Thursday, January 24 & Friday January 25, 2008 • Plaza Hotel & Suites, Eau Claire, WI

Two days filled with agricultural and business information, education and networking brought to you by River Country RC&D, UW Extension Emerging Agricultural Markets Team and Hiawatha Valley RC&D

10th Annual MIDWEST VALUE ADDED AGRICULTURE Conference

Bringing together value added producers and advocates of local food systems for the benefit of all

2nd Annual WISCONSIN LOCAL FOOD SUMMIT

An exciting addition this year- The Value Added Conference will be held in conjunction with the Wisconsin Local Food Summit. The Summit celebrates the diverse array of local food initiatives underway in Wisconsin.

Thank you to our confirmed sponsors & exhibitors

- AgStar Financial Services
- Automated Data Processing (ADP)
- Badgerland Farm Credit Services
- Chippewa Valley Bean
- GreenLeaf Market
- Hammerand Farm
- Houligans Steak and Seafood Pub
- Menomonie Market Food Coop
- Midwest Organic & Sustainable Education Service (MOSES)
- Minnesota Institute for Sustainable Agriculture
- Minnesota NCR-SARE
- Minnesota NRCS
- PastureLand Cooperative
- The Bullfrog's Eat My Fish Farm
- Wisconsin NRCS
- Wisconsin Milk Marketing Board
- Wisconsin SARE

Hurry! Have your registration post marked before Jan. 1, 2008 to take advantage of Early Bird Rates.

'08 Student Highlight

Submit your research and project posters or enter the creative writing contest

This year's Local Food Summit will highlight Wisconsin college student contributions to the Local Foods Movement. Students and student groups from across the state are encouraged to register research and project posters and enter the writing contest.
See page 6 for details.

Tradeshow Exhibit

Thursday 8:00 a.m. - 6:30 p.m. **Friday 7:00 a.m. - 2:30 p.m.**

Visit the Tradeshow

A wide variety of exhibitors covering educational information and materials. This is your chance to find additional resources and make your operation more successful.

Exhibit Your Products!

Attendees include farmers, agricultural entrepreneurs, people interested in buying local, and educators looking forward to learning about your products and services. Expand your service area, meet new clients and showcase your products and services to the new and upcoming value added businesses.

For more information, call Lindsay at 715.834.9672 or visit www.rivercountryrcd.org

