



**Harvest
New England**

harvestnewengland.org



2015

Harvest New England Ag Marketing Conference and Trade Show

February 25 and 26, 2015

Sturbridge Host Hotel, Sturbridge, MA

To register online and for the latest conference updates,
visit HarvestNewEngland.org/events

Direct Marketing to Diversified Wholesale; Finding What Works for You



Scan to go to
the conference
registration
website.



workshops



Trade
Show

**DIRECT
DIVERSIFIED**

NETWORKING

MARKETING

LOCAL

Wholesale 

To register online and the latest conference updates go to www.regonline.com/2015HNE Conference

Advertise here in the conference program! For advertising rates and specs, visit www.regonline.com/2015NEConference

BE a SPONSOR!

If you'd like to be a sponsor and receive online recognition, complimentary registrations and even a trade show space at the 2015 Harvest New England Ag Marketing Conference and Trade Show, go to www.regonline.com/2015HNEConference for details.

THANK YOU TO THE CURRENT SPONSORS AND CONTRIBUTORS TO THE PROGRAM!

Connecticut Department of Agriculture
Cooperative Development Institute
Farm to Institution New England
Federation of Massachusetts Farmers' Markets
Maine Department of Agriculture, Conservation and Forestry
Massachusetts Association of Agricultural Commissions
Massachusetts Department of Agricultural Resources
New Hampshire Department of Agriculture, Markets and Food
Rhode Island Division of Agriculture and Resource Marketing
Vermont Agency of Agriculture, Food, and Markets



EXHIBIT in THE TRADE SHOW!

Over 800 people attended the conference and trade show in 2013! Don't miss your opportunity to interact with farmers from throughout New England, other service providers, ag organizations, and state and federal entities. Over fourteen hours of time is allocated to the conference over two days and a networking reception is held in the trade show the first day of the conference.

Special pricing is available for nonprofits. For more information on exhibiting in the trade show visit www.regonline.com/2015HNEConference.



2015 Harvest New England Ag Marketing Conference & Trade Show

Direct Marketing to Diversified Wholesale; Finding What Works for You



KEYNOTE SPEAKER JONATHAN RADNUS FROM MERCHANDISE FOOD

Overcoming the 5 dangerous Trends limiting New England Farm Profits

Wednesday, February 25th at 8:30 AM



Our keynote session will offer inspirational and practical knowledge to empower New England farmers to break through the resounding patterns and challenges which limit farm success. Jonathan Radnus will share ideas and stories from the heart as a fellow farm marketer who was raised on a small farm in Western New York. His varied life experiences and marketing expertise will provide New England farmers with helpful insights and untraditional perspectives to build your farm market, grower-shipper operation, or roadside stand.



GENERAL SESSION SPEAKER NANCY CLARK FROM DRIVE BRAND STUDIO

The Power of Millennial Thinking

Thursday February 25th at 8:30



"Millennials", those born between 1980-1995, are 80 Million strong today, and will account for 50% of the USA workforce in 2020 and 75% of the global workforce by 2030. They are entering their prime earning and spending years and it is important to your business to understand what makes them tick. They are connected, committed and confident in who they are. They are said to be the most educated generation in history, and are intensely passionate about their world and the future of it. They are open to change but the change must be rooted in authenticity and genuineness. They are becoming a powerful influence and effecting change in all other generations. This fast paced session will explain why and how the power of millennial thinking can have a positive impact on your business and how to start thinking like a millennial yourself.

Things You Should Know

DATES:

Wednesday, February 25th to Thursday, February 26, 2015

PLACE:

Sturbridge Host Hotel, & Conference Center
366 Main Street, Sturbridge, MA

REGISTERING FOR THE CONFERENCE:

Full Conference, Early Registration by 2/3/15 \$90

Additional Family/Employee Full Conference,
early registration (by 2/3/15) \$75.00

One Day, early registration (by 2/3/15) \$60

Late Full Conference (after 2/3/15) \$125

Late One Day (after 2/3/15) \$85.00

Trade Show only: (no admittance to educational conference) \$25

Registration includes a conference bag and registration packet, admittance to all general and breakout sessions, lunch, admission to the Trade Show and the first day of the conference, the networking reception in the Trade Show.

