

*Taste the Possibilities:
Adding Value to Your Ag Business*

November 3, 2014

Showcase Café
Sonoma County Fairgrounds
1350 Bennett Valley Rd, Santa Rosa

ucanr.edu/taste

8:15 a.m. REGISTRATION AND LIGHT REFRESHMENTS

8:30 a.m. WELCOME

SUCCESS STORIES PANEL

Hear from local farmers and value-added producers about their successes, challenges, and learnings.

GROWING THINGS

Learn about the best places to buy and sell locally-grown produce.

- Approved Produce Gardener Certificate program
- Farm Stands
- Community Supported Agriculture (CSAs)
- Farmers Markets
- Wholesale Markets

MAKING THINGS

Learn the ins and outs of making value-added products.

- Cottage Food Operations (CFOs)
- Commercial Kitchens
- Co-Packing
- Small Scale Ag Processing

BUSINESS PLANNING

Find out about the many resources to help you analyze market outlook, develop a business plan, and obtain financing.

MARKETING & PROMOTION

Learn best practices in marketing and get your products onto retailers' shelves.

12:30 p.m. LUNCH

FUTURE OPPORTUNITIES

ROUNDTABLE DISCUSSIONS

Meet experts, ask questions, and share info in small group discussions with:

- Environmental Health
- Permit and Resource Management Department
- Agricultural Commissioner's Office
- Business Planners
- Marketing & Promotion
- Wholesale Produce Distributors

3:30 p.m. CLOSING

Ongoing RESOURCE FAIR/INFORMATION TABLES