Schedule

Track	General Sessions	Value Added	Value Added	Value Added	Value Added	Food Summit	Food Summit	
		Business Feasibility Package	**Bioenergy**	**Business Dev. and Regulations**	**Marketing**	**Track 1**	**Track 2**	
Thursday, January 24								
8:00	**Registration**							
9:00 - 9:30	**Welcome and Introduction:** *Eau Claire City Council VP, Kerry Kincaid & River Country RC&D President, Ed Weber*							
9:30 - 10:30	**Opening Session: Local Food All Year…Absolutely!** *Will Allen*							
10:30 - 11:00	**Break- Networking & Trade Show**							
11:00 - 12:00		**1. Business Feasibility - Part 1** *Greg Wise*	**2. Farm Biodiesel Processing** *Mike O'Brien*	**3. State Regulations You Need to Know** *Steve Stoner*	**4. Primary Marketing Research** *Karen Kelley*	**5. Institutional Purchasing of Local Food** *Olivia Parry and Mary Jean Reading*	**6. Exploring the Food Footprint: What Communities and Individuals Can do to Reduce Their Ecologic Impact** *Tracey Mofle, Lynn Markham*	
12:00 - 1:30	**Lunch & General Session** *State Conservationist, Pat Leavenworth introducing Secretary, Rod Nilsestuen (WI)*							
1:30 - 1:45	**Break- Networking & Trade Show**							
1:45 - 2:45		**1. Business Feasibility - Part 2** *Greg Wise*	**7. Views from the Bio-Economy Front Lines** *Mike Entenmann*	**8. The Process & Value of Certifying** *Dave Minar*	**9. Public Relations, Farmer Style** *Don Schuster*	**10. Basics of High Tunnel Production for Season Extension** *Terry Nennich*	**11. Food Networks and Councils Emerging Around the State** *Panel*	
2:45 - 3:15	**Break- Networking & Trade Show**							
3:15 - 4:15		**1. Business Feasibility - Part 3** *Greg Wise*	**12. It's All About Feedstock** *Herb Schweitzer*	**13. Planned Profit – It's About Paying Yourself First** *Andy Hager*	**14. Event Planning for Your Farm** *Ray and Alice Antoniewicz*	**15. Buy Fresh/Buy Local MN & WI** *Dana Jackson and Rachel Armstrong*	**16. From Pig to Plate: Creating a Model for Value-Added Agriculture Education** *Gary Onan*	
4:15 - 6:00	**Break- Networking & Trade Show**							
4:30 - 5:30	**Poster Session in Main Hallway**							
6:00 - 8:00	**Banquet - Creative Writing Presentation followed by Keynote Speaker** *John Ikerd*							
8:00	**Hospitality Room Open**							
Friday, January 25								
7:00	**Registration**							
8:00 - 9:00	**General Session - Elephants in the Room: The Opportunities of Peak Oil & Climate Change** *Kelly Cain*							
9:00 - 9:30	**Break- Networking & Trade Show**							
9:30 - 10:30		**1. Business Feasibility - Part 4** *Bill Pinkovitz*	**17. Pelleting Native Grasses for Bioheat** *Mark Doudlah*	**18. Farmer Grant Programs** *Judy Moses, Barb Brewster & Vance Haugen*	**19. Positioning and Pricing Your Product** *Mike Hansen*	**20. Local Foods Around the USA** *John Ikerd*		
11:00 - 12:00		**1. Business Feasibility - Part 5** *Bill Pinkovitz*	**21. TBA**	**22. Dancing with Diversity: Evolution of Value** *Flo Minar, Jerry Ford, Stacey York*	**23. Hidden Springs Creamery Market Focus** *Brenda Jensen*	**24. Buy Local, Buy WI & The WI Eat Local Challenge** *Jeanne Merrill, Tracey Mofle and Amy Bruner Zimmerman*	**25. Local Food for Everyone** *Kadi Row, Jane Voichick*	**26.Scaling Up Sustainable Regional Food Systems** *Jim Bower, Michelle Miller, Ron Doetch*
12:00 - 1:30	**Lunch & General Session -** *State Conservationist, Bill Hunt introducing Commissioner, Gene Hugoson (MN)*							
1:30 - 2:30		**1. Business Feasibility - Part 6** *Bill Pinkovitz*	**27. TBA**	**28. Creating Connections: Common Ground** *Herby Radmann & Aaron Ellringer*	**29. TBA**	**30a. The Local Farm** *Heather Hilleren* **30b. Local Food Systems Awareness** *Tracy Phillippi*	**31. Selling to Grocery Stores and Restaurants** *Jack Kaestner, Lois Federman*	**32. Statewide Efforts to Address Hunger and Food Security with Local Food** *Panel*
2:30	**Break- Networking & Trade Show**							
3:00 - 4:00	**Speaker Q&A Session, Prizes and Closing Remarks**							

Keynote Speaker

Keynote *John Ikerd*

Ikerd was raised on a small dairy farm in southwest Missouri. He graduated from the University of Missouri with BS, MS, and PhD degrees in Agricultural Economics. Ikerd worked three years with Wilson Foods in Kansas City, MO, Atlanta, GA, and Detroit, MI between BS and MS degree work. He worked in Extension Agricultural Economics positions at North Carolina State University, 1970-76 and Oklahoma State University, 1976-84 and was head of Extension Agricultural Economics, University of Georgia, 1984-89. He returned to the University of Missouri 1989, under a cooperative agreement with U.S.D.A, to provide state and national leadership for research and education programs related to sustainable agriculture. Ikerd retired and received appointment as Professor Emeritus of Agricultural Economics on February 1, 2000. Currently he is working with National Sustainable Agriculture Projects with USDA SARE Program.

General Session Speakers

Local Food All Year…Absolutely! *Will Allen*

As a child, Allen's family lived on a 12-acre farm in Rockville, Maryland, where his father, a former sharecropper from South Carolina, had relocated the family. The second youngest of six boys and a girl, Will absorbed the business of farming as well as the ethics of hard work, waking early, and even selling vegetables door-to-door at age six.

