

## Why Should I Attend a Buy Local Foods Workshop ?

- Identical programs will be offered in 4 locations statewide, giving participants a chance to pick the date and time most convenient for them
- Farmers will receive practical advice on pricing their farm products during the morning session
- Participants will spend the afternoon collaborating on options for promoting local foods in local communities
- Networking opportunities provided
- Local food will be offered as part of the lunch and breaks
- Participants will receive the Local Food Marketing Guide



**PLEASE KEEP  
BROCHURE AS A  
CONFIRMATION OF  
ATTENDANCE.  
NOTIFICATION  
WILL NOT BE SENT  
TO PARTICIPANTS.**

University of Wisconsin-Extension, U.S. Department of Agriculture, and Wisconsin counties cooperating. UW-Extension provides equal opportunities in employment and programming, including Title IX and ADA.

## SPONSORS

**Department of Agriculture,  
Trade and Consumer Protection**



**REAP Food Group**



**UW Cooperative Extension &  
The Emerging Agricultural  
Markets Statewide Team**

**UW  
Extension**



**Local Fare  
Office of Continuing Education  
UW Platteville**



Advise us at least 10 days before event if you are handicapped and desire special accommodations. Requests will be kept confidential.

## 2009 Wisconsin Buy Local Food Regional Workshops



**February 4th, Eau Claire**

**February 5th, Phillips**

**February 6th, Oconomowoc**

**February 7th, Platteville**

**8:30 am - 5:00pm**

# Agenda

8:30 - 9:00: **Registration**

9:00: **Welcome**

9:15 - 10:30: **Pricing for Profit for Farmers** Craig Chase, Farm Management Specialist, Iowa State University Extension will discuss how to “price for profit” and provide hands-on activities related to budgets and pricing.

10:30 - 10:45: **Break**

10:45 - Noon: **Pricing Strategies for Farmers** Teresa Cuperus from the Department of Agriculture, Trade and Consumer Protection (DATCP) will provide a basic overview of pricing strategies and lead participants through an interactive activity which will allow farmers to discuss challenges and options for developing pricing strategies, whether selling at a farmers’ market, to restaurants, grocery stores etc.

Noon: **Local Foods Lunch**

1:00 - 1:30: **Local Food Systems: An Overview**

1:30 - 2:15: **Buy Fresh, Buy Local Case Study:** Rachel Armstrong from REAP Food Group will share REAP’s experiences with a local food campaign.

2:15 - 2:45: **Resources for a Local Food Program,** Teresa Cuperus, DATCP

2:45 - 3:00: **Break**

3:00 - 4:00: **Choosing a Local Food Promotion Strategy:** Work Groups

4:00 - 5:00: **Networking Hour** (hors d'oeuvres featuring local food to be served)

# Locations

## Wednesday, February 4th

### **Sacred Heart Hospital - Eau Claire**

900 West Clairemont Avenue  
Eau Claire, WI 54701

Contact: Andrew Dane, Chippewa/Barron Counties UW Extension  
andrew.dane@ces.uwex.edu  
Phone: 715-726-7957/715-537-6381

## Thursday, February 5th

### **Price County UW Extension Office**

Conference Rooms A and B  
104 S. Eyder Avenue  
Phillips, WI, 54555

Contact: Jane Hansen, Price County UW Extension  
jane.hansen@ces.uwex.edu  
Phone: 715-339-2555

## Friday, February 6th

### **Oconomowoc Lake Club**

4688 Lake Club Circle  
Oconomowoc, WI 53066

Contact: Rose Skora, Kenosha/Racine UW Extension  
Phone: 262-857-1945/262-886-8460  
rose.skora@ces.uwex.edu

## Saturday, February 7th

### **University of Wisconsin Platteville - Pioneer Farm**

29200 College Farm Road  
Platteville, WI 53818

Contact: Rink Davee  
Phone: 608-574-3566  
daveer@uwplatt.edu

# Registration Page

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

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### **Costs: \$20/person**

Mail registration and check payable to  
**Chippewa County UWEX**

Chippewa County UW Extension  
Attn: Buy Local Food Regional Workshops  
711 North Bridge Street  
Courthouse Room 13  
Chippewa Falls, WI 54729

Questions Regarding Registration:  
Barb Trine, btrine@co.chippewa.wi.us  
715-726-7950

I plan on attending the following session:

\_\_\_\_ Eau Claire, February 4th

\_\_\_\_ Phillips, WI, February 5th

\_\_\_\_ Oconomowoc, February 6th

\_\_\_\_ Platteville, February 7th

**NOTE:** The morning program, while designed for farmers, can be attended by all participants. Participants can choose to participate in the entire day or a portion of the day. The \$20 fee will remain the same to cover the costs of food.