CT

9:30 am - 10:00 am: Break/Tradeshow Opens

10:00 am - 11:15 am: Breakout Sessions #1

#### **Business Planning: The One Page Farm and Food Business Plan**

Learn how to create a one-page business plan in 30 minutes. Whether you're well established or just getting started, the one-page business plan will allow you to dream, test, and iterate in record time and can get the idea of your business across quickly and succinctly. Determine what steps you need to take to get your idea off the ground now. You will also learn when it's time to expand your one-page plan into something more detailed. You will be given handouts, tools, and exercises to help you along the path.

Moderator: Mary Jordan, MA Dept. of Agricultural Resources, Boston, MA

Speaker: Jim Verzino, Entrepreneur in Residence, Windham Grows, Brattleboro, VT

#### **Farm Marketing: The Care and Feeding of Your Farm Website**

Having an updated website is still the most effective way to attract people to your farm. When was the last time you touched your site? If your answer is "Uh...," this session will provide simple steps to help you update content, address Google's new technical requirements, and attract visitors.

Moderator: Yvette Meunier, Maine Department of Agriculture, Conservation and Forestry, Augusta ME

Speakers: Myrna Greenfield, Top Egg, Good Egg Marketing, Jamaica Plain, MA; Ellen Parlee, Co-Owner, Parlee Farms, Tyngsboro, MA

#### **Now Trending: Speaking Clearly Across Generations**

Ensuring good communication across generations matters whether you're buying, selling, leasing, expanding, or trying to learn something new. Being able to articulate your vision and questions for the farm can be challenging. What type of skills do you need to describe your vision or questions in a clear, compelling fashion no matter who you are interacting with?

Moderator: Fran Pearson, MA Dept. of Agricultural Resources, Boston, MA  
Speakers: Leslie, Forstadt, Extension Associate Professor, Human Development, University of Maine Cooperative Extension, Orono, ME; Abby Sadaukas, Maine Field Agent, Land for Good, Co-Owner/Operator, Apple Creek Farm, Bowdoinham, ME; Tori Jackson, Associate Professor of Agriculture and Natural Resources, University of Maine Cooperative Extension, Androscoggin and Sagadahoc Counties

**Adapting Your Business: Beginning Farmers: How to Break Into the Market and Find Your Niche!**

How to recognize and promote what makes your farm stand out. Learn from other farmers about ways to connect with your market. What works and what doesn't? Are there new models to explore?

Moderator: Melissa Adams, Ag Business Training Coordinator, MA Dept. of Agricultural Resources, Amherst, MA

Speakers: David Dumaresq, Owner, Farmer Dave's, Dracut, MA; Jennifer Hashley Director, New Entry Sustainable Farming Project/ Instructor, Exploring the Small Farm Dream, Lowell, MA, Co-owner Jen and Pete's Backyard Birds, Lincoln, MA; Deanna Levanti, Co-owner, Ivory Silo Farm, Westport, MA and Beginning Farmer Coordinator, MA Dept. of Agricultural Resources, Boston, MA

11:15 am - 12:15 pm: Trade Show

12:15 pm - 1:15 pm: Locally Grown Lunch

1:15 pm - 2:30 pm: Breakout Sessions #2

**Business Planning: Ensure Your Farm's Legacy: Succession and Transfer Planning Starts Now**

Starting...and completing your succession plan can be challenging. This hands-on session will support your next steps, regardless of where you are in the planning process. Learn useful tools, methods and actions for farms with or without identified successors. Junior generation/successors welcome. Hear from fellow farmers and succession planning advisors.

Moderator: Shemariah Blum-Evitts, Program Director, Land For Good, Keene, NH

Speakers: Kathy Ruhf, Senior Advisor, Land for Good, Keene, NH; Amy Sadauckas, Field Agent and Next Generation Farmer, Bowdoinham, ME; Tim Wheeler and Janet Woodward, Indian Head Farm, Berlin, MA

**Farm Marketing: Displays and Merchandising for Maximum Impact**

Increase your sales and encourage repeat customers with effective merchandising. Hear from a panel of expert farm marketers who will provide insights and tips to help you tune up your merchandising and displays techniques.