While working in corporate marketing jobs including Proctor & Gamble, Will continued to farm. He snapped up the two-acre parcel in Milwaukee that is now the Growing Power center. It was being in the city, seeing urban blight and the poor health resulting from poverty and crowded living conditions that turned Allen's attention to new farming techniques.

As his "farm" developed, so did the realization that he could help others create communities that were centered on healthy, affordable food. And so the farmer became the teacher, the coach, the architect for a new vision that has swept literally thousands of people up in the spirit of "We can do this." Growing Power is an organization with many offshoots and partners: from youth education to partnering farms who use Growing Power to distribute their produce, in the aptly named Rainbow Farmers Cooperative.

In 2005, Will Allen was the recipient for a Leadership for Change award, given to a handful of people nationwide who exemplify leadership effecting positive change in their communities. Growing Power has helped launch more than 25 urban gardens, in places where food is not necessarily safe, healthy, or affordable.

Elephants in the Room: The Opportunities of Peak Oil & Climate Change *Kelly Cain*

Cain is Director of the UWRF St. Croix Institute for Sustainable Community Development. He is also a Professor in Environmental Science & Management at the University of Wisconsin River Falls, where he teaches primarily graduate courses in sustainability-based planning and management, as well as managing community service projects. In addition, Cain is Co-director for the Masters Degree program in Sustainable Community Development launched in May of 2005, as well as Program Coordinator for the on-line Graduate Certificate Program in Wildlife Recreation and Nature Tourism.

Besides his teaching duties, Cain is actively involved in community outreach in the St. Croix region, speaking and consulting on green design, and sustainability-based lifestyles, business models, and community development. His international work ranges from China's Tibetan Plateau to Nicaragua.

Cain lives with his wife Ruth, one dog, three cats, 21 chickens, the spirit of "Rex, The Rooster From Hell", and various other critters on a five acre subsistence farm, in an 80 acre intentional community with three other families south of River Falls. He and Ruth have three children. Besides his family, his other passions are gardening, woodworking, hunting, fishing, reading, walking, and just plain breathing.

WI Secretary of Agriculture, *Rod Nilsestuen*

Prior to accepting his appointment as Secretary of the Department of Agriculture, Trade and Consumer Protection, Nilsestuen served as president and chief executive officer of the Wisconsin Federation of Cooperatives for 24 years, building it into one of the most respected cooperative trade associations in the nation. In 2003, Nilsestuen was inducted into the national Cooperative Hall of Fame. He is recognized nationally as a visionary in the field of cooperative business enterprise.

Secretary Nilsestuen grew up on a Wisconsin dairy farm founded by his family in the 1800s. He graduated from the University of Wisconsin-River Falls with a degree in Political Science in the 1960s, and went on to earn a law degree from UW-Madison.

His priorities since taking over the department have been to: help Wisconsin dairy farmers modernize, strengthen surveillance of the food supply including animal health, encourage innovative ideas that return more dollars to the farmer, diversify Wisconsin agriculture, and protect and conserve the state's farmland.

The Wisconsin Department of Agriculture, Trade and Consumer Protection works to ensure safe, quality food; healthy people, animals and plants; efficient use of agricultural resources in a quality environment; fair business and trade practices; and the vitality of Wisconsin agriculture and commerce.

Commissioner of the MN Dept of Agriculture, *Gene Hugoson*

Hugoson was first appointed Commissioner of the Minnesota Department of Agriculture in 1995. Hugoson served five terms in the Minnesota House of Representatives and served four years as Assistant Minority Leader. Hugoson served on agriculture, taxes, transportation and transit committees during his time as a legislator.

As Commissioner, Hugoson has worked to strengthen Minnesota's value-added industries and international trade opportunities. Seeking to boost demand for Minnesota products in promising markets, he has participated in successful trade development missions to China, Mexico, Cuba, Japan and other nations. Hugoson frequently hosts international government and business leaders as well.

Hugoson's lifelong farming background helps him maintain a producer's perspective on the challenges facing Minnesota 's rapidly changing agricultural industry. He recognizes the need for agencies to be accessible to citizens, and consequently has worked on an ongoing reorganization of the department to ensure the organization's focus remains squarely on providing superior service to its stakeholders.