To Register, fill out the form in the back or go to www.regonline.com/2015HNEConference

HOTEL RESERVATIONS:

Overnight rooms are available at the Sturbridge Host Hotel on Tuesday, February 24th through Thursday February 26th. Reservations must be made with the hotel directly.

To Make a reservation online:

- 1.) Visit www.sturbridgehosthotel.com
- 2.) Select "Reservations" on the left page, then "Group Reservations" at the top of the page.
- 3.) In the "Attendee code" area type 1502Harves. Select the night you'd like to stay over, your room, and complete the forms.

To make a reservation by calling the hotel directly:

- 1.) Call: 1-800-582-3232
- 2.) Reference the Harvest New England Conference to receive the room discount rates.

Reservations made by 5:00 PM on February 14, 2015 shall receive the following rates:

SINGLE: \$99 DOUBLE: \$99

TRIPLE: \$109 QUAD: \$119

Reservations made after 5:00 PM on February 14, 2015 are subject to hotel availability and current overnight rate.

DIRECTIONS:

By Car:

The Sturbridge Host Hotel is located on RT 20, West in Sturbridge, MA

From North, East & West:

Take the Massachusetts Turnpike (Interstate 90) to Exit 9, then see below

From the South:

Take either interstate 84 or Route 131 to Route 20 West. Then see below.

The Hotel is located less than one-quarter mile from the first set of traffic lights, on the shore of Cedar Lake

By Air:

Fly direct into Boston's Logan Airport, Hartford's Bradley Airport or Providence's T.F.Green Airport.

The hotel is one hour's drive from Logan, Bradley, & T.F.Green.



MEALS:

Conference registration includes coffee throughout the day and lunch. Dinner is on your own and is available at the hotel or area restaurants.

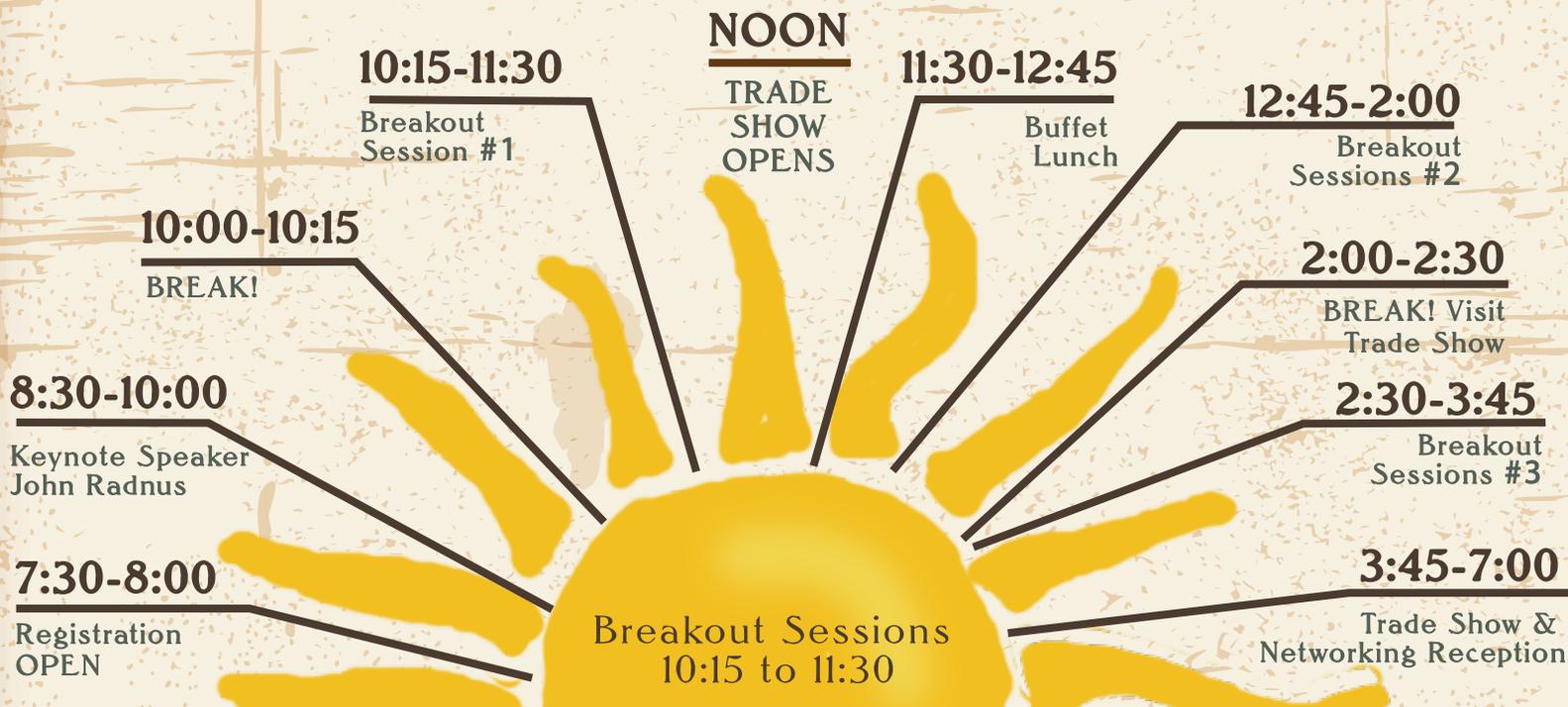
REGISTER BY FEBRUARY 2!
for early conference rates



