# Illinois Farm Bureau & Illinois Farmers Market Association
## 2020 Live Local: Local Food & Farmers Market Annual Conference
### AGENDA

#### March 10, 2020
- **Registration:** 7:30AM-8:30AM
- **Produce Safety Workshop:** 8:00AM-5:00PM
- **Full Day Workshops:** 8:00AM-5:00PM
- **½ Day AM Workshops:** 8:00AM-12:00PM
- **Break:** 10:00AM-11:00AM (varied by workshop)
- **Lunch:** 11:30AM-1:30PM (varied by workshop)
- **½ Day PM Workshops:** 1:00PM-4:30PM
- **Break:** 3:00PM-4:00PM (varied by workshop)
- **Networking Cocktail Hour:** 4:30PM-6:30PM
- **Optional Farm to Table Dinner:** 7:00PM-9:30PM (Ticketed event: The Edge)

#### March 11, 2020
- **Registration:** 7:15AM-8:30AM
- **Networking Breakfast:** 7:15AM-8:30AM
- **Welcome:** 8:30AM-9:00AM
- **General Session:** 9:00AM-9:45AM
- **Breakout Session:** 9:45AM-10:45AM
- **Break:** 10:45AM-11:15AM
- **Breakout Session:** 11:15AM-12:15PM
- **Lunch:** 12:15PM-1:15PM
- **General Session:** 1:15PM-2:00PM
- **Breakout Session:** 2:15PM-3:15PM
- **Break:** 3:15PM-3:45PM
- **Breakout Session:** 3:45PM-4:45PM
- **General Session:** 5:00PM-5:45PM
- **Dinner:** 6:00PM-7:30PM

#### March 12, 2020
- **Networking Breakfast:** 7:30AM-8:30AM
- **General Session:** 8:30AM-9:00AM
- **Breakout Session:** 9:15AM-10:15AM
- **Break:** 10:15AM-11:15AM
- **Breakout Session:** 10:45AM-11:45AM
- **Lunch:** 12:00PM-1:00PM
- **Breakout Session:** 10:15AM-11:15AM
- **Breakout Session:** 10:45AM-11:45AM
- **Lunch:** 12:00PM-1:00PM
- **Break:** 10:15AM-11:15AM
- **Closing Remarks:** 2:30PM-3:00PM

### Tentative Conference Workshops and Sessions

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<td>How To Build Your Business Story</td>
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<td>TBD</td>
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**Funding and Financing Track**
- Best Practices to Having a Kick @$$ Fundraiser for Your Market
- Talking to Lenders
- Grant Writing 101
- TBD

**Technology**
- Best Practices to Using Social Media to Drive Market Attendance
- Share Your Story, One Profile, Multiple Websites
- Building Your Online Store to Increase Your Presence
- TBD

**Marketing**
- Merchandising Your Display or Booth to Tell a Story
- Buy Fresh, Buy Local: State-Wide Branding
- Changing the Way You Sample
- TBD

**Relationship Building**
- Developing Partnerships to Improve SNAP, WIC, and Senior Box Usage at the Market
- Building a Food Community
- TBD

**Policy and Regulation**
- Sample Laws: What Are the Rules?
- Cottage Food Laws: Dos and Don’ts
- Integrating Food Safety into Your Market

**Market Opportunities**
- Selling Through Farm-To-School Programs
- Identifying the Right Market for You
- Working With Vendors

**Communication**
- How We Learn to Tell Our Story: Soil Health
- Get Engaged: Innovative Story Telling to Connect with Customers
- TBD