Breakout Sessions

1. Business Feasibility (6-session package) *Greg Wise & Bill Pinkovitz*

Thinking of starting a farm business or expanding into some new venture? Ready to give it a good, hard look? This unique new program is designed specifically for ag entrepreneurs and covers family readiness, market data and shoe-leather research using two familiar Wisconsin farm stories. Participants are asked to commit to the full 6-session package. Materials will be sent ahead in the mail. Questions? Call Anne Pfeiffer at 608.890.1905.

2. Farm Biodiesel Processing

Mike O'Brien

O'Brien Farms is family-owned farm and seed company in Oregon, WI that received a state grant to test and develop a mobile "containerized" processor to transform oilseeds into finished biodiesel fuel and animal feed.

3. State Regulations You Need to Know

Steve Stoner

So you have this great idea for a farm product - what do you need to know before you can get that product to your customer? Steve will guide you to resources for answering those questions.

4. Primary Marketing Research

Karen Kelley

Join Karen Kelley as she walks you through the steps you can take to identify who, what, and where your market might be.

5. Institutional Purchasing of Local Food by Dane County

Olivia Parry and Mary Jean Reading

At this panel/talk you will learn about Institutional Food Market Coalition (IFM), how we got started, review our first year's work and what the obstacles, opportunities and challenges are to growing new markets.

6. Exploring the Food Footprint

Tracey Mofle

What can communities and individuals do to reduce their ecologic impact? Did you know that your food choices affect the quality of your drinking water, the amount of land needed to grow your food and the amount of carbon dioxide emitted into the atmosphere? Find out what innovative communities are doing to protect groundwater quality, reduce their ecological and carbon footprints and what positive steps you can take at the personal or community level to reduce your impact on the earth.

7. Views from the Bio-Economy Front Lines

Mike Entenmann

Mike is a serial "bio entrepreneur" from Medford, WI who developed a composite particleboard from agricultural fibers and small woodlots and is now looking to finance a method of burning crop residue to generate electricity.

8. Certifying Organic? Food Alliance Midwest? The Process & Value of Certifying

Dave Minar

On this third generation family farm, Dave Minar, has chosen to be certified organic and certified Food Alliance Midwest. Discover the value and process of each certification and why Cedar Summit believes it is important to participate.

9. Public Relations, Farmer Style

Don Schuster, Schuster's Playtime Farm

Schuster's fifteen years in the agritourism field are best described as "cautiously planned and methodical" with "safe and successful results". The original 1/3 acre of pumpkins has expanded to 12+ acres of fall produce and decoratives and much more.

10. Basics of High Tunnel Production for Season Extension

Terry Nennich

Learn about the collaborative research by Nennich, Extension soil scientist Carl Rosen, engineer Jerry Wright, and retired research horticulturist Dave Wildung, as well as on-farm research that culminated in the publication of the Minnesota High Tunnel Production Manual for Commercial Growers.

11. Food Networks and Councils Emerging Around the State

Martha K. Davis, Ruth Simpson, Rink DaVee, John Sheffy and moderator, Gerry Campbell

An overview of local food networks, initiatives and councils that are developing in many places around the state. Examples are located in Milwaukee, Madison, Southwest Wisconsin and Central Wisconsin.

12. It's All About Feedstock

Herb Schweitzer

Herb Schweitzer is a renewable energy accountant with three decades of project management experience. Most recently he helped Ardisam of Cumberland, WI plan and build their three million gallon per year crush plant and biodiesel facility. He will discuss biofuels and biomass, as well as solar, wind and hydroelectric.

13. Planned Profit – It's About Paying Yourself First

Andy Hager

Everyone's familiar with the need to "feed the business", and it's fairly common to leave "profit" for the end, i.e., "income minus expenses equals profits". Holistic Management® focuses on structuring our business expectations to ensure that we are paid a profit first, and expenses are expected to live within what's left, instead of the other way around. Paying yourself first is not impossible – it's a choice. It's also the basis for growing your own "nest egg".

14. Event Planning for Your Farm

Ray and Alice Antoniewicz

A-Z farm started with educational farm tours eight years ago that have been well received. The family has had requests to do more events. They are known for their lamb birthing barn each spring that draws over 5,000 people in three days.