To register online and the latest conference updates go to www.regonline.com/2015HNEConference

WEDNESDAY, FEBRUARY 25th

Schedule



Keynote Speaker John Radnus: Overcoming the 5 Dangerous Trends Limiting New England Farm Profits



Wednesday
8:30 am to
10:00 am

Our keynote session will offer inspirational and practical knowledge to empower New England farmers to break through the resounding patterns and challenges which limit farm success. Jonathan Radnus will share ideas and stories from the heart as a fellow farm marketer who was raised on a small farm in Western New York. His varied life experiences and marketing expertise will provide New England farmers with helpful insights and untraditional perspectives to build your farm market, grower-shipper operation, or roadside stand.

- WORKING WITH AG COMMISSIONS**
- WORKING WITH YOUR PRODUCT**
- WORKING WITH FARMERS**
- WORKING WITH INSTITUTIONS**
- WORKING WITH FAMILY AND BUDGETS**

Sponsored by the MA Association of Ag Commissions

Why Ag Commissions are Important to Your Town

Agricultural Commissions bridge communication between farmers and communities. The architect for the agricultural commission resurgence in MA, former MDAR Commissioner, Douglas Gillespie, will talk about the vision he had for these municipal commissions, the basics on their formation and function, and the future roles that they may play for our region.

"Power Branding" and Professional Sales Secrets of Dynamic Farm Marketers

Learn how successful growers are leveraging opportunities to build brand awareness in the retail environment. This session will highlight specific examples of how packaging, online marketing, and merchandising support tools can communicate your brand more effectively. Learn professional sales methods which will help you and your offerings become more relevant to today's retail produce buyers. Learn the secrets of strong sales minded farms to build a sustainable and profitable business.

SNAP/EBT Outreach Strategies

Learn best practices for implementing SNAP at farmers' markets, including fundraising for match, community organizing, role of departments of health and human services, and promotion and outreach. Learn what markets in our region, rural and urban, are doing well and ways to overcome challenges.

OR attend

Boost Your Sales in a SNAP! through the Working with Family and Budgets Track.

