

Making Your Markets Grow

Arkansas Cooperative Extension Service Headquarters
Wednesday, Sept. 9, 2009

AGENDA

- 8:30 Registration
- 9:00 Welcome and introductions
- 9:15 YOU are an Economic Development Engine
Daniel Hintz - Bentonville Downtown Development
- 10:00 MarketMaker – Marketing Strategically
Ron Rainey - U of A Division of Agriculture
Department of Agricultural Economics and Agribusiness
- 10:30 Break
- 10:45 Managing Business and Marketing Risks
Jennie Popp - U of A Division of Agriculture
Center for Agriculture and Rural Sustainability
- 11:25 Agile Agriculture – Selling to Large Retailers
Mike Faupel – U of A Walton College of Business
Applied Sustainability Center
- 12:00 Lunch
- 1:00 Contracting and Legal Issues Growers Should Know
Harrison Pittman - National Agricultural Law Center
- 1:45 Electronic Marketing and Local Foods
Jody Hardin - Certified Arkansas Farmers' Markets
- 2:15 Break
- 2:30 Arkansas Resources for Agricultural Marketing
Tim Ellison - Arkansas Agriculture Dept.
- 3:00 Conference Wrap-Up
Ron Rainey - U of A Division of Agriculture