15. Buy Fresh/Buy Local MN & WI

Dana Jackson and Rachel Armstrong

This workshop focuses on the local Buy Fresh, Buy Local Chapters in Southern Wisconsin and in the St. Croix River Valley of Minnesota and Wisconsin that are part of the national Food Routes Network. These local initiatives are building collaborations and providing a branding tool for locally grown products and educating consumers about the value of locally grown products. Learn how the two initiatives fit their local situations and the progress they are making on growing the markets for local foods.

16. From Pig to Plate: Creating a Model for Value-Added Agriculture Education

Gary Onan

The UW River Falls College of Agriculture, Food and Environmental Sciences Pig-to-Plate program was created through a USDA Challenge Grant. The program is a student-run swine growing, slaughtering, and marketing endeavor designed to address the nuts-and-bolts of direct marketing.

Breakout Sessions

17. Pelleting Native Grasses for Bioheat

Mark Doudlah

Agrecol is the largest grower of native plants and seed in the Midwest, and the bio-economy is on their radar. They recently received a state grant to study the feasibility of using pelleted biomass fuel from native grass feedstocks as an alternative to fossil fuels.

18. Farmer Grant Programs: Shaking the Money Tree

Judy Moses, Barb Brewster & Vance Haugen

Do you have a great idea for your farm that needs some funding to get off the ground? This session will cover three grant programs for farmers: the Value Added Producer Grant Program (VAPG), Wisconsin's Agricultural Development and Diversification (ADD) grant program, and the Sustainable Agriculture Research and Education (SARE) Farmer-Rancher grant program. Hear from a farmer who has successfully applied for several grants and from representatives of each of the grant programs."

19. Positioning and Pricing Your Product

Mike Hansen

Are you claiming you produce a Goldman/Saxe product but sell it at a Wal-Mart Price? The claims you make about your product might be conflicting with the messages that your pricing is sending to your customers. To help you understand this important marketing tool, Mike Hansen will walk you through the process "Gifts from the Good Earth" uses to position their products in the market.

20. Local Foods Around the USA

John Ikerd

A "fireside chat" with the Wisconsin Local Food Network folks talking about the current local foods movement, what John sees taking place around the country, followed by an informal discussion.

21. TBA

22. Dancing with Diversity : Evolution of Value

Flo Minar, Jerry Ford, Stacey York

Diversity comes in many forms. Farms and lives evolve over time and often maintaining harmony requires shifting priorities. Hear what these farms have experimented with – what worked/ what didn't. Explore with them the ways diversity has come to provide value and profit.

23. Hidden Springs Creamery Market Focus

Brenda Jensen

Hidden Springs Creamery will take a look at their strengths, weaknesses, opportunities and threats (SWOT) to their milking and cheese making business. They will analyze the thought process behind their marketing approach, from image and focus on sustainability, through determining customer base and logistics.

24. Buy Local, Buy WI & The WI Eat Local Challenge - Report Back and Discussion of Next Steps

Jeanne Merrill, Tracey Mofle and Amy Bruner Zimmerman

This workshop will include a discussion of the newly state funded program, Buy Local, Buy Wisconsin and the first annual Wisconsin Eat Local Challenge. The Buy Local, Buy Wisconsin program will provide crucial resources for local food system development. The 10-day Wisconsin Eat Local Challenge offered community members with an opportunity to make a pledge to spend at least 10% of their food budget on local food.

25. Local Food for Everyone - Connections Between Hunger Prevention and Local Food

Kadi Row, Jane Voichick

Just what does it take to "get by" in Wisconsin? How many individuals and families are struggling to meet basic needs? Come learn about the status of families in Wisconsin and what it means for food security of residents and the local food movement. This session's leaders are active in the hunger prevention field in Wisconsin and will challenge participants to think about how the hunger prevention community can better connect with the local food movement.

26. Scaling Up Sustainable Regional Food Systems: The Challenges and Opportunities Ahead

Jim Bower, Michelle Miller and Ron Doetch

Jim Bower of Blue Planet Partners, Michelle Miller of the UW Center for Integrated Agricultural Systems, and Ron Doetch of Michael Fields Agricultural Institute will discuss the Kellogg funded Good to Grow Initiative. The overarching goal of this initiative is to play a catalytic role in shifting the capacity of a region to scale up a sustainable regional food system.

