

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

Honorable 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
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*