

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

<http://bit.ly/July18Directions>

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United States
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