

Press Release

Conference Explores New Market Opportunities for Farmers

EAU CLAIRE, WI - "Wonderful Conference!!!" says an attendee of the 2004 conference. Just as last year, this year many agriculture entrepreneurs tell their stories at the conference designed to help farmers explore new market opportunities.

The 7th Annual Midwest Value Added Agriculture Conference: Enhancing Profit on the Farm will be held Friday and Saturday, Jan. 28 and Jan. 29, 2005 at the Plaza Hotel and Suites, Eau Claire, Wisconsin.

Anyone who wants to enhance profit on their farm or small acreage will benefit from attending this conference. It's an opportunity to talk to and learn from those who are exploring new ways of developing and marketing their products.

Examples of topics offered at the conference include:

- Show me the Money! – Information, Tips and Tactics for Getting Financing
- Selling More than Just your Product at Farmers Markets
- Opening Your Doors to the Suburban Traveler
- The Secret to Profitability
- Branding Your Beliefs

The keynote address will be given by Dr. Dick Levins, University of Minnesota. Dr. Levins has worked directly with farmers, farm groups, and public officials for almost 25 years in matters of farm management, farm policy, and sustainable agriculture. He will talk on "Retaining Value in a World of Agribusiness Mergers".

Those interested in attending the conference, having a tradeshow booth, donating their local products or sponsoring the conference should call Heather Flashinski from River Country Resource Conservation and Development (RC&D) Council at 715-834-9672. For those who register before Jan. 15th, 2005, the cost is \$10 cheaper. Group rates are available.

Organizers of the event include River Country RC&D Council, Inc.; Midwest Organic and Sustainable Education Service; Wisconsin Technical College System; Chippewa Valley Technical College; WI Department of Agriculture, Trade and Consumer Protection; Wisconsin Farmers Union; UW-Extension; Western Dairyland CAA; AgConnect; MN Dept. of Agri.; Iowa State University; Institute for Agriculture and Trade Policy; and the UW Center for Integrated Agricultural Systems.

Produced for the Value Added Conference

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By: Heather Amundson