27. TBA

28. Creating Connections: Common Ground

Herby Radmann & Aaron Ellringer

Eat My Fish's soul proprietor, Herby Radmann uses humor & stories to create memorable experiences for the people who come to the pond. Hear how the shared ad-venture shifted from soul to community owned and supported over the years. Just Local Foods grew from a delivery service to a store front co-op. Aaron will talk about the connections needed to expand business and stories that create common values.

29. TBA

30a. Unveiling "The Local Farm"

Heather Hilleren

Thanks to a grant from DATCP, there will be an online platform where any farmers' market can have a way for customers to see what is available ahead of time and order online for pick-up at the farmers' market. Learn more about the new program.

30b. Local Food Systems Awareness

Tracy Phillipi

Tracy will present the results of a directed study conducted in Fall 2007 at UW Eau Claire designed to educate consumers about the benefits of buying local and to determine what products participating grocers already carry that are local.

31. Selling to Grocery Stores and Restaurants: Experiences from the Field

Jack Kaestner, Lois Federman, Peg Reedy

Selling to grocery stores and restaurants are 2 of many options for local farmers. There are currently two projects in Wisconsin that received grant funding to help farmers determine if those options are right for their operation. Participants will learn about the USDA Risk Management grant that both projects received to assist with their programs as well as an overview on what each project has done and lessons learned.

32. Statewide Efforts to Address Hunger and Food Security with Local Food

Young Kim, Joy Schelbe

This session builds on what is learned in the Local Food for Everyone session with examples of efforts ongoing in various places around Wisconsin.

Wisconsin Local Food Summit Presents

Poster Session

Thursday, January 24
4:30 - 5:30 p.m.

Creative Writing Presentation

Thursday, January 24
6:00 p.m.

Poster Display

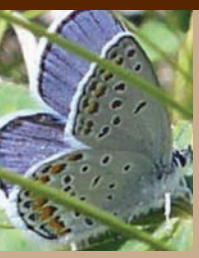
This display will highlight project work on an array of **local food system development issues and opportunities, including organic and sustainable agriculture, food security and consumer research, economic and environmental benefit studies, and other sustainable community development strategies and initiatives.**

A special poster session on Thursday, January 24th from 4:30-5:30 will give you an opportunity to discuss your project with conference participants. Posters will also be displayed for the duration of the Summit. Students or student groups who register posters by January 11th, will be entered into a drawing for a free conference registration and other prizes. For more information about how to register, please contact Tracey Mofle at the University of Wisconsin-Barron County at **tracey.mofle@uwc.edu.**

Writing Contest - Win a Conference Pass

The Local Food System Writing Contest will accept **poems, short fiction essays and other creative writing that celebrate food, agriculture and local communities.**

The top three winners will receive a complimentary pass to the conference and an opportunity to read your creative work for conference participants during the evening of Thursday, January 24th. For more information about this contest, please contact Joel Friederich at the University of Wisconsin-Barron County at **joel.friederich@uwc.edu**. All entries will also be considered for publication in the Red Cedar Review, the literary journal published by the University of Wisconsin-Barron County.



Special thanks to our organizers

Buy Fresh Buy Local - Iowa
Chippewa Valley Technical College
Dane County Food Council
Farmers from both MN and WI
Hiawatha Valley RC&D
Institute for Agriculture and Trade Policy - MN
Michael Fields Agricultural Institute
Minnesota Department of Agriculture
Minnesota Natural Resources Conservation Service
NW Wisconsin Regional Food Network
River Country RC&D
Slow Food Wisconsin SE
St. Croix Institute for Sustainable Community Development
Sustainable Agriculture Research and Education-WI
University of Illinois
University of Wisconsin - Barron County
University of Wisconsin Center For Dairy Profitability
University of Wisconsin - River Falls
University of Wisconsin - Stevens Point
University of Wisconsin Extension Agriculture Innovation Center
University of Wisconsin Extension-Dunn County
University of Wisconsin Extension-Price County
Whole Farm Cooperative
Wisconsin Department of Agriculture, Trade and Consumer Protection
Wisconsin Farmers Union
Wisconsin Local Food Network