Moderator: Bob Luczai, Massachusetts Flower Growers Association, Bedford, MA

Speakers: Chris Kurth, Owner, Siena Farms, Sudbury, MA; Jim Wilson, Owner, Wilson Farm, Lexington, MA

**Now Trending: All About FSMA for Farmers and Food Processors**

This session will help to clarify The Food Safety Modernization Act for Farmers and Food Processors. Participants will learn important facts such as: Does the law even apply to my farm or processing business, and what do I have to do to comply? Easy-to-use online tools will be demonstrated.

Moderator: Gail McWilliam Jellie, Director, Division of Agricultural Development, NH Dept. of Agriculture, Markets and Food, Concord, NH

Speakers: Mary Choate, Food Safety Field Specialist, UNH Cooperative Extension, Food and Agriculture, Grafton County, North Haverhill, NH; Heather Bryant, Fruit and Vegetable Production Field Specialist, UNH Cooperative Extension, Food and Agriculture, Grafton County, North Haverhill, NH

**Engaging Consumers: Reaching an Active Audience: Recreational Agritourism Activities on Your Farm**

With fitness trends emphasizing more outdoor and recreational activities, today's farms have the opportunity to reach a wider audience focused on living active lifestyles by offering events on their land that connect the public to the outdoors and nature while promoting their own agribusiness. Hear from speakers who have offered recreational programming, and their insights on what is involved in bringing this type of experience to your farm.

Moderator, Phu Mai, MA Dept. of Agricultural Resources, Boston, MA

Speakers: Staci Zarimba, Appleton Farms, Ipswich, MA; Sarah Pike, Owner, Tops'l Farm, Waldoboro, ME; Mark Walter, Barn to Run Trail Race Series, Westwood, MA

2:30 - 3:00 pm: Break/Trade Show

3:00 pm - 4:15 pm: Breakout Sessions #3

**Business Planning: Making Data Driven Farm Business Decisions**

Producers keep financial records for their accountant and banker, but many fail to use the information for making better business decisions. Part of the problem lies with understanding their financial reports and having confidence that the information contained in these reports is accurate and complete. Another problem is understanding how to use that financial data to capitalize on their strengths and sure up any weaknesses in business operations.

Moderator: Melissa Adams, Ag Business Training Coordinator, MA Dept. of Agricultural Resources, Amherst, MA

Speakers: Michael Sciabarrasi, Emeritus Extension Specialist, Agricultural Business Management, UNH Cooperative Extension, Durham, NH; Ryan Voiland, Red Fire Farm, Montague, MA

**Farm Marketing: How Your Marketing Strategy Can Help Prepare You for Unexpected Weather Related Losses**

The session will examine how farmers manage marketing risks on their farming operations. Hear from four farmers who produce a variety of crops which are marketed through diverse outlets. Gain insight into developing a successful marketing strategy for your farm, as well as the importance of defining your market(s) and how reacting to unforeseen circumstances such as adverse weather, can make or break your operation. Gain one or more ideas to help manage marketing risks to manage adverse circumstances.

Moderators: Tom Smiarowski and Paul Russell, Extension Educators, UMass Extension Crop Insurance/Risk Management Education Program, Amherst, MA

Speakers: Marianne McCarthy, Co-Owner, Signal Rock Farm, Charlton, MA; Norman "Skip" Paul, Co-Owner, Wishing Stone Farm, Little Compton, RI; Al Rose, Co-Owner, Red Apple Farm, Phillipston, MA; Phyllis Tougas, Manager Emeritus, Tougas Family Farm, Northborough, MA

**Now Trending: For Sale and Made From Your Farm: Improving Your Bottom Line Through Value-Added Farm Product Season Extension**

Approved recipes, and knowing which food safety requirements to follow, can give you a head start on developing your farm's value added products! Geared to small scale producers using farm produce for value-added season extension, this session will guide participants through approved recipes which are newly available from UMASS Amherst. The workshop will include tastings of all the product options! **Fruit Butter:** Apple Butter; **Pickles:** Bread and Butter Pickles, Zucchini Pickles; **Pickled:** Beets, Carrots, Dill Beans, Garlic, Radishes and Turnips; **Relish:** Dill, Zesty Zucchini, **Tomato Based:** Diced Tomatoes, Bruschetta in a Jar, Jalapeno Tomato Salsa, and Red Hot Sauce!

