15th Annual National Value-Added Agriculture Conference
“Local Economic Development Through Entrepreneurship”
Embassy Suites Northwest Arkansas - Hotel, Spa & Convention
Rogers, AR – May 19-21, 2013

Sunday, May 19
Noon – 6:00 pm  Registration and booth set-up – Ambassadors Foyer
1:00 – 5:00 pm  National MarketMaker Partnership Meeting - Hammons Board Room
                State partners and national leadership meeting (Invitation only)
5:30 – 7:30 pm  Welcoming Reception – Grand Ballroom

Monday, May 20
7:00 am  Registration – Ambassador Foyer
8:00 am  Opening General Session – Grand Ballroom 1 – 2
          Welcome
          Dr. Tony Windham
          Associate Vice President for Agriculture-Extension and
          Director of the Cooperative Extension Service
          University of Arkansas Division of Agriculture

          Keynote Address
          “Retailer Local Food System Strategies”
          Joe Quinn, Senior Director
          Issue Management and Strategic Outreach
          Wal-Mart Corporate Affairs

9:30 am  Break & Posters (Exhibits Open)
10:00 am  Breakout Sessions:
          •  Topic 1: Retailer “Buy Local” Procurement Programs
          •  Topic 2: Regional Branding Strategies & Success Stories
          •  Topic 3: Small Business Tools – Entrepreneurship “Boot Camp”
11:30 am  Lunch - Grand Ballroom 3 – 4

“News from Around the Country”
Facilitated discussion with state by state program updates:
Dr. Tim Woods (moderator)
Extension Professor of Agriculture Economics
University of Kentucky

12:45 pm  Conference Tours: load onto buses and depart for Tour (depart at 1:00pm)

• Tour 1: Market and Product Development
  a.  Tyson Foods - Discovery Center

  b.  University of Arkansas Food Science Department

Group will visit Tyson's Discovery Center - Tyson’s food research and development facility, known as 'The Discovery Center' enables the company to collaborate with customers to create innovative, new products. Second stop features the University of Arkansas' Food Science Dept. Participants will experience the Institute’s Sensory lab, tour the food processing pilot plant and hear from a successful entrepreneur whose business effectively used the Institutes resources to launch a line of products.

• Tour 2: Farmer Success Stories
  a.  MWD Farms

Participants will explore the areas farming community visiting one of the areas most successful horticulture producers. Participants will visit MWD Farms which is owned and operated by Mitch Bartholomew and Dave Sargent. MWD owners will discuss how they have grown their operation over past decade to successfully market into a number of marketing channels including large scale retailers. In addition to a tour of the farm, participants will discover how this successful farm has effectively segmented markets, built relationships and adapted to heightened food safety standards.

5:30 pm  Return to hotel

7:00 pm  MarketMaker Awards Banquet
Tuesday, May 21

7:00 am  Registration – Ambassador Foyer

8:00 am  General Session – Grand Ballroom 1 - 2
“Engaging the Economic Engine of Rural America”
Doug O’Brien
Deputy Under Secretary for Rural Development
United States Department of Agriculture

9:00 am  Concurrent Sessions:
1. Local Food Systems, the Oklahoma Food Cooperative;
2. Food Dialogues – U.S. Farmers & Ranchers Alliance
3. Agritourism: Successful Diversity Strategies & Tools
4. Successful Partnerships: Developing Value Added Processing Infrastructure
5. Agricultural Financing: Benchmarking Programs and Resources
6. Evaluating Online Marketing Strategies

10:00 am  Break & Posters
(Exhibits Open)
10:30 am  Repeat Concurrent Session
11:30 am  Lunch - Grand Ballroom 3 – 4
Closing Conference Luncheon
Deacue Fields, Professor, Auburn University (Moderating)

“Strategies for Profitability in Local Food Marketing”
Mack Graves, Founder
Latigo Management & Marketing Consultants, Inc.

Conference closing comments

1:30 pm  Conference ends