



## 2017 Illinois Farm Bureau Local Regional Food Conference

Nov. 6-7 . Doubletree Hilton in Bloomington, IL

### November 6: (participants will choose 1 activity for a full day workshop)

Option 1: **8-5** Food Safety Modernization Certification

Option 2: **8-5** Farm Business Planning: Where to get started

Option 3: **8-12** Developing & Building a Cooperative

**1-5** Everything you Always Wanted to Know About FOOD HUB; but were afraid to ask

Option 4: **8:30-5:30** Farm to Fork: Local Value Chain Tour

1: Organic Fruit & Vegetable Farm

2: Conventional Hog Farm

3: Grocery Co-Op

4: Ag Museum/Lunch

5: Dairy Farm: Cheese Production

6: ISU Meat Science Lab

7: ISU Farm Lab

8: Local Distillery

**5:30-7:00:** Cocktail & Appetizer Networking Event

**7:30:** Speaker Thank you & Welcome Dinner at Epiphany Farms

### November 7: Conference Day

**8:00-8:30:** Registration

**8:30-8:45:** Welcome

**8:45:** Jim Barham: What is a local food system & Why does it matter?

**9:15:** Jim Matson: Local Foods is the comeback kid: Where did local foods begin in the Midwest?

**10:00: Break/Snack**

**10:15:** What is the economic impact of a local food system?

**10:45:** Local Value Chain Success Panel: Your story

**11:30:** Local Lunch Presentation

**11:45 LUNCH**

**12:45** Breakout 1\*

**1:45** Breakout 2\*

**2:45 Break**

**3:00** Breakout 3\*

**4:00** Breakout 4\*

**5:00 Finish**

**\*Breakout Session Tract Themes (they are not in presentation order; that is to be determined to evenly distribute topics for people on the value chain)**

**Marketing & Promotion**

- 1: Marketing 101 Panel: Choosing the Right Market for you
- 2: Developing a website, brand, and voice
- 3: Developing a Brand & Promoting your Farmer's Market & your booth
- 4: Harvest of the Month

**Funding & Financing**

- 1: Value Added Grant Success Panel
- 2: Tricks of the Trade to make your Grant Application Stand out
- 3: Financing your Food Enterprise
- 4: Alternative Funding Panel

**Scaling-up & Diversification**

- 1: Meat Processing Feasibility
- 2: Market Ready Training
- 3: Grain Production & Market Demand
- 4: Distributer Panel: How to buy and sell local with a distributor

**Technology**

- 1: Local Foods Market Place: Food Hub & Aggregator Market System
- 2: Online Sales
- 3: Connect Fresh Illinois
- 4: Using your Smartphone: Make a promotional video using your smartphone

*I hope to see you in November!*