Sponsored by Farm to Institution New England

Farm to Institution Nuts and Bolts - Shop talk with Sector Leaders

Have you tried to tap into the institutional market but faced frequent barriers? In this interactive session you will hear the details of the purchasing structure of institutions from sector experts and have the opportunity for your questions to guide the direction of the conversation. Understand the existing purchasing structure for schools, colleges, and hospitals and identify a variety of opportunities to sell to institutions through the traditional and alternative supply chain.

Boost Your Sales in a SNAP!

Taking SNAP (food stamp) benefits at your farm, farmstand or farmers' market can boost your sales and customer base as well as provide healthy, locally grown foods to the community. At this workshop, you will be provided an overview of the application process as well as hear about the latest innovations going on in the region, including a pilot project with CSA farms and incentive programs. Also, learn about low-cost equipment options that you may qualify for.

To register online and the latest conference updates go to www.regonline.com/2015HNEConference

Wednesday, February 25th

Breakout Sessions 12:45 to 2:00

WORKING WITH AG COMMISSIONS

*Sponsored by the MA
Association of Ag Commissions*

Ag Terminology: Commonly confused terms and how to explain them to customers and community

Today's agricultural terms can be easily confusing or misinterpreted. Dr. Bonanno will discuss an array of terms commonly used but oftentimes misunderstood. For example: what does "the Right-to-Farm" mean; what are GMO's; or what is the difference between organic, traditional growing, best and normal practices?

WORKING WITH YOUR PRODUCT

Visual Merchandising 101: Display Strategies and Techniques to Drive Food & Farm Sales

85% of the information shoppers use to make buying decisions enters through the eyes. Learn how a direct farm marketer increased sales 78% over the prior year through strong visual merchandising and service. This session highlights specific visual merchandising techniques used by world-class retailers aimed to drive sales

WORKING WITH FARMERS

12:45-1:45: Plain Talk About Insurance.

General liability, product liability, and directors and officers liability insurance:

Navigating through liability insurance options can be daunting for even the most seasoned markets. Learn how these types of insurance differ, some guidelines for when each may be wise, and the questions to ask when making insurance policy decisions.

1:45pm - 2:45pm: The Place of Farmers' Markets in Today's Local Food Landscape.

What is the farmers' market relevancy, role or place in a new world of local food purchasing options for consumers and local food marketing options for vendors? What can markets do to compete for customers and vendors? What criteria would a market use in order to make a decision to close or stay open and change direction

WORKING WITH INSTITUTIONS

*Track Sponsored by Farm
to Institution New England*

Establishing Effective Institutional Contracts

Understand the basics of effective contracts between institutions and farms as well as institutions and distributors. Farmers will get examples of effective contracts with institutions. Plus, how to create contracts that promote regionally grown food, featuring UVM and UMaine stories.

WORKING WITH FAMILY AND BUDGETS

Where's the Money

Looking for a grant or a loan for a number of agribusiness projects? Meet representatives from organizations that provide capital to farm enterprises. Size up what they have to offer, learn what is required, see if there is a fit with your needs and make an appointment to discuss your project in greater detail.

Breakout Sessions 2:30 to 3:45

*Sponsored by the MA
Association of Ag
Commissions*

Farming in the Wetland Resource Area: Do's and Don't of Farming

The Massachusetts agricultural community enjoys an exemption from the Wetlands Protection Act. This exemption, however, is not "carte blanche". Attorney Di Luna will discuss certain agricultural activities that may occur in wetland resource areas without the permission of the local conservation commission and what activities require approval of the conservation commission.

Could Your Farm Benefit by Being Part of a Marketing Co-op?

Learn from farmers how your operation could benefit by being part of a marketing co-operative, and discover the steps involved in setting one up. Participants will receive a co-operative development manual prepared by Northeast Farmers Union.

