

**Wednesday, January 6, 2010 Pre-Conference Workshops**

<b>Grow Your Market: Creating a Memorable Experience for Customers</b>	<b>Getting Started in Local Food Production and Marketing</b>	<b>Expanding Seasons and Markets with High Tunnels</b>
<p>10:00 Welcome and Introductions.            10:15 Working with the Media            Dennis Ryan, 61<sup>st</sup> Street Farmers Market, Chicago.            Kathryn Rem, State Journal Register, Springfield.            Jenna Dooley, WUIS-WIPA Radio, Springfield.</p>	<p>10:00 Welcome            10:05 The Basics of Commercial Production: Equipment, Varieties, Fertility, and Irrigation. Jeff Kindhart, University of Illinois.            11:00 Developing Markets and Marketing Plans ... Before You Plant. John Pike, University of Illinois Extension.            11:40 Resources and Programs for Beginning Producers. Deborah Cavanaugh-Grant, University of Illinois Extension.</p>	<p>10:00 Welcome            10:05 Haygrove High Tunnel Systems. Mike Deitrich, Haygrove Tunnels, Elizabethtown, PA            10:45 Design Issues for High Tunnels. Panel and Audience Discussion            11:25 Fertility Management in High Tunnels. Matt Kleinhenz, The Ohio State University</p>
<p>Noon: Lunch</p>	<p>Noon: Lunch</p>	<p>Noon Lunch</p>
<p>1:00 Get Connected: Attracting and Retaining Market Customers Using Social Media.            Margaret Larson, University of Illinois Extension.            Angela Larson, Act2 Strategists, Rockford, IL            Lisa Bralts, Market at the Square, Urbana.</p>	<p>1:00 Basics of Plant Disease Management for Small-Scale Producers. Mohammad Babadoost, University of Illinois.            1:40 Basics of Insect Management for Small-Scale Producers. Rick Weinzierl, University of Illinois.            2:10 Basics of Weed Management for Small-Scale Producers. Elizabeth Wahle, University of Illinois Extension.</p>	<p>1:00 Special Production Issues in High Tunnels. Jeff Kindhart, University of Illinois.            1:30 Economics and Strategies for Establishing High Tunnels for Fruit Production. Eric Hansen, Michigan State University.            2:00 Managing the Plant Diseases Most Prevalent in High Tunnels. Mohammad Babadoost, University of Illinois.</p>
<p>2:30 Break</p>	<p>2:45 Break</p>	<p>2:45 Break</p>
<p>2:45 Making Marketing Sales Sizzle.            Diane Eggert, New York Farmers Market Federation.</p>	<p>3:00 Local Food Initiatives. Carrie Edgar, University of Illinois Extension            3:20 Considerations for Organic Production Systems. Matt Kleinhenz, The Ohio State University.            3:50 Product Liability in the Local Food System. Rich Schell, Law Offices of Kurt A. Wagner.</p>	<p>3:00 Managing Aphids, Mites, and Whiteflies in High Tunnels. Rick Weinzierl, University of Illinois            3:30 Producing Vegetables Organically in High Tunnels. Pete Johnson, Pete's Greens, Craftsbury, VT.            4:15 Using High Tunnels to Increase Yields, Quality, and Profits in Tomato and Bramble Production. Paul and Alison Weidiger, Au Naturel Farm, Smith's Grove, KY.</p>
<p>4:00 Benefits of Farmer Market Associations            Sylvia Smith, Southern Illinois University            Diane Eggert, New York Farmers Market Federation            Pat Stieren, PStieren Consulting, Springfield, IL</p>	<p>4:20 Building Profitability into Market Farming.            Tim Woods, University of Kentucky</p>	<p>5:00 Adjourn</p>
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