

Pre-Registration Form

(please use separate form per person)

NAME: _____

FARM/BUSINESS NAME: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

FARM/BUSINESS TYPE (please check all that apply):

- Farm — meat and dairy
- Farm — fruits, vegetables, herbs
- Value-Added Producer already in production
- Aspiring Value-Added Producer
- Other: _____

LUNCHEON DIETARY PREFERENCES:

- Food allergies _____
- Vegetarian
- Vegan
- Other: _____

Please register me for:

___ March 30 (\$20) ___ April 6 (\$20)

___ Both Days (\$35)

Make checks payable to V.A.F.E.P. and mail this form with payment to:

Piedmont Environmental Council, 410 East Water Street, Charlottesville, VA 22902

Walk-in registrations will be considered if capacity allows for it. However, lunch will be available for pre-registrants only.

VIRGINIA AGRICULTURE & FOOD ENTREPRENEURSHIP PROGRAM

The purpose of the Virginia Agriculture & Food Entrepreneurship Program (VAFEP) is to support new and existing innovative value-added food processing and food production enterprises and to strengthen agriculture and food economic development opportunities in the Virginia Piedmont region through a series of educational workshops.

The VAFEP presents an excellent strategy for local agriculture and food entrepreneurs to immediately and positively impact the piedmont area economy and regional foodshed by gaining valuable information about important food safety regulations, business planning tools and local food marketing techniques.

Learning from experts such as local agriculture and food entrepreneurs, professionals at the Virginia Department of Agriculture & Consumer Services, Thomas Jefferson Health District, Virginia Tech, Central Virginia Small Business Development Center and Piedmont Environmental Council will allow new and existing agricultural and food-based business developers to strengthen their knowledge and understanding of these important topics, which will ultimately help generate economic impacts for their businesses and for the local economy.

The direct producer-to-consumer exchange of locally produced food with those who consume it, helps to create local economic development and sustainable community food systems, integrating all members of a community, promoting sustainable agriculture, strengthening our family farms, enhancing socio-economic wellbeing and incubating new generations of farmers. This relationship also connects rural residents with urban dwellers, and unites agricultural lands with non-farming land, in the process, strengthening our communities.

Enhancing our communities through the development of local and regional food systems gives us the ability to strengthen the web that interconnects all aspects and all members of society, thereby creating a more unified community. As a result, we construct an environment that is more economically diverse, environmentally sustainable and socially interconnected.

Virginia Cooperative Extension programs and employment are open to all, regardless of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, or marital or family status. An equal opportunity/affirmative action employer. Issued in furtherance of Cooperative Extension work, Virginia Polytechnic Institute and State University, Virginia State University, and the U.S. Department of Agriculture cooperating. Mark A. McCann, Director, Virginia Cooperative Extension, Virginia Tech, Blacksburg; Alma C. Hobbs, Administrator, 1890 Extension Program, Virginia State, Petersburg.



VIRGINIA AGRICULTURE & FOOD ENTREPRENEURSHIP PROGRAM

Presents workshops for
FOOD-BASED BUSINESSES

March 30th & April 6th

Albemarle County Office Building
1600 5th Street Extended, Room A
Charlottesville, VA 22902

For more information, go to
www.vafep.org

Sponsored by USDA / SARE, Virginia Cooperative Extension, Virginia Tech, Piedmont Environmental Council, Meet the Farmer TV, Planet Earth Diversified, Charlottesville City Market, Scottsville Farmers' Market / Chamber of Commerce, Virginia Foundation for Agriculture Innovation and Rural Sustainability, Central Virginia Small Business Development Center, Gryfnsroost Photography and Design, Albemarle County, Growing Food & Community, Flavor Magazine, New Moon Naturals, Melli Productions and Virginia Farm Bureau .

Day I- Monday, March 30, 2009

7:45am to 8:45am- Sign-in & Registration

8:45am to 9am- Welcome

9am to 9:30am- Keynote Address: “Developing an Innovative Food-based Business Model”, Joe Cloud, T&E Meats, Harrisonburg Virginia

9:30am to 10:30am- Health Department Regulations that Govern a Food-based Business, Archer Campbell, Thomas Jefferson Health District; Jillian Davis, Virginia Cooperative Extension

10:30am to 10:50am- Break

10:50am to 12:30pm- Virginia Department of Agriculture & Consumer Services (VDACS) Regulations that Govern a Food-based Business, John Beers, Paula Vile, & Kate Weakley VDACS

12:30pm to 1:30pm- Lunch

1:30pm to 2:30pm- Food Entrepreneurship & Product Testing Opportunities, Joell Eifert, Virginia Tech

2:30pm to 3:30pm- Food Safety Regulations that Pertain to GAPS Certification; Rob Williams, Virginia Tech; Tom Smith, VDACS

3:30pm to 3:45pm- Break

3:45pm to 4:45pm- Q&A session with panel of experts from earlier sessions and producer experts joining in

4:45pm to 5pm- Wrap-up & Adjourn

Day II- Monday, April 6, 2009

7:45am to 8:45am- Sign-in & Registration

8:45am to 9am- Welcome

9am to 10am- Keynote Address: “The Changing Landscape of Virginia’s Food & Agriculture Business and Markets”, Andy Hankins, Virginia State University

10am to 11am- Food-based Business Start-up, Product Costing / Pricing & Writing a Business Plan, Nora Gillespie, Central Virginia Small Business Development Center

11am to 11:20am- Break

11:20am to 12:15pm- Risk Management– Business / Product Liability & Insurance, Jesse Richardson, Virginia Tech

12:15pm to 1:15pm- Lunch

1:15pm to 2:00pm- Marketing Opportunities for Virginia’s Agriculture & Value-Added Food Producers, Melissa Wiley, Piedmont Environmental Council; Charles Green, Virginia Department of Agriculture & Consumer Services

2:00pm to 3:15pm- Panel Discussion: “Learning from The Field– Marketing Local Meats, Fruits & Vegetables”, Michael Clark, Planet Earth Diversified; Corey Childs, Virginia Cooperative Extension; Susan Swales, Wild Oats Farm & Others

3:15pm to 3:30pm- Break

3:30pm to 4:45pm- Panel Discussion: “How to Cultivate Food Retail & Value-Added Opportunities”, Kate Collier, FEAST; Ryan Ford, The Organic Butcher; Daniel Perry, Jam According to Dan & Others

4:45pm to 5pm- Wrap-up & Adjourn

Virginia
Cooperative
Extension



For more information,
____ www.vafep.org ____
Or contact:
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____ (540)341-7961 ____
or Dawn Story
dstory@pecva.org
____ (434)977-2033 ____