

...YOU'RE INVITED

to join a dynamic learning community of farmers, educators, researchers and others who are interested in new market strategies for food and fiber enterprises.

This event will feature short presentations by leaders of projects funded by the Leopold Center's Marketing and Food Systems Initiative and the Value Chain Partnership project.

Workshop participants can expect to learn about cutting-edge research and business-planning programs, receive updates on the latest tools and resources, and network with colleagues from a wide array of businesses and agricultural organizations as well as the farm community.



LEOPOLD CENTER

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February 2010

Leopold Center for Sustainable Agriculture
**MARKETING & FOOD SYSTEMS
INITIATIVE AND VALUE CHAIN
PARTNERSHIPS
WORKSHOP**

April 1, 2010
Gateway Hotel and Conference Center, Ames, Iowa



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Concurrent sessions on topics such as:

- New business planning for food and fiber entrepreneurs
- Economic impacts of alternative and organic enterprises
- Natural and organic meat production and quality-management systems
- Tools and market opportunities for Iowa farmers and farmer-led business networks
- Adding value to Iowa food products to increase farm profitability

Demonstrations of several unique resources:

- Market opportunities and economic impacts of Iowa-grown produce
- Using contracts to expand produce market opportunities
- Helping farmers connect with unique marketing opportunities

This event is open to the public, with lunch and refreshments provided.

Registration is required by **March 19, 2010**, to ensure a meal ticket.

To register, complete and return the form (at right) or register online at:

www.leopold.iastate.edu/research/marketing_files/workshop10.html

Questions?

Contact Rich Pirog:
(515) 294-1854 or
rspirog@iastate.edu



REGISTRATION FORM

Leopold Center for Sustainable Agriculture Marketing & Food Systems Initiative Workshop
April 1, 2010 — Gateway Conference Center, Ames

Name _____ Telephone _____
Street Address _____ City _____
Email _____ State _____ Zip _____
Occupation _____ Organization you represent (if applicable) _____

Will you be joining us for an Iowa-grown lunch? (Registration required by **March 19, 2010**, to reserve meal ticket)

Yes _____
No _____

How did you hear about this workshop? (Check all that apply)

Email _____ In the media (radio, newspaper, etc.)
Postcard mailing _____ Personal invitation _____
Through another organization (please list: _____)

Mail to: Leopold Center for Sustainable Agriculture
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