

# OPPORTUNITIES FOR YOUR FARM BUSINESS WORKSHOP —AGENDA—

December 7, 2017  
Manvers Arena  
& Community Centre

- 8:00 a.m. Breakfast & Registration
- 9:00 a.m. Welcome & Introductions
- 9:15 a.m. Exploring growing a new crop on your farm  
Ashley Honsberger, Executive Director  
Agri-food Management Institute
- 9:45 a.m. Update from your local OMAFRA Representative  
Peter Doris, Environmental Specialist
- 10:00 a.m. Refreshment Break
- 10:15 a.m. Getting started with on-farm sales and value-add  
Jessica Kelly, Direct Farm Marketing Specialist
- 11:15 a.m. Starting a new farm endeavor discussion panel  
Local businesses to be confirmed
- 12:15 p.m. Update from your Local OFA Representative  
Mark Torrey
- 12:30 p.m. Lunch
- 1:30 p.m. Challenges in Conveying the Story of Agriculture  
Bruce Kelly, Program Manager, Farm and Food Care
- 2:30 p.m. Update from your local OSCIA Representative  
Paul Reeds
- 2:45 p.m. Proactively Managing Your Farm Business  
Len Davies, Davies Legacy Planning
- 3:45 p.m. Thanks for coming, Raffle for AMI sweat shirts!



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