Pre-Registration Form

(please use separate form per person)

NAME:_____

FARM/BUSINESS NAME:

_____

ADDRESS: _____

_____

PHONE: _____

EMAIL: _____

FARM/BUSINESS TYPE (please check all that apply):

- ☐ Farm — meat and dairy
- ☐ Farm — fruits, vegetables, herbs
- ☐ Value-Added Producer already in production
- ☐ Aspiring Value-Added Producer
- ☐ Other: _____

LUNCHEON DIETARY PREFERENCES:

- ☐ Food allergies _____
- ☐ Vegetarian
- ☐ Vegan
- ☐ Other: _____

Please register me for:

___ November 16 ($40) ___ November 23 ($40)

___ Both Days ($80)

Make checks payable to VCE Northern District. and mail this form with payment to:

Makrissa Winston
P.O. Box 701, Warrenton, VA 20186

Walk-in registrations will be considered if capacity allows for it. Limited scholarships are available!
For more information, please contact Matt Benson at (540) 341-7961 or mcbenson@vt.edu.
See you there!

Strengthening Virginia's Agriculture & Food-based Businesses—

The purpose of this two part workshop series is to support new and existing innovative, value-added food processing and food production enterprises and to strengthen agriculture and food economic development opportunities in Virginia through a series of educational workshops.

This presents an excellent strategy for sustainable agriculture and local food entrepreneurs to immediately and positively impact Virginia's economy and food system by gaining valuable information about important food safety regulations, business planning tools and local food marketing techniques.

Learning from experts such as agriculture and local food entrepreneurs, professionals at the Virginia Department of Agriculture & Consumer Services, VSU, Rappahannock Rapidan Health District, Virginia Tech, USDA and Farmers Market Coalition will allow new and existing agricultural and food-based Business developers to strengthen there knowledge and understanding of these important topics, which will ultimately help generate economic impacts for there businesses and for the local economy.

The direct producer-to-consumer exchange of locally produced food with those who consume it, helps to create local economic development and sustainable community food systems, integrating all members of a community, promoting sustainable agriculture, strengthening our family farms, enhancing socio-economic wellbeing and incubating new generations of farmers. This relationship also connects rural residents with urban dwellers, and unites agricultural lands with non-farming land, in the process, strengthening our communities.

Enhancing our communities through the development of local and regional food systems gives us the ability to strengthen the web that interconnects all aspects and all members of society, thereby creating a more unified community. As a result, we construct an environment that is more economically diverse, environmentally sustainable and socially interconnected.

Virginia Cooperative Extension programs and employment are open to all, regardless of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, or marital or family status. An equal opportunity/affirmative action employer. Issued in furtherance of Cooperative Extension work, Virginia Polytechnic Institute and State University, Virginia State University, and the U.S. Department of Agriculture cooperating. Mark A. McCann, Director, Virginia Cooperative Extension, Virginia Tech, Blacksburg; Alma C. Hobbs, Administrator, 1890 Extension Program, Virginia State, Petersburg.

Virginia Agriculture & Food Entrepreneurship Program—

A Two Part Workshop Series Focused on Food Safety Regulations, Product Development, Business Planning & Local Marketing Opportunities

Presents workshops for

FOOD-BASED BUSINESSES

November 16 & November 23

Airlie Conference Center
6809 Airlie Road
Warrenton, VA 20187

For more information, go to

http://vagaf.blogspot.com/

Sponsored by:

Virginia Cooperative Extension,
Fauquier County Agriculture Development Department,
Piedmont Environmental Council,
Virginia Tech, Flavor Magazine,
Fauquier County Farm Bureau,
The Local Food Project at Airlie,
Airlie Foundation, Virginia Foundation for Agriculture Innovation and Rural Sustainability

Day I- Monday, November 16, 2009

7:45am to 8:45am- Sign-in & Registration

8:45am to 9am- Welcome

9am to 9:30am- Keynote: 2009 Food Safety Legislation– Understanding the Current Status; Kate Fitzgerald, National Sustainable Agriculture Coalition

9:30am to 10:30am- Health Department Regulations & Certification Training Opportunities for a Food-based Business; Virginia Valentine, Rappahannock-Rapidan Health District; Beverly Samuel, Virginia Cooperative Extension

10:30am to 10:50am- Break

10:50am to 12:15pm– Short Presentation & Roundtables: Virginia Department of Agriculture & Consumer Services (VDACS) Regulations that Govern a Food-based Business

12:15pm to 1:15pm- Lunch

1:15pm to 1:45pm– Fauquier County Sample Zoning Regulations; Deborah Dotson & Kim Johnson, Fauquier County Department of Community Development– Zoning Division

1:45pm to 2:45pm– Food Entrepreneurship & Product Testing Opportunities; Joell Eifert, Virginia Tech, Department of Food Science & Technology

2:45pm to 3pm- Break

3:00pm to 4:00pm– Food Safety Regulations that Pertain to Gaps Certification; Rob Williams, Virginia Tech, Department of Food Science & Technology; Tom Smith, VDACS

4:00pm to 4:15pm- Wrap-up & Adjourn

Day II- Monday, November 23, 2009

7:45am to 8:45am- Sign-in & Registration

8:45am to 9am- Welcome

9am to 10am- Keynote: Results from Alternative Agriculture & Local Food Distribution Research; Adam Diamond, USDA Agricultural Marketing Service

10am to 10:40am– Introduction to the Virginia Foundation for Agriculture Innovation & Rural Sustainability Virtual Business Center Part I; Chris Cook, Virginia FAIRS / Virginia Farm Bureau

10:40am to 11am- Break

11am to 11:30pm- Introduction to the Virginia Foundation for Agriculture Innovation & Rural Sustainability Virtual Business Center Part II; Chris Cook, Virginia FAIRS/ Virginia Farm Bureau

12:15pm to 1:15pm- Lunch

1:15pm to 2:00pm– Strengthening Virginia's Farmers Markets through Grassroots Statewide Collaboration; Stacy Miller, Farmers Market Coalition; Marketing Your Food Creation: Myths, Reality and Resources, Theresa Nartea, Virginia State University

2:00pm to 3:15pm- Panel Discussion: "Learning from The Field– Marketing Local Meats, Fruits & Vegetables", Deb Williamson, Farmer Girls LLC, Pablo Elliott, The Local Food Project at Airlie; Michael Clune, The Farm at Sunny-side; Doug Linton, Quarter-Mor Farm

3:15pm to 3:30pm- Break

3:30pm to 4:45pm- Panel Discussion: "How to Cultivate Food Retail & Value-Added Opportunities", Hue-Chan Karels, Open Kitchen; Derek Luhowiak, Local Sixfortyseven; Jamie Nicoll, Madison County Cannery Project; Ken Smith, Cool Lawn Holsteins; Bernadine (Bernie) Prince, FRESHFARM Markets

4:45pm to 5pm- Wrap-up & Adjourn

Sponsors Include:

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Planning Team Members Include:

Matt Benson, Corey Childs, Tim Mize & Beverly Samuel of Virginia Cooperative Extension; Ray Pickering of Fauquier County Agriculture Development Department; Stacey Carlberg of Piedmont Environmental Council; & Pablo Elliott of the Local Food Project at Airlie.

For more information, go to http://vagaf.blogspot.com/

Or contact Matt Benson at mcbenson@vt.edu / (540) 341-7961