



SE REGIONAL
Fruit & Vegetable Conference

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Roadside Markets

All activities at the Savannah International Trade & Convention Center (SITCC) unless otherwise noted.

FRIDAY, JANUARY 11, 2008		
Sponsored by the Georgia and South Carolina Farm Bureaus	1:30 pm	Welcome and Overview Andy Lucas & Chalmers Mikell Georgia & South Carolina Farm Bureau
	1:35 pm	Public Relations and Marketing To Market, To Market: Building and Protecting Your Brand John Williams - Sahlman Williams
	2:05 pm	Agritourism: Pick Your Own Fun Mary Vollmer – Vollmer Farm, Bunn, NC
	2:45 pm	MarketMaker Food Marketing Network – Connect Food Producing Kent Wolfe – UGA- Center for Agribusiness & Economic Development
	3:00 pm	Break
	3:30 pm	Attracting Customers to Your Market: David Anderson – Chernoff Newman Agency, SC
	4:00 pm	Value Added Products to Build Margins Robert Mitcham – Hillside Orchard, Tiger Mountain, Georgia
	4:20 pm	Maximum Profits from Limited Time Jerry Breland – Breland Hill Farm, Ruffin, SC
	4:40 pm	Questions and Answers
	4:45 pm	Welcome Reception – Trade Show