The Pennsylvania Women’s Agricultural Network
presents
PROFITABILITY OF COLLABORATIVE MARKETING

July 18, 2011 10:00 a.m.—2:00 p.m.

Silver Wheel Farm
141 Porter Road
Harrisville, PA 16038
(BUTLER COUNTY)

Join PA-WAgN as we meet with cooperative marketing experts to learn how to increase profitability through collaborative marketing efforts.

AGENDA
10:00 a.m. Welcome & Introductions
10:10 a.m. Learn about Silver Wheel Farm and its key business—growing organically raised vegetables for farmers’ markets and the Northwest PA Growers’ Cooperative.
10:30 a.m. Northwest PA Growers’ Cooperative farmers explain how they’ve benefitted from belonging to the cooperative, customer demand (for their CSA, winter market, and an online store) and how to start a similar enterprise.
10:45 a.m. Karlin Lamberto, CSA manager at Penn’s Corner Alliance, will discuss how and why Penn’s Corner Alliance was formed and the benefits for growers of belonging to the Coop.
11:30 a.m. Nathan Holmes from Clarion River Organics will describe starting a growers’ cooperative in an Amish community and the benefits to the community.
12:15 p.m. Networking Lunch
1:00 p.m. Roundtable discussion with coop representatives and folks attending. Learn how you might be involved with one of the coops represented or how you might start your own.
1:45 p.m. Evaluation
2:00 p.m. Adjourn

REGISTRATION
Registration Fee: $15 (includes lunch & materials)
Online Registration: http://svy.mk/July18Reg
For additional details contact: Linda Stewart Moist at lsm9@psu.edu, 814-865-7031
All are welcome to participate in events sponsored by PA-WAgN.

DIRECTIONS

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Pennsylvania Women’s Agricultural Network is a partnership of Penn State Cooperative Extension & Outreach, Penn State College of Agricultural Sciences, PA Association for Sustainable Agriculture, PA Certified Organic, PA Department of Agriculture, PA Department of Environmental Protection, Natural Resources Conservation Service, and The Rodale Institute

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