

NextFarm® Workshop

The Farmers Tool Box: Tools you need to create a successful agri-business

Tuesday, February 28, 2017

9 AM – 3 PM

Northwest Tennessee Development District, 124 Weldon Drive, Martin, TN 38237



This workshop will serve as one (1) course requirement for the **Fruit and Vegetable** sector and the **Value-Added** sector of Producer Diversification for TAEP.

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| 9:00 - 9:30 | Registration, Networking, Breakfast | |
| 9:30 - 9:45 | Welcome and Overview of the Day | <i>Carol Reed and Samantha Goyret, NWTN Entrepreneur Center</i> |
| 9:45 - 10:00 | TAEP - Tennessee Agriculture Enhancement Program Overview | <i>Clay Dunivan, TAEP Producer Diversification Coordinator / Agritourism Marketing Specialist, Tennessee Department of Agriculture</i> |
| 10:00 - 10:45 | Round-Table discussion - NWTN Farmer's Association for collective selling and distribution of locally grown fruits and vegetables | <i>Facilitator: Jeff Lannom, County Director, Weakley County UT Extension</i> |
| 10:45 - 11:00 | BREAK | |
| 11:00 - 11:45 | Future Demands in the Food Chain: Trends affecting everyone in the value chain, millennial vs. baby boomer food demands | <i>Brian Carroll, Dietetics Internship Director, University of Tennessee at Martin</i> |
| 11:45 - 12:30 | NETWORKING LUNCH | |
| 12:30 - 1:15 | How to know if you are making money | <i>Carol Reed, Executive Director, Northwest Tennessee Entrepreneur Center</i> |
| 1:15 - 2:15 | Best Practices from the Food Safety Modernization Act: Navigating the GAP Auditing Process - Potential to Increase Local Food Production through Wholesale vending | <i>Annette Lynn Wszelaki, Associate Professor, Commercial Vegetable Extension Specialist, UT Department of Plant Sciences</i> |
| 2:15 - 2:45 | Presenting your Farm as a Profitable Business to Investors | <i>Joel Howard, Area Director, USDA Rural Development
Greg Mathenia, Executive Director, Weakley County USDA Farm Service Agency</i> |
| 2:45 - 3:00 | Closing remarks, Evaluation | |



Committed to the future of rural communities.