Moderator: Bonita Oehlke, MA Dept. of Agricultural Resources, Boston, MA

Speakers: Liz Buxton, Director of Operations, Western MA Food Processing Center, Greenfield, MA; Amanda Kinchla, Assistant Extension Professor/Food Safety Specialist Food Science Department, UMass Amherst

**Adapting Your Business: Leading in Agriculture: Women Breaking Ag's "Glass Ceiling"**

More women own or operate farms than in the past. And these women do more than hand the guys on the farm the tools. The confidence these women possess to manage their own farm has been cultivated from leadership experiences. During this session, participants will learn from women leaders in agriculture about their experiences in agriculture and how leadership opportunities gave them the tools to manage their day-to-day operations.

Moderator: Katelyn Parsons, MA Farm Bureau, Marlboro, MA

Speakers: Lisa Colby, Colby Farm, Newburyport, MA; Heidi Cooper, Cooper's Hilltop Farm, Rochdale, MA; Missy Leab, Ioka Valley Farm, Hancock, MA; Mary Jesch, Cornucopia Gardeners, Framingham, MA

4:15 pm - 6:30 pm: Trade Show

**Thursday, February 28**

7:00 am - 8:00 am: Registration and Trade Show

- 8:00 am - 9:30 am: **General Session: Learning Marketing from a Chicken**  
What's the best way to describe your business that will get connections for social media channels and press coverage? This innovative marketing presentation will highlight strategies to start using tomorrow! Writer, marketer, and reluctant farmer, Lucie Amundsen and her husband co-own Locally Laid Egg Company, a farm that provides pasture-raised eggs in Northern Minnesota. A former contributor to the *Reader's Digest Association*, Lucie has authored a narrative nonfiction, *Locally Laid: How We Built a Plucky Industry Changing Egg Farm-From Scratch* published by Penguin Books USA.  
Speaker: **Lucie B. Amundsen**, Locally Laid Egg Company, Wrenshall, MN
- 9:30 am - 10:00 am: Break/Trade Show
- 10:00 am - 11:15 am: Breakout Sessions #4
- Business Planning: Cooperatives for Farm Succession and Start-Up**  
Cooperatives can help farmers pass their farm onto the next generation and help farmers secure markets, equipment and capital. In this workshop you'll learn how to use cooperatives as a farm succession strategy or start-up, and how this can help existing and new and beginning farmers.  
Moderator: Katelyn Rozenas, MA Dept. of Agricultural Resources, Boston, MA  
Speakers: Jonah Fertig-Burd, Director of Cooperative Food Systems, Cooperative Development Institute, Northampton, MA; Seynab Ali, Farmer-Owner, President, New Roots Cooperative Farm, Lewiston, ME
- Farm Marketing: Driving Farm Marketing with Social Media**  
Social media marketing is integral to farm businesses, and can drive your marketing initiatives and relationships with the media forward. This hands-on session will cover three areas: (1) crafting contagious content, (2) putting social back in social media, and (3) developing relationships with the media via social channels.  
Moderator: Yvette Meunier, Maine Department of Agriculture, Conservation and Forestry, Augusta ME  
Speaker: Stacey Steans, Program Specialist, and Mackenzie White, UConn Extension, Storrs, CT
- Now Trending: What to Expect in 2019: Produce Inspections in New England**  
Commencing in the Spring of 2019, State Produce Inspection Programs may conduct an inspection of your fruit and/or vegetable farm for a variety of reasons. These include routine inspections, follow-up inspections and market access support. Inspections are only one part of the Produce Inspection Program related to Produce Safety. The Program will also provide cost-free technical assistance, outreach and education and will continue to work with State grant programs to ensure that tools are widely available and accessible for farmers who are updating and or improving their farm food safety infrastructure, policies and practices.  
Moderator: Ron Newman, RI Division of Agriculture, Providence, RI  
Speakers: Michael Botelho, Mass Dept. of Agricultural Resources, Ananda Fraser, RI Dept. of Environmental Management; Mark Zotti, CT, Dept. of Agriculture
- Engaging Consumers: Creating a Dynamic and Involved On Farm Workshop**  
This session will explore how to organize, plan, and present an engaging 1-3 hour workshop in Ag education. Learn how to plan and promote a workshop. Experience effective ways to engage and interact with your audience.  
Moderator: CT Dept. of Agriculture, Hartford, MA  
Speaker: Willie Crosby, Owner, Fungi Ally, Hadley, MA
- Adapting Your Business: Innovative Approaches to Community Supported Agriculture: CSAs as a Wellness or Workplace Benefit**  
This session will explore how farms can capitalize on a recent trend of incorporating CSAs into workplace wellness and insurance benefits. In this workshop you will learn about the challenges and opportunities from farms who deliver shares to workplaces. You will also hear from companies who have sponsored CSAs and find out how to cultivate a working relationship with a partnering business.  
Moderator: Rebecca Davidson, MA Dept. of Agricultural Resources, Boston, MA  
Speakers: Monica Nakielski, Director, Sustainability & Environmental Health, Blue Cross Blue Shield of Massachusetts; Jessica O'Neill, Just Roots, Greenfield, MA; Laura Tangerini, Tangerini's Spring Street, Farm, Millis, MA