New England Farmers' Market Managers Workshop

3:00-4:00

Community Collaborations. Explore ways in which farmers' markets around New England are benefiting from innovative collaborations with banks, Chambers of Commerce, hospitals, farm stands, CSA's, food co-ops and more to build traffic and sales

*SPONSORED BY FARM TO
INSTITUTION NEW ENGLAND*

Working With Food Hubs & Processing Centers

Food hubs and processing centers provide farmers with an opportunity to aggregate their product with that of other farms to generate volume sufficient to sell to institutional markets and to add value to the product for convenient use by institutions. This session will provide lessons learned from New England and national food hub and processing experiences.

Farm Business Succession: How prospects for succession impact your business life cycle decisions

Don't put off succession planning for your farm. Marketing and other farm business decisions are influenced by the prospects for succession, whether or not you have an identified successor. This session offers information, tools, support and resources to help farm families integrate succession into business planning and take concrete next steps.

Scholarships

Harvest New England is pleased to offer scholarships to qualified farmers from New England to attend 2015 Harvest New England Ag Marketing Conference and Trade Show. Farmers growing fruits, vegetables, greenhouse/nursery products, Christmas trees, maple syrup, honey, or producing value added products with the above item(s) who are also new farmers, young farmers, have extensive travel to the conference, or another demonstrated need may apply for a scholarship. For an application please go to www.regonline.com/2015HNEConference, or by emailing Chelsea Lewis at Chelsea.Lewis@state.vt.us or by calling 802-522-5573.

The application deadline is February 3, 2015.

To register online and the latest conference updates go to www.regonline.com/2015HNEConference

The New England Farmers Market Managers Professional Development Seminar at the Harvest New England Conference

Learning from Each Other: Market Tested Innovations, Tools, and Resources

Wednesday, February 25, 2015, 8:30-4:00 pm



Join market managers from throughout New England for a number of hot topic discussions enlivened by peer wisdom; it's THE time to share what's working and what's not! Take home new ideas for your market and participate in one of the best Market Managers networking opportunities of the year!



**new
FOR
2015!**

The SNAP Resource Center at the Harvest New England Conference: One Stop Shopping for All Things SNAP!

Open in the Trade Show: Wednesday, Noon-7:00 pm and Thursday: 7:30 am-3:15 pm

Visit the SNAP Resource Center at the Harvest New England Conference where you can meet with representatives from USDA, Marketlink, and State SNAP Representatives. Here you can:

