



Friday, March 19, 2010

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

8:00am to 3:30pm

\$35 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, Frederick and Loudoun Counties, Virginia Berkeley and Jefferson Counties, West Virginia Potomac Headwaters and Shenandoah RC & D Virginia Cooperative Extension WVU Extension

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

Forum for Rural Innovation: New Approaches for Agriculture and Rural Prosperity

This is the sixth Forum for Rural Innovation. This Forum will focus on opportunities in specialty crops and cane berries, social networking as a marketing tool, processes for marketing meat and processed foods, and innovative ideas for large acreage owners and renters. The purpose of the Forum is to showcase new and exciting projects and programs that enhance farm or rural business profitability. New this year will be a snapshot of efforts in agricultural development from our region. The models presented at the Forum also focus on conserving farmland and natural resources, and developing new approaches to rural prosperity in upscale areas where land commands premium prices.

The Forum has been planned to feature a series of presentations, with an emphasis on farming for high profitability by using innovative and sound business approaches particularly suited to the Mid-Atlantic region. Topics and exhibits have been chosen to present practical examples of successful innovative operations that could be adapted to area farms. The program will feature some of the most progressive and recognized farms and researchers 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 12, 2010. The \$35 registration fee includes continental breakfast and buffet lunch (featuring 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: New Approaches for Agriculture and Rural Prosperity

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8:00 A - 9:00 A

Registration, view exhibits, morning refreshments

9:00 A - 9:45 A

Trends and Opportunities in Specialty Crops and Cane Berries

Dr. Reza Rafie, Horticulture Extension Specialist, Virginia State University, Petersburg, VA
Hear an overview of the potential for marketing cane berries and related specialty crops in the Mid-Atlantic region. Also, details of a high tunnel specialty crop trial to be conducted in northern Virginia in 2010.

9:45 A - 10:30 A

Internet Marketing 201 - Social Networking As A Marketing Tool

Janet Childs, Owner and Marketing Director of *BreedersWorld.com* and *VA Lamb*, Berryville, VA
Learn how to use low cost, highly effective new tools that get your message and products in front of customers faster than websites alone. A step-by-step presentation on starting and maintaining a cost effective marketing program.

10:30 A - 11:30 P

Step-By-Step Process for Direct Marketing Meat and Processed Foods

Barry Jones, Office of Meat & Poultry Services, VA Department of Agriculture and Consumer Services, Lynchburg, VA

Cindy Martel, Marketing & Development, WV Department of Agriculture, Charleston, WV

Thinking about selling at a farmers market or doing direct sales? This session will answer your questions on what producers need to do to comply with state regulations in order to sell meats and processed foods. Find out if the investment of time and equipment adds value to the bottom line.

11:30 A - 12:45 P

Lunch (to include local food products)

View Exhibits

Presentation of 2010 Innovation Awards

Award Winners

FarmersOnlineMarket.net - Catlett, VA

Phillip Ramsey, Stoneleigh Farms - Warrenton, VA

Bob Tabb, Round Oak Farm - Leetown, WV

Leon Warner, Ellerslie Farm - Berryville, VA

12:45 P - 1:30 P

What I See As Food Innovation in the Mid-Atlantic Region

Melissa Harris Publisher of Flavor Magazine, Sperryville, VA

Flavor Magazine is an independent publication dedicated to local food, wine, and sustainable agriculture in the D.C. and Virginia Piedmont areas. Learn how this unique regional magazine discovers innovative farms for their articles and hear about some of their favorites.

1:30 P - 2:30 P

Innovative Ideas for Large Acreage Land Owners and Renters

Warren Howell, *Allder School Berries - Purcellville, VA*

Phillip Ramsey, *Stoneleigh Farms - Warrenton, VA*

Tyler Wegmeyer, *Wegmeyer Farms - Hamilton, VA*

What do pumpkins, honey bees, and berries have in common? Hear how these three entrepreneurs have expanded their operations onto larger acreages, and the unique lease arrangements for non-traditional crops.

2:30 P - 3:20 P

New and Successful Innovative Projects from Across the Region

Kellie Boles, *Jefferson County, WV*

Christy Dunkle, *Clarke County, VA*

Ray Pickering, *Fauquier County, VA*

Melissa Nelson, *Loudoun County, VA*

Mary Beth Bennett, *Berkeley County, WV*

A snapshot of efforts being conducted in agriculture development and marketing by members of the group sponsoring the Forum for Rural Innovation.

3:20 P - 3:30 P

Wrap Up and Adjourn

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Forum for Rural Innovation • Friday, March 19, 2010 • Registration Form

Pre-Registration is required by Friday, March 12, 2010 • Space is limited to 150 participants

Please complete this form and mail \$35 registration fee to:

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

Please make checks payable to **Forum for Rural Innovation**

Please check here for vegetarian meal

Name _____

Title _____

Organization or farm name _____

Mailing Address _____

City/State/Zip _____

Telephone _____

E-mail _____