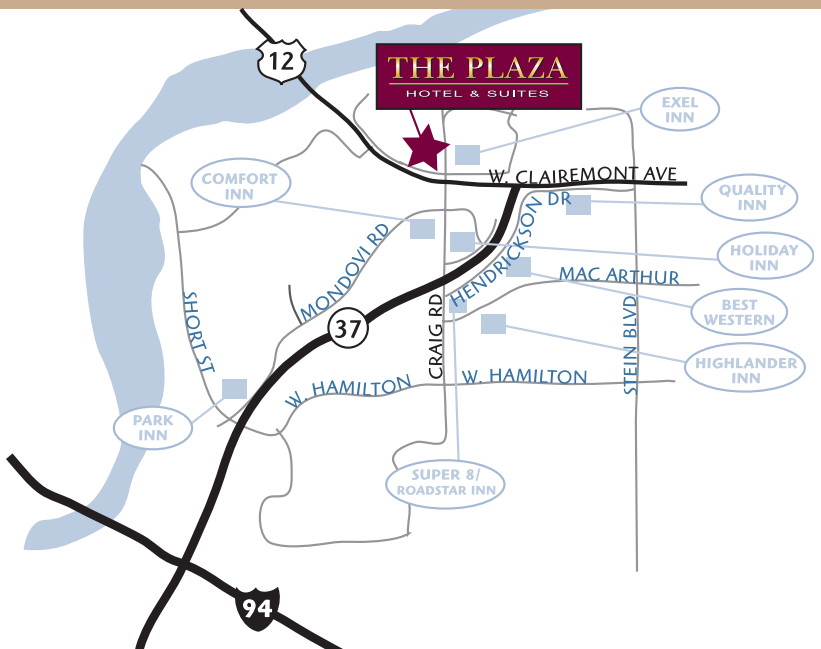
How do I get there?

The Plaza Hotel & Suites

1202 W. Clairemont Avenue • Ph 715.834.3181 or 800.482.7829
Please request conference rate when making Reservations. A limited block of rooms has been reserved at the reduced price of $76 + tax per night per room for January 24-25, 2008 (single, double, triple or quad), so remember to say you are coming for the Food Summit/Value Added Conference under group number 5772.

Directions

From I-94, take exit 65 (Hwy 37 N.) into Eau Claire. Turn left on Craig Rd. Continue to Clairemont Ave (Hwy 12), ahead you will see the Plaza Hotel & Suites.



1. Who Are You?

Please **PRINT CLEARLY** the information as you would like it to appear on your name tag.

Name _____

Business, Farm Name, Affiliation _____

Address _____

City _____ State _____ Zip _____

County _____ E-mail _____

Phone ( ) _____ Fax ( ) _____

2. Mark all that apply

❑ **Farmer** ❑ full time farmer ❑ part time farmer ❑ full time off farm
❑ livestock ❑ dairy ❑ row crops ❑ forage
❑ vegetables ❑ fruit ❑ flowers ❑ herbs
❑ direct marketing ❑ home gardener ❑ homesteader ❑ organic
❑ natural ❑ grass fed ❑ other

❑ **Educator** ❑ University ❑ High School ❑ Technical College ❑ other
❑ **Student** ❑ University ❑ High School ❑ Technical College ❑ other

❑ **Organization** ❑ Non-profit ❑ Agency ❑ other
❑ **Business** ❑ agricultural ❑ consultant ❑ family farm
❑ value added processing ❑ other

❑ **Individual** ❑ interested in buying local ❑ interested in supporting local farmers

3. Choose your sessions

If you are with a group please fill out **one form** for **each attendee**. **Or** write in the **number** of people next to the session indicating how many will attend each session. This does not commit you to this workshop (EXCEPT for the Business Feasibility Package) but merely allows for more accurate planning.

Thursday, January 24

9:00 a.m. Welcome

9:30 - 10:30 a.m. General Session

11:00 - 12:00 p.m. Breakout Sessions

❑ 1. Business Feasibility Package Deal (This is a 6 part session, no need to check any other sessions)

