

# Sierra Collaborative Regional Alliance for Farmer Training

## Marketing Strategies and Value-Added Products

Location: Placer County Office of Education – Burns Room  
Auburn, CA

Date: January 14, 2011

### Tentative Agenda

Time: 10 a.m. – 4 p.m.

Note: Please bring a brown bag lunch. Coffee and water will be provided.

Moderator: Cindy Fake, UCCE

<i>Time</i>	<i>Topic</i>	<i>Speaker(s)</i>
10:00 a.m.	Introduction to Marketing Strategies for Small-Scale Farmers <ul style="list-style-type: none"><li>• Overview</li><li>• Farmers' Markets</li><li>• CSA and Buyers' Clubs</li><li>• On-Farm Sales</li><li>• Restaurants</li><li>• Retail</li><li>• Wholesale</li></ul>	Cindy Fake Dan Macon or Bob Roan Alan Haight or Jim Muck / Roger Ingram Chris Bierwagen Dan Macon Jan Thompson Chris Bierwagen or Tony Aguilar
12:00 p.m.	Lunch and Networking	
1:00 p.m.	Telling Your Story – Toolbox for Marketing	Claudia Smith Carol Arnold Dan Macon
2:00 p.m.	The Regulations of Selling Direct	Keith Kohler Carol Arnold
2:45 p.m.	Value-Added Products <ul style="list-style-type: none"><li>• Economic Analysis</li><li>• Regulatory Issues</li></ul>	Bob Bonk and/or Ralene Snow Dan Macon Roger Ingram Keith Kohler Environmental Health?
4:00 p.m.	Adjournment	