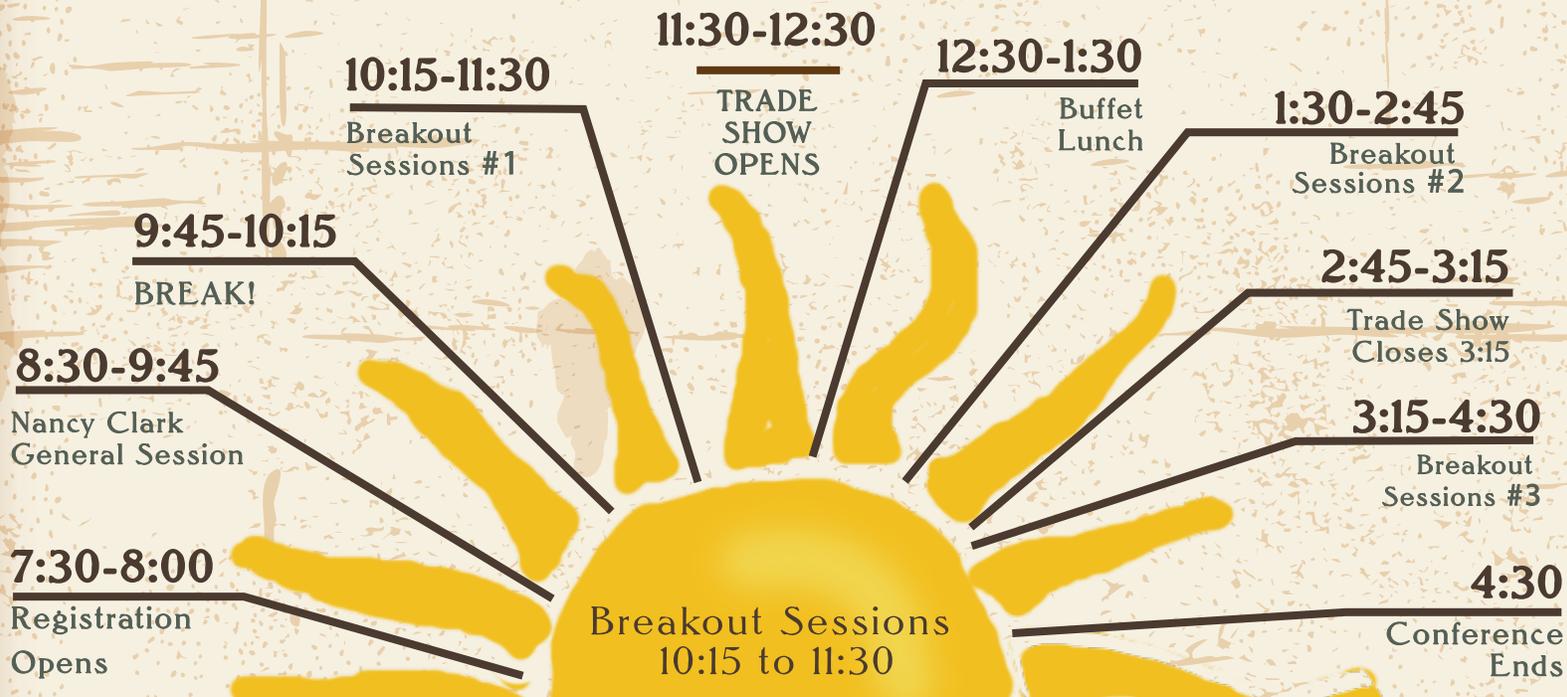
-  Get your farm, farmstand, or farmers' market authorized for SNAP (formerly Food Stamps) and receive your FNS Number the very same day! USDA Staff will be on site to walk you through the process and assist with your application.
-  Find out about, and sign up for, low cost wireless equipment to process SNAP payments (as well as credit / debit.)
-  Learn about other resources available

If interested, please bring copies of the following documents which will be attached to your application:

- 1.) Picture ID (driver's license or passport)
- 2.) Social Security Card (or other official document with your name and SSN)
- 3.) Copy of voided check for bank account you will use to deposit checks

THURSDAY, FEBRUARY 26th

Schedule



General Session Speaker, Nancy Clark: The Power of Millennial Thinking



Thursday
8:30 am to
9:45 am

"Millennials", those born between 1980-1995, are 80 million strong today, and will account for 50% of the USA workforce in 2020 and 75% of the global workforce by 2030. They are entering their prime earning and spending years right now, so it is important to your business to understand what makes them tick. They are connected, committed, and confident in who they are. They are said to be the most educated generation in history, and are intensely passionate about their world and the future of it. They are open to change but that change must be rooted in authenticity and genuineness. They are becoming a powerful influence and effecting change in all other generations. This fast paced session will explain why and how the power of millennial thinking can have a positive impact on your business and how to starting thinking like a millennial yourself.

WORKING WITH WHOLESALERS

WORKING WITH YOUR PRODUCT

WORKING WITH TOURISTS

WORKING WITH INSTITUTIONS

WORKING WITH FAMILY AND BUDGETS

Sponsored by the MA Association of Ag Commissions

Selling to Grocery Stores: The Pros and Cons of Wholesaling to National, Regional and Local Grocery Stores

Join a grocery store produce buyer, a wholesale grower, and CT Farm Bureau to hear about the pros and cons of selling produce to grocery stores. Based on research and interviews, we will share our findings and provide producers with information and strategies for developing successful relationships with grocery stores.

The Art of Fearless Storytelling

Your story is unique, memorable and should be the single reason consumers choose your business. Your story is why consumers are willing to pay more for your business, product, or service. In this interactive session, you'll learn how to craft your own story, and tell it with confidence.

