

Why Should I Attend a Buy Local Foods Workshop ?

- Identical programs will be offered in 4 locations statewide, giving participants a chance to pick the date and time most convenient for them
- Farmers will receive practical advice on pricing their farm products during the morning session
- Participants will spend the afternoon collaborating on options for promoting local foods in local communities
- Networking opportunities provided
- Local food will be offered as part of the lunch and breaks
- Participants will receive the Local Food Marketing Guide



**PLEASE KEEP
BROCHURE AS A
CONFIRMATION OF
ATTENDANCE.
NOTIFICATION
WILL NOT BE SENT
TO PARTICIPANTS.**

University of Wisconsin-Extension, U.S. Department of Agriculture, and Wisconsin counties cooperating. UW-Extension provides equal opportunities in employment and programming, including Title IX and ADA.

SPONSORS

**Department of Agriculture,
Trade and Consumer Protection**



REAP Food Group



**UW Cooperative Extension &
The Emerging Agricultural
Markets Statewide Team**

**UW
Extension**



**Local Fare
Office of Continuing Education
UW Platteville**



Advise us at least 10 days before event if you are handicapped and desire special accommodations. Requests will be kept confidential.

2009 Wisconsin Buy Local Food Regional Workshops



February 4th, Eau Claire

February 5th, Phillips

February 6th, Oconomowoc

February 7th, Platteville

8:30 am - 5:00pm

Agenda

8:30 - 9:00: **Registration**

9:00: **Welcome**

9:15 - 10:30: **Pricing for Profit for Farmers** Craig Chase, Farm Management Specialist, Iowa State University Extension will discuss how to “price for profit” and provide hands-on activities related to budgets and pricing.

10:30 - 10:45: **Break**

10:45 - Noon: **Pricing Strategies for Farmers** Teresa Cuperus from the Department of Agriculture, Trade and Consumer Protection (DATCP) will provide a basic overview of pricing strategies and lead participants through an interactive activity which will allow farmers to discuss challenges and options for developing pricing strategies, whether selling at a farmers’ market, to restaurants, grocery stores etc.

Noon: **Local Foods Lunch**

1:00 - 1:30: **Local Food Systems: An Overview**

1:30 - 2:15: **Buy Fresh, Buy Local Case Study:** Rachel Armstrong from REAP Food Group will share REAP’s experiences with a local food campaign.

2:15 - 2:45: **Resources for a Local Food Program,** Teresa Cuperus, DATCP

2:45 - 3:00: **Break**

3:00 - 4:00: **Choosing a Local Food Promotion Strategy:** Work Groups

4:00 - 5:00: **Networking Hour** (hors d'oeuvres featuring local food to be served)

Locations

Wednesday, February 4th

Sacred Heart Hospital - Eau Claire

900 West Clairemont Avenue
Eau Claire, WI 54701

Contact: Andrew Dane, Chippewa/Barron Counties UW Extension
andrew.dane@ces.uwex.edu
Phone: 715-726-7957/715-537-6381

Thursday, February 5th

Price County UW Extension Office

Conference Rooms A and B
104 S. Eyder Avenue
Phillips, WI, 54555

Contact: Jane Hansen, Price County UW Extension
jane.hansen@ces.uwex.edu
Phone: 715-339-2555

Friday, February 6th

Oconomowoc Lake Club

4688 Lake Club Circle
Oconomowoc, WI 53066

Contact: Rose Skora, Kenosha/Racine UW Extension
Phone: 262-857-1945/262-886-8460
rose.skora@ces.uwex.edu

Saturday, February 7th

University of Wisconsin Platteville - Pioneer Farm

29200 College Farm Road
Platteville, WI 53818

Contact: Rink Davee
Phone: 608-574-3566
daveer@uwplatt.edu

Registration Page

Name: _____

Name: _____

Business/Organization: _____

Address: _____

City, State, Zip: _____

Phone: _____

E-Mail: _____

Costs: \$20/person

Mail registration and check payable to
Chippewa County UWEX

Chippewa County UW Extension
Attn: Buy Local Food Regional Workshops
711 North Bridge Street
Courthouse Room 13
Chippewa Falls, WI 54729

Questions Regarding Registration:
Barb Trine, btrine@co.chippewa.wi.us
715-726-7950

I plan on attending the following session:

_____ Chippewa Falls, February 4th

_____ Phillips, WI, February 5th

_____ Oconomowoc, February 6th

_____ Platteville, February 7th

NOTE: The morning program, while designed for farmers, can be attended by all participants. Participants can choose to participate in the entire day or a portion of the day. The \$20 fee will remain the same to cover the costs of food.