

*Agriculture, Innovation, and Entrepreneurship:
Developing Thriving Rural Communities*
Madison, WI

Session Theme Colors:

ConnecΘng it Further

Successful Outreach

InnovaΘve Techniques

Funding OpportuniΘes

Technical InformaΘn

AGENDA

Wednesday, July 20th

1:00-5:00pm

NaΘnal MarketMaker Partnership MeeΘng
(invitaΘn only)

5:30-7:30pm

MarketMaker RecepΘn
(open to all aΣendees)

Thursday, July 21st

7:00-7:45am

Breakfast Brunch

7:45am

Welcome, Ben Brancel, WI Secretary of
Agriculture, Trade, and Consumer ProtecΘn

7:45-8:45am

Craig Culver, Founder of *Culvers*[®], Keynote

8:45-9:00am

Networking Break

Session 1 9:00-10:15am				
<u>Hall of WI</u>	<u>Capitol Room</u>	<u>Vilas</u>	<u>Doty</u>	<u>Fairchild</u>
ConnecΘng it Further	Successful Outreach	InnovaΘve Techniques	Funding OpportuniΘes	Technical InformaΘn
<i>CreaeΘve adaptaΘn and making a profit in small-scale food manufacturing – G. Lawless & A. Gehl</i>	<i>Successful outreach programming for market expansion through value-added processing – A. Kinchla</i>	<i>Beyond Fresh in Central Texas – S. Beckwith</i>	<i>Jump into the Shark Tank: Using reality television formats to jumpstart agriculture entrepreneurship – L. Benson</i>	<i>Grant WriΘng Basics – M. Krome</i>

10:15-10:30am

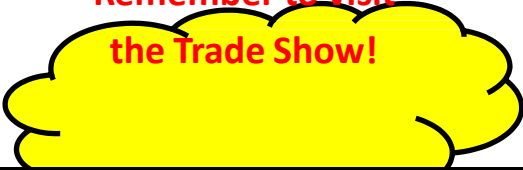
Networking Break



Thursday, July 21st

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**Remember to visit
the Trade Show!**



Session 2 10:30-11:45am				
Hall of WI	Capitol Room	Vilas	Doty	Fairchild
ConnecØng it Further	Successful Outreach	InnovaØve Techniques	Funding OpportuniØes	Technical InformaØon
<i>The Agricultural Urbanism Toolkit: A community based food system process to develop and design food systems across the state of Iowa – C. Long</i>	<i>Annie’s Project for beginning and value-added women farmers – K. Wantoch</i>	<i>Value-added reduced sodium product development – A. Kinchla</i>	<i>IMCP: Funding for local and regional food systems – M. Gay</i>	<i>Aquaponics: Building local food systems through innovaØon and entrepreneurship – R. Nelson</i>

12:00-1:00pm

Lunch

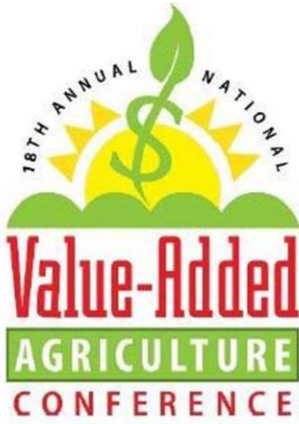
Session 3 1:00-2:00pm				
Hall of WI	Capitol Room	Vilas	Doty	Fairchild
ConnecØng it Further	Successful Outreach	InnovaØve Techniques	Funding OpportuniØes	Technical InformaØon
<i>SupportØng the spectrum of food entrepreneurship in Ontario – H. Candler</i>	X	<i>On-farm heat and power producØon and specialty soil products through anaerobic digesØon – D. Renk</i>	<i>Financing your value-added product with FSA – K. Iczkowski</i>	<i>Soil Yourself – S. Syburg</i>

2:15-6:00pm

Tours (opØonal)

Evening

Dinner on your own



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Friday, July 22nd

7:00-8:00am

Breakfast Brunch

8:00-9:45am

Keynote: Sources of Funding Panel, Moderated by Tera Johnson, University of Wisconsin–Extension Food Finance Institute

Panelists: David Miller, Iroquois Valley Farms; Pat Morand, SWMF Life Sciences Fund; Paul Dietmann, Badgerland Financial; Jim Gage, James D. Gage Consulting, Inc.

9:45-10:00am

Networking Break



Session 4 10:00-11:15am

Hall of WI	Capitol Room	Vilas	Doty	Fairchild
ConnecØng it Further	Successful Outreach	InnovaØve Techniques	Funding Opportunities	Technical InformaØon
<i>Exploring entrepreneurship strategies to support farm viability, food security, and farm labor management – K. Liang</i>	<i>Illinois Connect Fresh: A mulØ-insØtuØon collaboraØve markeØng and technology sharing iniØaØve to support farmers' markets and their vendors – D. Knipe</i>	<i>Enhancing solar power to dry agricultural crops – J. Birkemeier</i>	<i>Financing a value-added ag enterprise – P. Dietmann</i>	<i>Accessing the organic marketplace – H. Behar</i>

11:30am-1:00pm

Lunch, Farm Credit MarketMaker InnovaØve Awards

1:00pm

Wrap-Up & Adjourn

Safe travels home!