

FEATURED TOPICS

TUESDAY NIGHT

- Taste of Regional Cuisine
- Panel of Chefs and Producers
- Roundtables on Various Marketing Topics

WEDNESDAY

- State Departments of Agriculture Officials
- Introduction to Community Food Systems
- Starting Out with a Certified Kitchen
- Business Structure and Funding for Marketing Ventures
- Starting a Chefs Collaborative
- Growing with a Kitchen Incubator
- Successful Marketing Cooperatives
- Developing Branding Programs
- Selling Successfully to Retailers
- Liability and Insurance for Direct Marketers
- Consumer Preferences and Trends

SPONSORS

Cinergy

Clark County REMC (Indiana)

Commodity Growers Cooperative

Indiana Office of the Commissioner of
Agriculture

Indiana Cooperative Development Center

Indiana Rural Development Council

Indiana USDA Rural Development

Kentucky Farm Bureau

Kentucky Center for Cooperative
Development

Kentucky Department of Agriculture

Ohio Farmers Union

Ohio Cooperative Development Center

Ohio Department of Agriculture

Ohio USDA Rural Development

Southeastern Indiana REMC

In cooperation with

Kentucky Cooperative Extension Service

Ohio State University Extension

Purdue Cooperative Extension Service

Ohio River Valley Farm Marketing Conference

February 22-23, 2005

Kings Island Resort and
Conference Center

Mason, OH



Ohio River Valley



Farm Marketing Conference

Leading agricultural professionals and stakeholders from Indiana, Kentucky, and Ohio have organized the 3rd Annual Ohio River Valley Farm Marketing Conference.

The conference will offer a valuable and affordable day and a half of presentations, workshops, and discussions focused on agricultural marketing. The conference will address:

- assessing and evaluating new market opportunities
- market development
- marketing for value-added agriculture.

The conference will include general session speakers, breakout sessions, panels with producers and trade show exhibits.

Who should attend?

- Kentucky, Ohio, & Indiana growers
- Agricultural entrepreneurs
- Agricultural educators
- Community leaders
- Local government officials
- Other agricultural stakeholders

Registration begins February 22 at 4:00 p.m., with the opening reception scheduled for 5:00 p.m. The conference ends February 23 at 5 p.m.

For more conference information, contact:

Travis West
740-289-2071
west.222@osu.edu

Proudly hosted by:

Kings Island Resort and Conference Center

Mason, OH

Call (800) 727-3050 to reserve your room at the special conference rate of \$72, or go online at www.kingsislandresort.com.

Registration

Best Deal!		
Early Registration	Before 2/7/05	\$40.00
Late Registration	After 2/7/05	\$50.00
Registration includes: 3 meals & all conference activities and presentations.		

Exhibit space	6' table	\$100
	Double space	\$175
Sponsorships*	call (859) 233-7845 for more information	

*includes one exhibit space and one registration

Name _____

Organization _____

Address _____

E-mail _____

Phone _____

Fax _____

Number of Registrations _____

Exhibit ~ Single Double

Please make check payable to
Commodity Growers Cooperative
and mail with registration form to:

Ohio Cooperative Development Center
Attn: Travis West
1864 Shyville Road
Piketon, OH 45661