



2018 Illinois Farm Bureau's Local-Regional Food Conference AGENDA

November 5, 2018

Pre-register for one full day workshop or one or two half-day programs.

Registration: 7:30AM-8:30AM
Produce Safety Workshop: 8:00AM-5:00PM
Full Day Workshops: 9:00AM-5:00PM
½ Day AM Workshops: 9:00AM-12:00PM
Break: 10AM-11AM (varied by workshop)
Lunch: 11:30AM-1:30PM (varied by workshop)

½ Day PM Workshops: 1:00PM-5:00PM
Break: 3:00PM-4:00PM (varied by workshop)
Networking Cocktail Hour: 5:00PM-7:00PM
Optional Farm to Table Dinner:
7:30PM-9:30PM (Ticketed event: Epiphany Farms)

November 6, 2018

BREAKOUT SESSION TOPICS: Business Development, Technology, Funding and Financing, Market Opportunities

Registration: 7:15AM-8:30AM
Networking Breakfast: 7:15AM-8:30AM
Welcome: 8:30AM-8:45AM
General Session: 8:45AM-9:30AM
Breakout Session: 9:45AM-10:45AM
Break: 10:45AM-11:15AM
Breakout Session: 11:15AM-12:15PM

Lunch: 12:15PM-1:15PM
General Session: 1:15PM-2:00PM
Breakout Session: 2:15PM-3:15PM
Break: 3:15PM-3:45PM
Breakout Session: 3:45PM-4:45PM
General Session: 5:00PM-5:45PM
Dinner: 6:00PM-7:30PM

November 7, 2018

BREAKOUT SESSION TOPICS: Communication, Relationship Building, Policy and Regulation, Marketing

Networking Breakfast: 7:30AM-8:30AM
General Session: 8:30AM-9:00AM
Breakout Session: 9:15AM-10:15AM
Break: 10:15AM-10:45AM

Breakout Session: 10:45AM-11:45AM
Lunch: 12:00PM-1:00PM
Breakout Session: 1:15PM-2:15PM
Closing Remarks: 2:30PM-3:00PM

Tentative Conference Workshops and Sessions

Full Day Workshops:

- Produce Safety Workshop
- Wholesale Success

AM ½ Day Workshops:

- Veterans: Planning for Success
- Grant Writing
- Ensure You have a Thriving Board
- Business Planning
- Farm to Fork Tour

PM ½ Workshops:

- Transatlantic Roundtable
- Successful Capital Campaigning
- Food Hub Development
- Methods to Speak with Lenders
- Farm to Fork Tour

Business Development Track

- Projects, Performas and More
- Track Your Sales
- Decision Logic Model
- Finding the Right Staff

Funding and Financing Track

- Learning from Lenders
- What Funding is Out There?
- Right Grant Right Program
- Social Venture Capital

Technology

- Types of Tech
- Talking to a Software Company
- MarketMaker
- MealConnect

Market Opportunities

- Collaborating with Food Banks
- Farm to School
- What about Co-ops?
- Online Markets

Communication

- Communication in Crisis:
- What to Do When \$h!7 Hits the Fan
- Pitching Customer Values
- Developing Your Elevator Pitch

Relationship Building

- Building Strong Partnerships
- Value of Buyer-Seller Relationships
- Tips and Tricks to Engaging and Keeping Volunteers

Policy and Regulation

- Understanding Do's and Don'ts of Cottage Food Laws
- On Farm Readiness Reviews
- IL Co-Op Laws: Where Do You Stand?

Marketing

- Building an Online Presence
- Create a Brand
- Ensuring You Have the Right Market for the Right Customer