

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

| Time Slot | Topic | Description |
|--|---|---|
| MORNING ACTIVITIES TAKE PLACE IN MUSIC ROOM | | |
| 9:00am – 9:30am | Arrival. Enjoy breakfast refreshments. | <ul style="list-style-type: none"> Local Goat Cheese & Mushroom Quiche with flaky pie crust, local eggs, spinach, and caramelized onions Freshly Baked Currant Scones Local Pork Breakfast Sausage Links Seasonal Fruit Platter Tierra Farm Coffee, Tea & Juice |
| 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. |
| WALK TO ASSEMBLY HALL FOR LUNCH | | |
| Noon – 1:00pm | Lunch | <ul style="list-style-type: none"> Chicken Marbella braised in white wine with prunes and green olives Stuffed Delicata Squash with wild and basmati rice, local shiitake and oyster mushrooms Wild Hive local white beans, onions, roasted garlic, and lots of fresh herbs Quinoa and French Lentil Salad with roasted local sweet potatoes, pecans, and Samascott's apples Mixed Local Green Salad with shaved fennel, roasted local beets, and toasted pepitas with red wine vinaigrette on the side Flourless Chocolate Cake with chocolate ganache and fresh whipped local cream |
| 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. |
| “BE WELL FARMING” OPTIONAL APPETIZER SOCIAL & FOCUS GROUP: MUSIC ROOM | | |
| 4:00pm – 4:30pm | Be Well Farming Project Appetizer Social | <ul style="list-style-type: none"> • Charcuterie Platter with local cured meats and cheeses, dried fruits, fresh fruit, olives, pickled veggies, house-made beer mustard, water crackers, and crostinis • Hawthorne Valley Plain and Maple Yogurt served with house-made granola |
| 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. |