11:15 - 12:30 pm: Trade Show

12:30 pm - 1:30 pm: Locally Grown Lunch

1:30 pm - 2:45 pm Breakout Sessions #5

**Business Planning: Ten+ Ways to Find \$10,000 in Your Business**

\$10,000 might not seem like a lot when it's for a capital project, but what if you could find the money in your business instead of having to borrow or contribute it? Believe it or not, it's already there and you just need to find it! Join Erin Pirro and Mike Berecz to take a closer look at some basic daily operations - and how just a slight shift in philosophy and action could have you adding to your bottom line.

Moderator: CT Dept. of Agriculture, Hartford, CT

Speakers: Erin Pirro, Farm Business Consultant, Farm Credit East, ACA, Enfield, CT; Mike Berecz, Office Guy, Woodbury Sugar Shed, Inc., Woodbury, CT

**Farm Marketing: Pricing Strategies**

What's the right price for your products? Too many times, farmers just look at what others charge and copy it. But if you don't know your cost of production, then you may not charge enough. In this workshop we'll discuss how to decide the right price – from understanding your costs, to knowing what makes your product special, to understanding the competition.

Moderator: Matt Green, Rhode Island Division of Agriculture, Providence, RI

Speakers: Julia Shanks, The Farmer's Office/Julia Shanks Food Consulting; Tyler Sage, Sage Farm, Montague, MA

**Now Trending: Advocating for Agriculture in Your Community with an Agricultural Commission**

Learn about Ag Coms and their roles in supporting the farmers in their community and across their state. Massachusetts has over 173 Ag Coms in existence with several taking on broader municipal roles because of updates in Municipal Law. Surrounding states are following suit and are interested in learning more. This session will cover how Ag Coms are formed, their roles and partnerships.

Moderator: Laura Sapienza-Grabski, President, Mass Association of Agricultural Commissions

Speakers: Frank DiLuna, Smolak & Vaughan, North Andover, MA; Brad Mitchell, Deputy Executive Director, MA Farm Bureau, Marlborough, MA; Laura Sapienza-Grabski, President, Mass Association of Agricultural Commissions

**Engaging Consumers: Engaging Consumers: Hosting Feasts and Farm Stays on Your Farm**

With the average American now at least three generations removed from the farm, agritourism efforts to entertain while educating consumers are more important than ever to re-introduce to people the source of their food. Beyond the traditional hayrides, petting zoos, PYO operations and value-added retail merchandise, today's farmers are coming up with even more innovative ways to diversify their operations, opening up their farm and welcoming in brand new segments of the population with exciting and experiential programming and events.

