

Third Bi-Annual Harvest New England Agricultural Marketing Conference

March 1-3, 2011 in Sturbridge, MA

Join hundreds of farmers from across the region at the Sturbridge Host Hotel and Conference Center for over 25 workshops, including customer relations, using social media, understanding financial benchmarks, increasing customer sales, product packaging, winter markets, commercial kitchens, conflict management, culinary and agri-tourism, “Apps” that can increase your electronic exposure and understanding pricing food trends and lots more!



Two pre-conference workshops will be held on March 1, including a GAP training for farmers and a seminar for farmers' market managers.

Perishable retail expert and horticultural consultant John Stanley will provide the keynote on March 2 and show attendees how to “*Merchandise Your Way to Success.*” A prolific author, he has written several industry specific books, including the best-selling retail management book, *Just About Everything a Retail Manager Needs to Know* and his customer service book, *Think FOR Your Customer.*

“I heard John speak at the North American Farmers Direct Marketing Conference several years ago and have been hoping to get him to Massachusetts since says Jeff Cole, Executive Director for the Federation of Massachusetts Farmers' Markets. He had lots of realistic ideas for growers based upon solid retail experience targeted to farm direct marketers.”

A general session with Vermont farmer Ben Hewitt and author of *The Town That Food Saved* will round out the conference on March 3. Ben will discuss the incredible potential for producers and farms to revitalize their communities.

Participants can meet with nearly one hundred agricultural service providers in conjunction with the Conference. Attendees will have full access to the trade show and, new this year, longer blocks of time dedicated solely to visit the show. Trade show hours are 3:15 pm to 7:30 pm on March 2, allowing for over 4 hours to walk the show. A reception featuring local foods from New England will also be held in the trade show hall during this time. On March 3, the trade show will be open from 7:30 am – 3:15 pm.

A wide range of companies will exhibit, including representatives of farm equipment, fertilizer, seed, insurance, alternative energy, packaging, federal, state and non-profit agencies, specialty food companies and co-packers and more. A complete list of exhibitors to date can be found on the [conference website](#).

A full conference registration includes all general and breakout sessions, all day coffee, 2 lunches, the trade show and reception – all for \$85! Additional representatives from the same farm pay only \$70!

The Harvest New England Ag Marketing Conference and Trade Show is a program sponsored by the six New England Departments of Agriculture. For complete conference details and to register, [click here](#).

Of Special interest to Ag Comms:

Agriculture and Municipal Government - How to Work with Local Officials Learn tips on how to work with your town not against them. Being proactive, successfully navigating town boards, and how to be a farm advocate will be covered. Also included in discussion will be how to develop ag-friendly policy and ordinances.

Moderator: Stu Nunnery, Director, RI Center for Ag Promotion and Education, RI

Speakers: Brad Mitchell, Director of Government Affairs, MA
Farm Bureau Federation, MA

Joan Nichols, Government Relations Specialist,
CT Farm Bureau Association, CT

John Olson, Maine Farm Bureau, ME

Clark Hinsdale, VT Farm Bureau, VT

Rob Johnson, Executive Director, NH Farm

Bureau, NH

Al Bettencourt, Executive Director, RI Farm

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