



Southwest Marketing Network

Expanding Markets for Southwest
Small-Scale, Alternative, and Minority Producers

Promoting Local Agricultural Marketing in the Southwest

8th Annual Small Producers Marketing Conference

INCREASED **PROFITABILITY** THROUGH **NEW AG MARKETS**

Thanksgiving Point (Lehi, Utah)

June 29-30, 2010

8:30 a.m. - 5:30 p.m.

CONFERENCE TOPICS

- Promoting food products from area farmers and ranchers for local buyers.
- How producers can increase sales by selling to area institutions.
- Aggregating producers and their products to create more marketing power to institutional buyers.
- How to process, label and distribute your products for larger markets.
- Understanding institutional food buyer's needs.
- Learn more about Utah's Farm to School program.
- Learn how to help create policies and practices that are more beneficial to small and mid-size farmers and ranchers. Supporting "buying local."
- Hear directly from USDA Rural Development, Farm Service Agency and ag lender representatives in detail what grant and loan opportunities are available to you and how to apply for them.

REGISTRATION OPTIONS

Two-Day Registration:	\$95
Day One Registration:	\$50
Day Two Registration:	\$50

Register TODAY
at <http://bit.ly/SWMN2010>

SPONSORED BY

USDA Risk Management Agency and organized by the SWMN, the Western Rural Development Center, Farm to Table, the National Center for Appropriate Technology, and Healthy Community Food Systems. Cosponsors include Community Food Security Coalition, Occidental College, Utah State University Cooperative Extension, USDA Rural Development, Farm Service Agency, Utah Farmer's Union, "Utah's Own," Salt Lake County's Urban Farming Initiative, Utah Farm to School, Utah Slow Food, USDA Resource Conservation & Development Agency.

<http://www.swmarketingnetwork.org/>

