

Focus on Farming Conference III

Conference Agenda

7:00 **Registration**

8:00 **Welcome (Rooms 2D&E)**

Steve Pottle, Emcee, Snohomish County Economic Development Manager
Aaron Reardon, Snohomish County Executive
Dr. Dan Bernardo, Dean, WSU College of Agriculture, Human and Natural
Resource Sciences
Keith Stocker, Board Chair, Northwest Agriculture Business Center
Ron Sims, King County Executive

9:00 **KEYNOTE (2D&E): *Sowing Seeds for Profit – Right on the Farm***

Speaker: Jane Eckert, Eckert AgriMarketing

10:00 **Breakout Session 1**

Selling to the Retailer: Teamwork Means Success

Speakers: Scott Smith, Hagggen Foods; Dorie Belisle, BellWood Acres;
Mike Chittick, Bear Creek Fine Foods

A Future In Exporting: Small & Medium Sized Farms

Speakers: Janet Bauermeister, US Dept. of Commerce

Alternative Tree Fruits & Grapes

Speaker: Gary Moulton, WSU Mt. Vernon

Tomorrow's Dairy Producers

Speaker: Dr. David Dickson, Professor Emeritus, University of Wisconsin
Dairy Science Department

Who is the Customer: Trends & Opportunities

Speaker: Ian Baldwin, national nursery marketing consultant

Home Mortgage Options for Producers and Rural Homeowners

Speaker: Audrey Gravley, Northwest Farm Credit Services

11:00 **Breakout Session 2**

Get it to Market: Meat & Poultry Processing

Speakers: Joel & Cynthia Huesby, Thundering Hooves Farm

The Direct Marketing Challenge: Innovate with Passion

Speaker: Vance Corum, AdVance Marketing

Greenhouses, Hoop Houses, High Tunnels

Speakers: Steve Kuhn, Wilson Orchard & Vineyard Supply; Richard Sakuma,
Sakuma Brothers Farms; Gretchen Hoyt, Alm Hill Gardens

Network Farming

Speakers: Daryl Williams, Tulalip Tribes; Andy Werkhoven, Werkhoven
Dairy Farm; Craig MacConnell, Director, WSU Whatcom County Extension

Innovative Plants that Drive Sales

Panel: Jim Nash, Henry's Plant Farm; Teri Walsh, Skagit Gardens;
Carolyn Pinkard, Briggs Nursery

Land Value Trends

Speaker: Ed Snyder, Northwest Farm Credit Services

12 noon Buffet Lunch

12:30 KEYNOTE II (Rooms 2D&E): *Why Saving Agriculture is Good for the Environment, and Saving the Environment is Good for Agriculture*

Speaker: Don Stuart, Director, Puget Sound Chapter, American Farmland Trust

1:30 Breakout Session 3

Local Climate Bears Fruit: Ciders & Grape Growing in the Pacific Northwest

Speaker: Tom Bronkema, Lahar and Challenger Ridge Wineries

Farm Marketing from Scratch

Speaker: Jane Eckert, Eckert AgriMarketing

Organic Seed Production

Speakers: Nash Huber, Nash's Organic Produce; Micaela Colley,
Organic Seed Alliance

Income Diversification

Speakers: Vic Jensen, Dairyman, Golden Glen Creamery; Don Bailey,
Bailey Compost Farms; Ben & Carol Krause, The Farm

No More Dirt: Soiless Media 101

Speaker: Rita Hummel, WSU Puyallup

Loans for Young and Beginning Producers

Speaker: Wendy Knopp, Assistant Vice President, AgVision

2:30 Breakout Session 4

From Seeds to Shelf: Retail Farm Products

Speaker: Dale C. Nelson, Food Concepts, Inc.

The Best Publicity is Free, and How You Can Get It

Speakers: Jen Lamson and Kristen Hyde, Good Food Strategies

Crop & Season Diversity: An Overview

Speakers: Carol Miles, WSU Vancouver REU; Wade Bennett,
Rockridge Orchards & Cidery

Niche and Global Marketing

Speakers: Mike Brown, Marketing Director, Darigold Inc.; Kurt Dammeier,
Sugar Mountain/Beecher's Cheese Company

Point of Purchase Techniques for Increasing Sales

Speakers: Andrej Suske, T&L Nursery; Frances Hopkins, Under A Foot
Plants Company/STEPABLES®

Strategic Business Planning

Speaker: Wendy Knopp, Assistant Vice President, AgVision

3:30 **Wrap-up and Conference Evaluations (Rooms 2D&E)**
Steve Pottle, Emcee, Snohomish County Economic Development Manager

4:00 **Wine & Cheese Tasting, Networking (Lower Concourse)**

6:00 **Conference concludes**