



The 6th Annual
Virginia Farmers Market Conference
Influencers, Innovators & Incubators
November 1 & 2, 2018

Virginia Farm Bureau Headquarters
12580 West Creek Parkway
Richmond, VA 23238

Day 1 - November 1

(exact times subject to change)

8:00 - 9:00 am

Continental Breakfast & Networking

9:00 - 9:15 am

Welcome & Introductions

9:15 am - 9:30 am

Opening Remarks from Special Guests

9:30 am - 10:00 am

Keynote Speaker - Cullen Gilchrist of Union Kitchen DC

10:00 am - 11:30 am

Cultivating a Collaborative Culture with Vendors

11:30 am - 12:45 pm

Lunch & Member Meeting

12:45 pm - 1:45 pm

Markets Feeding Communities (Innovative Food Access Resources: SNAP & Beyond)

1:45 pm - 3:15 pm

Pop-Up Food, Farmers' Meat, Safe Chef Demos, Let's Eat! (Food Safety)

3:15 pm - 4:45 pm

Influential Leaders Panel

Reception

5:30 pm - 7:30 pm

Hardwood West Creek
820 Sanctuary Trail Drive
Richmond, VA 23238



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Day 2 - November 2

(exact times subject to change)

8:00 am - 9:00 am

Continental Breakfast & Networking

&

Virginia Fresh Match Meeting

9:00 am - 9:15 am

Welcome!

9:15 am - 10:15 am

The Three R's of Fundraising

10:15 am - 11:15 am

Using Metrics to Reach Influencers - Outcomes and Successes

11:15 am - 11:30 am: Break

11:30 am - 12:45 pm

Engaging Influencers on a Shoestring

12:45 pm - 1:45 pm

Lunch - Markets Talking to Markets

1:45 pm - 2:30 pm

Connecting with Customers

2:30 pm – 3:00 pm

Innovative Outreach - Using Technology to Increase Vendor Sales

3:00 pm – 3:15 pm: Break

3:15 pm – 4:15 pm

Spurring Economic Development through Incubation

4:15 pm - 4:30 pm

Wrap-Up