Practices for a Successful Agritourism Effort

As agritourism has grown rapidly in recent years and more farms have jumped on the agritourism bandwagon, providing high quality, authentic experiences has been a challenge for some working farms. In this session, farmers and service providers share best practices for ensuring that agritourism is safe, educational, and profitable.

SPONSORED BY FARM TO INSTITUTION NEW ENGLAND-

Unpacking The Distribution Dilemma:

What growers need to know about selling direct and through distributor

Institutions provide a potentially large market for New England farms, but many factors influence the benefit to farmers. In this session, farmers and dining service directors will describe their selling and purchasing arrangements, and discuss factors relating to customers, business operations, budgets and regulatory framework.

Filling My Parents Shoes

Farms are started by unique individuals who grow with the business and learn along the way. Their children often join in and work their way to daily management roles. But parents often forget what their children have learned and underestimate what they're capable of. Discover how to successfully transfer knowledge and wisdom from one generation to the next for the benefit of the farm - before it's too late.

To register online and the latest conference updates go to www.regonline.com/2015HNEConference

Thursday, February 26th

Breakout Sessions 1:30 to 2:45

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**WORKING WITH
AG COMMISSIONS**

**WORKING WITH
YOUR PRODUCT**

**WORKING WITH
FARMERS**

**WORKING WITH
INSTITUTIONS**

**WORKING WITH
FAMILY AND BUDGET**

*Sponsored by the MA
Association of Ag Commissions*

Game Changer: How Cooperatives Add Value to Farm Businesses

Cooperative farming is a growing trend, to address common needs for land, labor, equipment, facilities, and markets. Learn how farming collectives and co-ops with consumer and farmer members are organized. Leave with a game plan to explore collaborative relationships back home.

Building a Strong Brand to Increase Sales and Build Customer Loyalty

Every farm has a unique story that can help them attract loyal customers. This interactive session will show you how to choose words and images that will make your website, social media, and other low-cost marketing more effective.

Farms Visits and What You Need to Know

Come learn about hosting a farm visit: what are the benefits and challenges, are they a good fit for your farm, and best practices for providing engaging, age-appropriate activities and learning opportunities. Participants will receive Farm Field Trips 101 – a guide to getting started with farm field trips.

*SPONSORED BY FARM TO
INSTITUTION NEW ENGLAND*

Farm to Institution in State Policies

Have policy makers in the room hear farmer feedback on current and proposed policy. Bring together state department of agriculture commissioners, state representatives and policy advocates to determine how our six New England states can think strategically and create policies that will promote farm to institution.

Budgeting – from the Bottom Up

A budget is a road map to get you to the end result: a profitable year. But like any road, it's full of detours and potholes! All of a sudden income minus expenses isn't very encouraging, but operating without a plan is painful and expensive! Join us to learn about a new strategy for developing an operating budget, monitoring your progress, and making sure you get paid first.

Breakout Sessions 3:15 to 4:30

*Sponsored by the MA
Association of Ag Commissions*

Keys to Success in Value-Added Product Development and Marketing

A panel will share important insights and resources available in adding value to their farm products and selling both directly to consumers as well as wholesale channels.

Savoring the Farm to Table Experience

Are you looking for a welcome change to your farm's experience? Food enthusiasts enjoy exploring new destinations, especially farms where there is an increasing interest to learn where our food is produced, directly from the hands that produce it. Learn from a panel of experts on how you can create a culinary adventure on your farm!

