

AGVOCATE



ADVOCACY FOR
LOCAL AGRICULTURE

Join Us at the
3rd Annual CT Agriculture Commission Conference:
"Selling Local Agriculture"

Gather Information, Share Resources

Saturday, April 5, 2014

EastConn Conference Center

376 Hartford Turnpike

Hampton, CT

9:00 am to 3:00 pm

**To register please mail a check for \$20.00 payable to Eastern CT RC&D, 24 Hyde Road
Vernon, CT 06066, in addition to the information below:**

Name _____

Affiliation (Agriculture Commissioner, Producer, Other) _____

Address _____

Town _____ State _____ zip _____

Email _____

Please indicate how you would like your name and affiliation to appear on your nametag:

If you would like more information about this conference, please contact John Guskowski,
AGvocate Program Director at 860-455-8251 or at AGvocate@outlook.com.

The AGvocate Program promotes farm-friendly community policies and regulations in Eastern Connecticut, and is the liaison between agricultural producers and local communities. The Program is managed by the Eastern Connecticut Resource Conservation and Development Area, Inc. (RC&D) in cooperation with a Steering Committee comprised of members from The Last Green Valley (TLGV), participating communities, agricultural businesses, and many federal, state, and nonprofit agencies and organizations.

This Project was funded in part by matching funds from the Connecticut Department of Agriculture through the Community Investment Act, 05-228.



“Selling Local Agriculture”

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EastConn
Hampton, CT
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Cost: \$20- Includes Farm to Table Lunch and Conference Materials

8:30-9:00 am--Registration and Networking

Coffee, juice, light refreshments

9:00-9:45 am—Welcome and Government Updates

- U.S. Representative Joe Courtney (invited)
- Steven Revizcky, Commissioner of Agriculture
- Bryan Hurlburt, USDA-Farm Service Agency
- Lisa Coverdale, NRCS State Conservationist

9:45-10:45 am—The Big Picture: The Importance of Connecticut Agriculture

10:45-11:00 am - Break

11:00-12:00 noon – Panel: Communicating the Message of Local Agriculture

- Kathy Smith, Marketing Director, The Farmer’s Cow
- Winter Caplanson, Coventry Farmers Market
- Representative from BuyCTGrown.com

12:00-1:00 pm --Farm to Table Lunch catered by Hop River Café and **Updates from Connecticut’s Agriculture Commissions** --*Past initiatives and goals for the future*

1:00-1:45 pm—Food Hubs as a Catalyst for Local Agricultural Success

- John Waite, Executive Director, Franklin County Community Development Corp.

1:45-2:45 pm – Panel: Local Initiatives to Develop Food Hubs

- Jess Stone: East Haddam Center for Community Agriculture
- Heather Plourde: CLiCK Willimantic
- J. Dippel, CT Department of Agriculture: Hartford Regional Market Redevelopment
- Julia Pon: Wholesome Wave Innovation Hub

2:45-3:00 pm—Wrap up