

Who should attend?

- Kentucky, Ohio, & Indiana growers
- Agricultural entrepreneurs
- Agricultural educators
- Community leaders
- Local government officials
- Other agricultural stakeholders

Registration begins February 17 at 10:00 a.m., with the opening luncheon scheduled for 11:30 a.m. The conference ends February 18 at noon.

For more conference information, contact:

J. K. Henshaw

502-495-5106

jkhenshaw@kyfb.com

or

Rick Alexander

859-233-7845

ralexander@commoditygrowers.com

Proudly hosted by:

Holiday Inn Airport

Erlanger, KY

Call (800) 465-4329 to reserve your room at the special conference rate of \$85, or go online at www.holiday-inn.com.

SPONSORS

Kentucky Farm Bureau

Kentucky Department of Agriculture

Commodity Growers Cooperative

Ohio Cooperative Development Center

Kentucky Center for Cooperative Development

Indiana USDA Rural Development

Indiana Office of Commissioner of Agriculture

Clark County Indiana REMC

Southeastern Indiana REMC

Kentucky Rural Electric Association

In cooperation with

Kentucky Cooperative Extension Service

Ohio State University Extension Service

Purdue Cooperative Extension Service

Ohio River Valley Farm Marketing Conference

February 17-18, 2004

Holiday Inn Airport

Erlanger, KY



Ohio River Valley



Farm Marketing Conference

Leading agricultural professionals and stakeholders from Indiana, Kentucky, and Ohio have organized the Ohio River Valley Farm Marketing Conference.

The conference will offer a valuable and affordable day and a half of presentations, workshops, and discussions, focused on agricultural marketing. The conference will address:

- assessing and evaluating new market opportunities
- market development
- marketing for value-added agriculture.

The conference will include general session speakers, breakout sessions, one-on-one round-table discussions with producers, and trade show exhibits.

FEATURED TOPICS

TUESDAY

Farmers' Markets
 Livestock Marketing:
 Niche & Ethnic Markets
 Innovations in Cattle Marketing
 Innovations in Swine & Pork Marketing
 Going Beyond the Traditional Feeder Cattle Market System
 Direct Marketing:
 Roadside Stands
 Retailing and Wholesaling
 Internet Marketing

WEDNESDAY

Marketing Processed Foods
 Aquaculture:
 Production Potential
 Marketing
 Shrimp, Tilapia, Nursery Stock

ROUND TABLE DISCUSSIONS

WEDNESDAY

Green River Cattle Company
 Tele-Auction for Goats
 Shared Kitchens
 Farmers' Markets
 Internet Marketing
 Starting Coops
 Retailing and Wholesaling
 Insurance Issues
 Produce and Hay Auctions
 Agri-Tourism
 Farm Restaurants

Registration

Best Deal!		
Early Registration	Before 2/6/04	\$30.00
Late Registration	After 2/6/04	\$40.00
Registration includes: 3 meals & all conference activities and presentations.		

Exhibit space	6' table	\$100
	Double space	\$175
Sponsorships	call (502) 495-5106 for more information	

Name _____

Organization _____

Address _____

E-mail _____

Phone _____

Fax _____

Number of Registrations _____

Exhibit Space Single Double

Please make check payable to
Farm Income Improvement Foundation
 and mail with registration form to:

Farm Income Improvement Foundation
 Attn: J. K. Henshaw
 PO Box 20700
 Louisville, KY 40250