

ALBEMARLE COUNTY ECONOMIC DEVELOPMENT PRESENTS:



2014 ALBEMARLE COUNTY AGRI-BUSINESS MARKETING CONFERENCE

A conference that will bring together resources to assist Albemarle County-based farmers and foodies with marketing resources

DATE: January 27, 2014
TIME: 8:00 a.m. to 2:00 p.m.
LOCATION: Albemarle County Office Building,
401 McIntire Road

Additional sessions offered from 1:00 p.m. to 2:00 p.m.

"Livestock: New Production Concepts"

"Branding Central Virginia's Food Identity"

" Social Media Bootcamp" - Bring your laptop for **one-on-one assistance**

WHO SHOULD ATTEND?

Albemarle Farmers: Vineyards, Crop farms & Livestock farms.

Albemarle Foodies: Value-added food producers, food marketers/ aggregators, restaurateurs & caterers serving locally-sourced food.

PANEL DISCUSSION TOPICS INCLUDE:

- Lines of business to supplement farm income, risks & rewards
- Small farm marketing experiences
- Use of Social Media
- Where to Sell, Branding & Marketing Resources
- Prepared Food Regulations
- Buy Fresh, Buy Local guides

REGISTRATION:

Registration Fee: \$15 early bird/ \$25 after January 10

Register online at: www.cvsbdc.org

NOTE: Registration is limited to 85 attendees, so register early!

FOR MORE INFORMATION:

Please contact Susan Stimart at sstimart@albemarle.org or
434-296-5841 Ext: 3263



www.albemarle.org/business