

Proceedings

2004 SOLUTIONS FOR TODAY'S FARMERS CONFERENCE

January 11-12, 2004
Gard Street School, Kelseyville CA

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Introduction

Conference Agenda

Plenary Sessions:

How are Agricultural Marketing Issues and Needs Being Addressed?

Kelly Cox, Administrative Officer, Lake County

Gary Lewis, Past-Chair, Lake County Board of Supervisors

Setting the Scene: Trade, Globalization, and Competition; How Will These Agricultural Trends Affect Lake and Adjoining Counties?

Alix Peterson Zwane, Extension Agricultural Economist, UC Berkeley

Marketing Trends and Their Implications

Roberta Cook, Extension Agricultural Economist, UC Davis

Understanding the Concept of Risk Management and How it Will Influence Your, and Your Lender's, Business Decisions –

Steve Blank, Extension Agricultural Economist, UC Davis

[Handout:](#) California's International Agricultural Exports in 2002

You Want To Make A Change, How Do You Proceed? What Are The Next Steps?

Shermain Hardesty, Director, Center for Cooperatives, UC Davis

Getting Local Help to Advance Your Business Ideas

Jeff Lucas, President, Community Development Services

Chuck Doty, Director, Business Outreach Response Team, Lake County

Presentation not available. Please see Presenter's contact information.

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Concurrent sessions:

Session 1

Considerations for Crop Diversification – Moderator: Glenn McGourty

Rachel Elkins, U.C. Cooperative Extension, Lake County - Handout
Glenn McGourty, U.C. Cooperative Extension, Mendocino County - Handout
John Harper, U.C. Cooperative Extension, Mendocino County - Handout
Greg Giusti, U.C. Cooperative Extension, Mendocino County
Steve Blank, Dept. of Ag and Resource Economics, UC Davis - Handout

Value-Added Products – Moderator: Chuck Doty

Bonnie Frese, Private Harvest, Lakeport
Guinness McFadden, McFadden Farm, Potter Valley
Tom & Sue Ellery, Stella Cadente Olive Oil, Philo
Jan Eckert, Yerba Santa Goat Dairy, Lakeport

Becoming Certified: Evaluating the Organic Option – Moderator: D'Arcy Dornan

Paul Lauenroth, walnut grower, Kelseyville
Roberta Cook, Dept. of Ag and Resource Economics, UC Davis - Handout
Dana Thibeau, Lake County Dept. of Agriculture, Lakeport
Steve Moore, wine grape grower, Middletown
Charlie Fowler, Fowler Ranch, Kelseyville

Session 2

Creative Marketing Strategies – Moderator: Rachel Elkins

Scott Horsfall, Buy California Campaign, Sacramento
Joan Ziebell, Onion Patch Productions, Kelseyville
Elizabeth Larson, Lake County Record-Bee, Lakeport
Steve Hall - Find Fast Consulting, Redwood City

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Session 2, continued

New Market & Distribution Channels – Moderator: Chuck March

Dan Goff, G Bar G Ranch, Kelseyville
Paul Muller, Full Belly Farm, Guinda
Tom Honer, Harvest Market, Ft. Bragg

Agritourism & Ecotourism – Moderator: Matt Perry

Anne Austin, Eleven Roses Ranch, Clearlake Oaks
Mary Jane Fagalde, Lake Co. Community Development Dept., Lakeport
Katrina Fetzer, Ceago Vinegarden, Nice
Desmond Jolly, UC Small Farm Center, Davis

Session 3

Culinary Trends & Marketing to Restaurants – Moderator: Wilda Shock

Madelene Lyon, Konocti Catering, Kelseyville
Jennifer and/or Sally Schmitt, Mendocino College, Ukiah

Marketing to Institutions - Moderator: D'Arcy Dornan

Karrie Stevens Thomas, California Association of Family Farmers, Davis
Crystal Eyerly, Lake County Correctional Facility, Lakeport
Michele Paterson, Lake County Correctional Facility, Lakeport

Developing Production & Marketing Partnerships – Moderator: Rachel Elkins

Shermain Hardesty, Center for Cooperatives, UC Davis
Lake County Farmers' Finest, Kelseyville
Chris Zanobini, California Pear Advisory Board, Sacramento
Eric Seely, Lake County Winegrape Commission, Kelseyville

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Addendum:

Speaker and Conference Organizer Bios

Speaker Mailing List

Useful Resources Related to Agriculture

Prepared by Juliet King, UC California Communities Program, Davis, D'Arcy Dornan, Geography Graduate Group, UC Davis and Rachel Elkins, UC Cooperative Extension, Lake County, 01/2004 and updated March 2005.

Useful Resources Related to Agriculture Addendum

Prepared by Rachel Elkins, UC Cooperative Extension, Lake County, 1/8/04 and updated March 2005.

Conference Culinary Delights and Reception Menu