❑ 2. Farm Biodiesel Processing

❑ 3. State Regulations You Need to Know

❑ 4. Primary Marketing Research

❑ 5. Institutional Purchasing of Local Food

❑ 6. Exploring the Food Footprint

12:00 p.m. - 1:30 p.m. Lunch & General Session Speakers

1:45 p.m. - 2:45 p.m. Breakout Sessions

❑ 7. Views from the Bio-Economy Front Lines

❑ 8. The Process & Value of Certifying

❑ 9. Public Relations Farmer Style

❑ 10. Basics of High Tunnel Production for Season Extension

❑ 11. Food Network

3:15 p.m. - 4:15 p.m. Breakout Sessions

❑ 12. It's All About Feedstock

❑ 13. Planned Profit

❑ 14. Event Planning for Your Farm

❑ 15. Buy Fresh/Buy Local MN & WI

❑ 16. From Pig to Plate

6:00 p.m. Banquet & Keynote

Friday, January 25

8:00 - 9:00 a.m. General Session

9:30 a.m. - 10:30 a.m. Breakout Sessions

❑ 17. Pelleting Native Grasses for Bioheat

❑ 18. Farmer Grant Programs

❑ 19. Positioning and Pricing Your Product

❑ 20. Local Foods Around the USA

11:00 a.m. - 12:00 p.m. Breakout Sessions

❑ 21. TBA

❑ 22. Dancing with Diversity

❑ 23. Hidden Springs Creamery Market Focus

❑ 24. Buy Local, Buy WI & The WI Eat Local Challenge

❑ 25. Local Food for Everyone

❑ 26. Scaling Up Sustainable Regional Food Systems

12:00 p.m. - 1:30 p.m. Lunch & General Session Speakers

1:30 - 2:30 p.m. Breakout Sessions

❑ 27. TBA

❑ 28. Creating Connections

❑ 29. TBA

❑ 30a. The Local Farm

❑ 30b. Local Food Systems Awareness

❑ 31. Selling to Grocery Stores and Restaurants

❑ 32. Hunger and Food Security

3:00 - 4:00 p.m. Speaker Q&A Session, Prizes and Closing Remarks

4. Register

Full Conference (both days Jan 24-25)	Early Bird Before Jan 1	After Jan 1	HOW MANY?	Total
❑ Adult	$100	$115		
❑ Additional adults from same farm or family	$75	$90		
❑ Student w/ID	$50	$65		
❑ Child (5-18 yrs old)	$40	$55		
Single Day Registration				
Thursday, Jan24 ❑ Adult	$60	$75		
❑ Student w/ID	$35	$50		
❑ Child (5-12 yrs old)	$30	$45		
Friday, Jan 25 ❑ Adult	$50	$65		
❑ Student w/ID	$30	$45		
❑ Child (5-12 yrs old)	$25	$40		

Tradeshow Exhibits *All booth staff must register for conference	Early Bird Before Jan 1	After Jan 1	Total
❑ Agency or Business Exhibit Space (table & chairs included)	$175	$195	
❑ Educational or Farm Exhibit Space non-profit or farms only (table & chairs inc.)	$75	$85	

Credit Card Service Fee Add $15 per transaction.	$
GRAND TOTAL	$

Special Requests

❑ vegetarian meals

❑ other special dietary needs

❑ If you have special needs that may require accommodations, please check this box and a member of our staff will contact you to discuss your needs.

Reasonable accommodations for individuals who qualify under the Americans Disabilities Act are available. If accommodations are not requested at least 10 days in advance, we cannot guarantee availability of accommodations on site.

❑ I will be submitting a project for the poster session.

❑ I am interested in entering the writing contest.

5. Payment information

College and technical college students, please contact River Country RC&D for a discounted rate.

❑ **Check/ Money Order** ❑ **Purchase Order** ❑ **Credit Card**

Please note a $15 service fee will be added to all credit card registrations.

Card Type (Master Card, Visa, Etc.) _____

Card # _____

3 digit security code (on the back of your card) _____

Print Name _____

Signature _____

Please make checks payable to River Country RC&D and mail completed registration and payment to:

River Country RC&D, P.O. Box 207, Altoona, WI 54720-0207

Questions? Call Lindsay Raab at 715.834.9672.

Please remember to reserve your overnight room at the Plaza Hotel and Suites. A limited block of rooms has been reserved at the reduced price of $76+ tax per night per room for Thursday, January 24 and Friday, January 25, 2008 (single, double, triple or quad), so remember to say you are participating in the Food Summit/Value Added Conference, group number 5772. Call 800.482.7829.

River Country
Resource Conservation and Development Council, Inc
BUILDING CONNECTIONS
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10th Annual

MIDWEST VALUE ADDED AGRICULTURE Conference

together this year with

2nd Annual

WISCONSIN LOCAL FOOD SUMMIT