

## BASKETS to PALLETS INTENSIVE: MARKETING, RELATIONSHIPS & VALUES in the WHOLESale CHANNEL

Time Slot	Topic	Description
<b>MORNING ACTIVITIES TAKE PLACE IN MUSIC ROOM</b>		
9:00am – 9:30am	Arrival. Enjoy breakfast refreshments.	<ul style="list-style-type: none"> <li>Local Goat Cheese &amp; Mushroom Quiche with flaky pie crust, local eggs, spinach, and caramelized onions</li> <li>Freshly Baked Currant Scones</li> <li>Local Pork Breakfast Sausage Links</li> <li>Seasonal Fruit Platter</li> <li>Tierra Farm Coffee, Tea &amp; Juice</li> </ul>
9:30am – 10:00am	Welcome   Overview of the Training   Table Introductions	
10:00am – 11:00am	A Closer Look at Food Hubs, Groceries and Restaurants and Other Scale-Appropriate Wholesale markets	This interactive presentation dives into market opportunities with food hubs, grocery stores, restaurants and cooperatives and offers perspectives on how to begin building relationships with buyers
11:00am – 11:30am	Conversation Triads	What markets show promise in your region? What have been your marketing challenges so far?
11:30am - Noon	The Ingredients of Good Marketing: Sell Sheets	In small groups, we'll thumb through example Sell Sheets representing a wide range of products and discuss the components and strategies represented. You'll have a chance to sketch out a draft of your own Sell Sheet.
<b>WALK TO ASSEMBLY HALL FOR LUNCH</b>		
Noon – 1:00pm	Lunch	<ul style="list-style-type: none"> <li>Chicken Marbella braised in white wine with prunes and green olives</li> <li>Stuffed Delicata Squash with wild and basmati rice, local shiitake and oyster mushrooms</li> <li>Wild Hive local white beans, onions, roasted garlic, and lots of fresh herbs</li> <li>Quinoa and French Lentil Salad with roasted local sweet potatoes, pecans, and Samascott's apples</li> <li>Mixed Local Green Salad with shaved fennel, roasted local beets, and toasted pepitas with red wine vinaigrette on the side</li> <li>Flourless Chocolate Cake with chocolate ganache and fresh whipped local cream</li> </ul>
1:00pm – 1:45pm	Strategy, Messaging & Reaching Buyers	Discussion of strategy and story-telling in the wholesale channel and how to network with buyers
1:45pm – 3:15pm	Panel Conversation: Re-imagining our Food System as A Conscious Collaboration	This panel will explore the challenges faced by farmers, processors and retailers when working within a wholesale marketing approach that is dominated by a transactional mindset. Panelists include farmers, processors and buyers. Faith Gilbert, Ian Martin, Zachary Tattersall-Hill and Chris Cashen.
3:15pm – 3:30pm	Closing Circle	Share a highlight and a lowlight from the training

3:30pm – 4:00pm	Guided walk or tour of Hawthorne Valley	Explore the farm with guides Rachel and Steffen Schneider. Hawthorne Valley Farm is a 900-acre Demeter-certified Biodynamic® farm. They operate an on-site creamery, bakery, and wholesale fermented and meat products through New York and western New England.
<b>“BE WELL FARMING” OPTIONAL APPETIZER SOCIAL &amp; FOCUS GROUP: MUSIC ROOM</b>		
4:00pm – 4:30pm	Be Well Farming Project Appetizer Social	<ul style="list-style-type: none"> <li>• Charcuterie Platter with local cured meats and cheeses, dried fruits, fresh fruit, olives, pickled veggies, house-made beer mustard, water crackers, and crostinis</li> <li>• Hawthorne Valley Plain and Maple Yogurt served with house-made granola</li> </ul>
4:30pm – 6:00pm	Be Well Farming Project Focus Group	We’ll open this reflective session with a reading of the poem “The Edge” by Mark Nepo. Then we’ll move into a conversation about ‘edges’ on the farm. We’ll converse about edges you’re facing as a farmer or producer, what well-being looks like for you, what a felt sense of connection looks like on your farm, and how concepts of equity or fairness show up in your farm and community. You’ll receive a modest stipend in gratitude for your participation.