



Friday, March 9, 2012

**Best Western
Lee-Jackson Motor Inn &
Conference Center
Winchester, Virginia**

8:00 AM - 4:00 PM

\$40 Registration Fee

The Forum for Rural Innovation is a cooperative educational effort by the Offices of Agricultural Economic Development and Cooperative Extension in Clarke, Fauquier and Loudoun Counties, Virginia, Berkeley and Jefferson Counties, West Virginia; The Town of Berryville; Small Business Development Center of the Eastern Panhandle

**www.LoudounFarms.org
703/777-0426**

Forum for Rural Innovation: Direct Marketing Beyond Farmers Markets

This is the eighth Forum for Rural Innovation. This Forum will focus on direct marketing beyond traditional farmers markets. Speakers will discuss their success with providing innovative agri-education programs, share ideas on how to maximize your production by creating value added products, the benefits of using social media and technology to gain exposure to your business, as well as an update from a past Innovation Award winner about where they are now. The purpose of the Forum is to showcase new and exciting projects and programs that enhance farm or rural business profitability.

The Forum has been planned to feature a series of presentations, with an emphasis on expanding your rural business beyond farmers markets using innovative ideas and sound business approaches. Topics and exhibits have been chosen to present practical examples of successful innovative operations that could be adapted to any farm. The program will feature some of the most progressive and recognized farms and research in the United States.

Who Should Attend

The conference is planned to provide farmers, landowners, rural business owners, local elected and appointed officials, and extension educators, economic development and planning professionals an opportunity to see and hear industry leaders discuss innovative practices and methods for agricultural development.

The program is open to all, regardless of race, color, religion, sex, age, veteran status, national origin, disability or political affiliation. Persons needing reasonable accommodations for any type of disability in order to attend this program should contact 703/777-0426.

Space is limited to the first 150 registered. Pre-registration is required by March 1, 2012.

The \$40 registration fee includes a continental breakfast and buffet lunch showcasing local foods.

**Best Western
Lee-Jackson Motor Inn
& Conference Center**
711 Millwood Avenue
Winchester, VA 22601
540/662-4154



Additional registration information, or information on becoming a trade show exhibitor is available online at www.LoudounFarms.org or by calling 703/777-0426.

Forum for Rural Innovation: Direct Marketing Beyond Farmers Markets

Friday, March 9, 2012 * Lee-Jackson Best Western Conference Center * Winchester, Virginia

8:00 A - 9:00 A

Registration, view exhibits, morning refreshments.

9:00 A - 9:45 A

New Approaches for Some Old Crops

Bill Mackintosh, *Co-Owner of Mackintosh Fruit Farm, Berryville, VA*

Mackintosh Fruit Farm grows, harvests, cans and markets a wide variety of products including tomatoes, greens, strawberries, jams, pumpkins and apples. With hundreds of acres of fruit and orchards being lost yearly in this region, learn how this family farm expanded on-farm marketing opportunities and increased fruit production.

9:45 A - 10:45 A

Winter CSA Model

Todd Erling, *Executive Director, Hudson Valley Arribusiness Development Corporation, Hudson, NY*

Jim Hylland, *President, Winter Sun Farms, New Paltz, NY*

Winter Sun Farms partners with local, sustainable farms to supply a wonderful winter share of great tasting frozen and storage vegetables all winter long. Their goal is to deliver a superior product at a fair price for the customer and the farmer. Learn how they use product preservation and marketing to redefine the end of the market season.

10:45 A - 11:00 A

Gaps in the Metropolitan Washington Food System

Brian M. LeCouteur, *Principal Environmental Planner/Urban Forester, MWCOCG, Washington, DC*

Hear an informative overview of agriculture in the Washington region, in terms of what the region's farmers are growing and how much of the region's demands they are able to meet.

11:00 A - 11:45 A

Mobile Marketing— QR Code Basics

Stephen Mackey, *Co-Founder of Mesh Multimedia & Notaviva Vineyards, Purcellville, VA*

Ever noticed those random barcodes on marketing materials? Come learn the basics on QR Codes, how to generate your own code and best way to use them to market your business!



*Have a smartphone?
Scan here and see how it works!*

11:45 A - 1:00 P

Lunch (to include local food products)

View Exhibits

Presentation of 2012 Innovation Awards

1:00 P - 1:30 P

U-pick, U-play, U-grow

Kate Zurschmeide, *Co-Owner of Great Country Farms, Bluemont, VA*

Winner of the 2008 Innovation Award, Great Country Farms continues to expand their innovative business in agritainment, CSA's, direct marketing and resource management. Hear how this family operation has taken marketing and farm resources to a higher level of success.

1:30 P - 2:00 P

Feeding Mind, Body and Spirit

Shawna Rinker Hartsook, *Co-owner of Oak Hart Farm, Berryville, VA*

Oak Hart Farm is a produce farm, but more notably, it is an exceptional educational farm. From cooking and canning classes, summer camps and CSA's, to farm dinners— learn how this family farm is expanding on traditional farming practices.

2:00 P - 3:00 P

Using Google & Social Media to Market Your Business

Ray Sidney-Smith, *President of W3 Consulting, Washington, DC*

As a business and Web/digital technology strategist, Ray will provide a crash course on how to utilize social media and other online tools to enhance your business; including the secrets to maximize your virtual presence to attract more customers and visitors to your bricks and mortar establishment.

3:00 P - 3:45 P

Local Food Aggregation, Preservation and Distribution Practices

Christopher Carpenter, *Founder of Lexington/Rockbridge Grows, Lexington, VA*

You may remember Chris from his ground breaking work with local food procurement at Washington & Lee University. Chris is back with a new link in the value chain. Lexington/Rockbridge Grows is working to create a local sustainable food system along with providing farmer services such as education in sustainable farming practices and cost analysis of products. Learn about the progress this group has made over the last year.

3:45 P - 4:00 P

Closing Remarks; Adjournment

Forum for Rural Innovation - Friday, March 9, 2012 - Registration Form
Pre-Registration is required by Thursday, March 1, 2012 - Space is limited to 150 participants.
Please complete this form and mail \$40 registration fee to:

Forum for Rural Innovation - Attn: Gary Hornbaker, Loudoun County Economic Development
1 Harrison Street, S.E., MSC #63, Leesburg VA 20175

Please make checks payable to: Forum for Rural Innovation

Please check here for vegetarian meal I do not wish to have my contact information shared

Name _____

Organization/Farm Name _____

Mailing Address _____

City/State/Zip _____

Email _____

Telephone _____

Please RSVP by March 1, 2012—Space is Limited!!

For additional information, please call 703/777-0426 or visit www. LoudounFarms.org

If you require any type of reasonable accommodation as a result of a physical or sensory disability to participate in this event, please contact 703/777-0426.