

## Organizing Sponsors

The University of California Cooperative Extension in Lake County, UC California Communities Program, USDA Risk Management Agency, UC Agricultural Issues Center, the Lake County Business Outreach and Response Team, Lake County California Women for Agriculture, Lake County Farmers' Finest, Lake County Farm Bureau, and Lake County Marketing and Economic Development Program

## About the Conference

2004 Solutions for Today's Farmers offers participants an opportunity to increase their knowledge about crop diversification and marketing.

The conference covers a variety of topics related to marketing, trade issues, and risk assessment. Lake County agricultural products will be featured at breaks and meals throughout the two days, adding to the uniqueness of the event.

The conference is expected to attract participants from throughout Northern California. We encourage you to register early, as registration is limited to 150 attendees. If you are involved in agriculture or food processing, you won't want to miss this event!

# - 2004 - SOLUTIONS FOR TODAY'S FARMERS



## A CONFERENCE ON AGRICULTURAL DIVERSIFICATION AND MARKETING

Saturday & Sunday  
January 10<sup>th</sup> & 11<sup>th</sup> 2004  
Saturday - 8:00 a.m. to 5:30 p.m.  
Sunday - 8:00 a.m. to 12:45 p.m.

### Location:

Gard Street Elementary School  
3980 Gard Street  
Kelseyville, California



Information is available at:  
<http://celake.ucdavis.edu/>  
(conference details and directions)  
[www.lakecounty.com](http://www.lakecounty.com)  
(accommodations and visitor information)

FIRST CLASS  
U.S. POSTAGE PAID  
LAKEPORT, CA  
PERMIT NO. 21

University of California  
Cooperative Extension  
883 Lakeport Blvd  
Lakeport, CA 95453

2004 SOLUTIONS  
FOR TODAY'S FARMERS  
January 10 & 11, 2004  
Kelseyville, CA

## 2004 – SOLUTIONS FOR TODAY'S FARMERS CONFERENCE AGENDA

### Day One: Saturday, January 10

8:00 a.m. Registration and Refreshments

8:45 Welcome and Overview

9:00 **How are Agricultural Marketing Issues and Needs Being Addressed?** *Kelly Cox, Administrative Officer, Lake County; Gary Lewis, Past-Chair, Lake County Board of Supervisors, and Mike Thompson, U.S. Congress, 1st District*

9:30 **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*

10:00 **Marketing Trends and Their Implications** *Roberta Cook, Extension Agricultural Economist, UC Davis*

10:40 Questions and Discussion

10:45 Break

**Panel Session #1 - 11:15** (concurrent sessions: choose one)

- Considerations for Crop Diversification
- Value-Added Products
- Becoming Certified: Evaluating the Organic Option

12:45 **Lunch** - Hosted and Catered by Lake County Farmers' Finest and the Lake County 4-H Program

2:00 **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*

2:45 Questions and Discussion

3:00 Break

**Panel Session #2 – 3:30** (concurrent sessions: choose one)

- Creative Marketing Strategies
- New Market & Distribution Channels
- Agritourism & Ecotourism

5:15 Brief Wrap-Up and End of Day 1

*Reception immediately following - Hosted by Lake County Farm Bureau at American Legion Hall*

### Day Two: Sunday, January 11

8:00 a.m. Refreshments

9:00 Welcome and Announcements

9:15 **You Want To Make A Change, How Do You Proceed? What Are The Next Steps?** *Shermain Hardesty, Director, Center for Cooperatives, UC Davis*

10:00 **Getting Local Help to Advance Your Business Ideas** *Jeff Lucas, President, Community Development Services; and Chuck Doty, Director, Business Outreach Response Team, Lake County*

10:45 Questions and Discussion

11:00 Break

**Panel Session #3 – 11:15** (concurrent sessions: choose one)

- Culinary Trends & Marketing to Restaurants
- Marketing to Institutions: Schools, Prisons, and Hospitals
- Developing Production & Marketing Partnerships

12:45 Discussion and response to evaluations/follow-up

1:00 Adjourn

## REGISTRATION FORM

Name(s)

Name(s)

Organization/Business

Address

City/State/ZIP

Phone

FAX

E-Mail

Check if vegetarian meal is desired

## REGISTRATION INFORMATION

The registration fee is **\$15** if postmarked by December 10, 2003, and \$20 after this date or at the door, if space allows. Registration fee covers refreshments, lunch, evening reception and all registration and instructional materials.

Make check payable to **UC Regents** and mail along with completed registration form to:

UC Cooperative Extension  
TODAY'S FARMERS CONFERENCE  
883 Lakeport Blvd.; Lakeport, CA 95453  
Phone: (707) 263-6838  
FAX: (707) 263-3963  
celake@ucdavis.edu

Further details about the seminar, special accommodations, or directions to the site, are available by contacting UCCE at the above numbers or on the web sites listed on the front of the brochure.