

## **Growing Connections Conference 2010 Program**

**8:00-9:00 Registration, coffee, networking**

**9:00-10:30 Plenary Session**

### ***Is marketing to the mainstream worth it?***

Words of encouragement and caution from wholesale veterans on going bigger and what this means for the farm and farmer. Topics covered: standardization, food safety, packaging and profit margins. Presenters: Ruby Commandeur and Dan Ferguson

**10:30-11:00 Break and networking**

**11:00-12:30 Workshops**

#### **Beginner Stream**

##### ***So you survived your first years, now what?***

A panel of new farmers share their experiences and plans for the future. Hear about their surprises, pitfalls and windfalls. **Presenters:**

#### **Seasoned Stream**

##### ***How to find, screen and interview great farm workers***

Seasoned farmers shared their tips and techniques for attracting and retaining star woofers, apprentices and farmhands. Presenters: Melanie Sylvestre, **and ????**

**12:30-1:30 Lunch and screening of *Soil in Good Heart***, a preview of a new film by Deborah Garcia (Future of Food) due for release this fall

**1:30-3:00 Workshops**

#### **Beginner Stream**

##### ***Tailoring your production and harvest for specific markets***

How do you grow for the top restaurants and what do you do with your damaged goods. Presenter: Candace Thompson

#### **Seasoned Stream**

##### ***Food safety standards: What's coming our way?***

Salad green wholesaler Brian Hughes details his experience marketing from his mixed operation. Presenters: Brian Hughes, and someone from VIHA or Hort Council?

**3:00- 3:15 Break and networking**

**3:15 - 4:30 Plenary Session**

##### ***Can we remain a cooperative movement as we grow in size and numbers?***

Farmers share their experiences in alternative agriculture: past successes, concerns for the future and suggestions for keeping the movement together as a collective force for food sovereignty on Vancouver Island. Topics include price list sharing, information sharing list serves, labour pools and other tools to keep us cooperating for the benefit of all. Presenters: Heather Stretch and Graham Myers.