

2004 – SOLUTIONS FOR TODAY’S FARMERS CONFERENCE
Panel Participant List

Saturday Workshop (Session 1) - 11:15 to 12:45 p.m.

Considerations for Crop Diversification – Moderator: Glenn McGourty

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

Value-Added Products – Moderator: Chuck Doty

Bonnie Freese, 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
Dana Thibeau, Lake County Dept. of Agriculture
Steve Moore, wine grape grower, Middletown
Charlie Fowler, Fowler Ranch, Kelseyville

Saturday Workshop (Session 2) – 3:30 to 5:00

Creative Marketing Strategies – Moderator: Chuck Doty

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

New Market & Distribution Channels – Moderator: Chuck March

Dan Goff, G Bar G Ranch, Kelseyville
Bill Brunetti, Bruno’s Foods, Lakeport
Paul Muller, Full Belly Farm, Guinda
Tom Honer, Harvest Market, Ft. Bragg

Agritourism & Ecotourism – Moderator: Matt Perry

Jim Fetzer, Ceago Winery, Nice
Anne Austin, Eleven Roses Ranch, Kelseyville
Desmond Jolly, UC Small Farm Center, Davis

Sunday Workshop (Session 3) – 11:15 to 12:45

Culinary Trends & Marketing to Restaurants – *Moderator: Wilda Shock*

Marc Glassman, Ma Shaun's Rainbow Restaurant, Lakeport
Madelene Lyon, Konocti Catering, Kelseyville
Jennifer and/or Sally Schmitt, Mendocino College, Ukiah

Marketing to Institutions: Schools, Prisons, and Hospitals - *Moderator: D'Arcy Dornan*

Marion Klab, Farm to School Program, Davis
Karrie Stevens Thomas, California Association of Family Farmers, Davis
Crystal Eyerly, Lake County Jail, 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