Moderator: Phu Mai, MA Dept. of Agricultural Resources, Boston, MA

Speakers: Bill and Norma Coli, Blue Heron Farm, Charlemont, MA; Sara and Bob Schlosser, Sandiwood Farm, Wolcott, VT; Additional Speaker TBA

**Adapting Your Business: Adapting to the Changing Local Foods Market**

As the local foods market matures and competition increases, it's becoming harder for experienced farmers to maintain market share and new farmers to break in. Learn tools and techniques to help your farm adapt to market trends, differentiate yourself, and stay relevant.

Moderator: Fran Pearson, MA Dept. of Agricultural Resources, Boston, MA

Speakers: Myrna Greenfield, Top Egg, Good Egg Marketing, Jamaica Plain MA; Caroline Pam, Kitchen Garden Farm, Sunderland, MA; Rose Wilson, Owner, Rose Wilson Consulting, LLC, Norwich, VT

2:45 pm - 3:15 pm Break/Trade Show. Show closes at 3:15 pm

3:15 pm-4:30 pm Breakout Sessions #6

### **Business Planning: Checkpoints for Onboarding, Training and Developing Employees**

Tips on how to positively supervise employees, cultivate stellar communication, and succession planning basics will be covered. Designed to foster a generative discussion with audience, businesses will take back inspiring tools to build a culture committed to productivity, respect and promoting from within.

Moderator: Ashley Sears Randle, Assistant Commissioner, MA Dept. of Agricultural Resources, Boston, MA  
Speaker: Lynn Ellen Schimoler, Senior Agricultural Business Development/Working Lands Program Manager, Vermont Agency of Agriculture, Food & Markets, Montpelier, VT

### **Farm Marketing: How Can Institutional Sales Work for Your Business?**

Whether selling direct or through a food hub, fresh or processed products, selling to institutions can have its unique set of requirements and processes. Come hear from an experienced panel on how to access the institutional markets throughout New England in a way that works best for your farm business.

Moderator: Lisa Damon, Massachusetts Farm to School, Easthampton, MA

Speakers: Rachel Harb, Program Specialist, Massachusetts Farm to School, Easthampton, MA; Susannah Hinman, Sales Manager, Worcester Regional Food Hub, Worcester, MA; John Waite, Executive Director, Franklin County Community Development Corporation, Western MA Food Processing Center, Greenfield, MA

### **Now Trending: Keeping it Cool: From Field to Sale**

A discussion of maximizing product marketability by utilizing storage options, featuring a farmer panel sharing practices used to optimize product quality, shelf life and food safety. Farm storage equipment loan options will also be presented.

Moderator: Gail McWilliam Jellie, Director, Division of Agricultural Development, NH Dept. of Agriculture, Markets and Food, Concord, NH

Speakers: Andrew Chamberlin, Ag Engineering Tech, UVM Extension, Burlington, VT; Keith Farrell, District Director, USDA Farm Service Agency, Concord, NH; Aaron and Elizabeth Lichtenberg, Winnepesaukee Woods Farm, Alton Bay, NH; Jeff Sandness, Buell's Orchard, Eastford, Connecticut

### **Adapting Your Business: Women Who Farm: Changing Roles and Life Balance for a Successful Ag Business**

The number of agricultural businesses owned and operated by women is increasing. There are unique challenges for women serving as the primary operator. This interactive workshop will include a historical perspective of women's role in agriculture, current changes, and relevant research. A discussion will highlight challenges and rewards based on the unique role of women. This workshop is intended to forge new tools to move agricultural enterprises and the owners, both women and men, towards success and life balance.

Moderator: Mary Jordan, MA Dept. of Agricultural Resources, Boston, MA

Speaker: Ann Starbard, East Berlin, PA (Former Owner, Crystal Brook Farm Goat Cheese, Sterling, MA)