

Field Day/Training

Tuesday, September 4, 2018

NCAT DEMONSTRATION FARM
(Piney Woods, MS)

A G E N D A

10:00AM – 10:30AM	Registration	
10:30AM – 11:00AM	Welcome and Opening Remarks	Keith Benson Director Alliance of Sustainable Farms Rockiell Woods Regional Director NCAT Gulf States Arcanna Williams & David Saulter, Students Piney Woods School
11:00AM – 12:00NOON	Direct Marketing: Selling Directly to Consumers	Dr. Elizabeth Myles Marketing Specialist Alcorn State University
12:00NOON – 12:45PM	LUNCH	
12:45PM – 1:45PM	Intermediated Markets: Scaling up a Farm Business While Staying Local	Daniel Prial Community Food and Outreach Specialist NCAT Northeast Office
1:45PM – 2:45PM	Social Media: Growing Your Customer Base and Marketing Your Farm Products	Luke Freeman Horticulture Specialist NCAT Southeast Office
2:45PM	Announcements and Closing Remarks	

“Training provided by the Alliance of Sustainable Farms, with support from Southern SARE PDP and in collaboration with Mississippi NRCS, Mississippi State University Extension Service, Mississippi Agriculture & Forestry Experiment Station, Alcorn State University, and National Center for Appropriate Technology”