*SPONSORED BY FARM TO
INSTITUTION NEW ENGLAND*

Agricultural Business Planning: The Critical Elements

Attendee Registration Form:

Harvest New England Ag Marketing Conference and Trade Show 2015



Farm / Business Name:		
First Name:	Last Name:	
Additional family members or employees	2. First Name	Last Name
	3. First Name	Last Name
	3. First nName	Last Name
	4. First Name	Last Name
	5. First Name	Last Name
6. First Name	Last Name	

ADDRESS:		
CITY:	STATE:	ZIP:
PHONE:	FAX:	
EMAIL		

___ I/ We would like Vegetarian meals. How many? ___

	Quantity		Registration Fee		Subtotal
First Full Conference Registration		@	\$90.00	equals	
Additional family members / employees		@	\$75.00	equals	
Single Day Registration (Weds) (Thurs) CIRCLE ONE		@	\$60.00	equals	
Trade Show Only		@	\$25.00	equals	
Total					

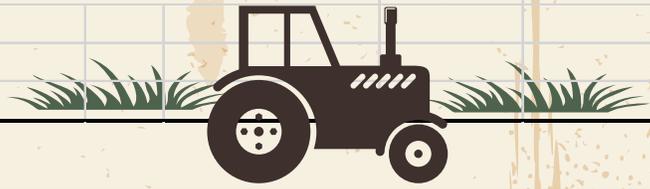
Send this form with payment to Harvest New England for the total registration fees , or provide your credit card info.
 Make checks payable to Harvest New England

HNE Ag Marketing Conference c/o Connecticut Department of Agriculture 165 Capitol Ave, Rm 129, Hartford, CT 06106 Direct: 860.713.2559, Main: 860.713.2503, Fax: 860.713.2516 OR go online to register at www.harvestnewengland.org	Visa or Mastercard # Expiration: Name on Card: Security code: Signature:
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Conference Registration Fees

Full Conference Registration includes access to Trade Show and all sessions and workshops on Wednesday and Thursday including lunch.

Full Conference, Early Registration (by 2/3/2015):	\$90.00
Additional Family/Employee Full Conference, Early Registration (by 2/3/2015):	\$75.00
One Day, Early Registration (by 2/3/2015):	\$60.00
Late Full Conference (after 2/3/2015):	\$125.00
Late One Day (after 2/3/2015):	\$85.00
Trade Show Attendance Only (no admittance to the educational conference):	\$25.00



Harvest New England
c/o Connecticut Department of Agriculture
165 Capitol Ave, Rm 129
Hartford, CT 06106



Harvest New England Ag Marketing Conference and Trade Show

Direct Marketing to Diversified Wholesale; Finding What Works for You
February 25 and 26, 2015 ☀ Sturbridge Host Hotel, Sturbridge, MA

Keynote Speaker Jonathan Radnus from Merchandise Food!
Wednesday, February 25th at 8:30 am



Jonathan is the founder and owner of Merchandise Food, a retail merchandising and strategy consultancy which supports direct farm marketers, specialty and traditional grocers, major resorts and restaurants with marketing and promotion. Jonathan coaches clients to grow profits with strategic plans, solving operational challenges, and implementing creative impulse display techniques.

Jonathan Radnus was raised in rural Western New York on a small 200 acre farm. He holds a Food Marketing and Distribution Degree from Rochester Institute of Technology. His involvement in planting, harvesting, and open air direct farm marketing as a child later transitioned to trading produce commodities internationally.

Jonathan is a Produce Business 40 Under 40 recipient. He is a member of the Produce Marketing Association and the United Fresh Produce Association. Jonathan and his wife Ellie run a local food co-op which sources fresh and nourishing farm foods for his two children Noah and Isaac and local friends.

General Session Speaker Nancy Clark from Drive Brand Studio
Thursday, February 26th at 8:30 am



Nancy Clark is the owner and president of Drive, a brand studio in North Conway, NH. A graduate of Long Island University, with a B.A. in Communications/ Journalism, Nancy took the fast track from her first post-college job as a marketing assistant to Vice President of Marketing at Attitash Ski Resort.

In 1996, Nancy purchased Glen Group, then put together the people, the passion and vision that transformed the agency into a highly respected marketing with clients all over the U.S. Nancy is a frequent presenter on marketing and business topics to businesses and organizations.

When not running the company with her very talented team, she and her husband, Rob, are busy raising 4 active boys while enjoying biking, hiking and skiing in the White Mountains.

To register online and the latest conference updates go to www.regonline.com/2015HNEConference