

Forum for Rural Innovation
Loudoun County Department of Economic Development
43777 Central Station Drive, Suite 300
Ashburn, VA 20147



Friday, March 10, 2017

**Best Western
Lee-Jackson Motor Inn &
Conference Center**

Winchester, Virginia

8:15 a.m. – 4:00 p.m.

\$45 Registration Fee

The Forum for Rural Innovation is a cooperative educational effort by the Offices of Agricultural Economic Development and Cooperative Extension in Clarke, Fauquier, Loudoun and Prince William Counties, Virginia; Berkeley and Jefferson Counties, West Virginia; and the Town of Berryville, Virginia; and Blue Ridge Community and Technical College.

**biz.loudoun.gov/forum
703-777-0426**

Forum for Rural Innovation: New Approaches for Agriculture & Rural Prosperity

This is the 13th annual Forum for Rural Innovation. The purpose of the forum is to showcase new and exciting projects and programs that enhance farm or rural business profitability. The models presented at the forum also focus on conserving farmland and natural resources, and developing new approaches to rural prosperity in upscale areas where land commands premium prices.

The Forum will feature a series of presentations, with an emphasis on educating the public about the agriculture industry. Topics and exhibits have been chosen to present practical examples of successful innovative operations that could be adapted to any farm. The program will feature some of the most progressive and recognized farms, organizations and research in the United States.

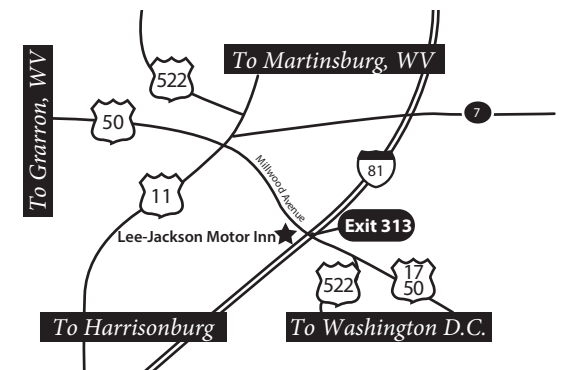
Who Should Attend

The conference will offer farmers, landowners, rural business owners, local elected and appointed officials, extension educators, economic development and planning professionals an opportunity to see and hear industry leaders discuss innovative practices and methods for agricultural development.

The program is open to all, regardless of race, color, religion, sex, age, veteran status, national origin, disability or political affiliation. Persons needing reasonable accommodations for any type of disability in order to attend this program should contact 703-777-0426.

**Best Western
Lee-Jackson Motor Inn
& Conference Center**

711 Millwood Avenue
Winchester, VA 22601
540-662-4154



Space is limited to the first 150 registered. Pre-registration is required by March 3, 2017. The \$45 registration fee includes both breakfast and a buffet lunch that showcase local foods. Payments are accepted in cash, check or credit card.

Additional registration information, or information on becoming a trade show exhibitor, is available by calling 703-777-0426 or online at biz.loudoun.gov/forum.

Forum for Rural Innovation: New Approaches for Agriculture & Rural Prosperity

Friday, March 10, 2017 • Best Western Lee-Jackson Conference Center • Winchester, Virginia

8:15 – 9:00 a.m.

Registration, View Exhibits

Morning refreshments to include: Mackintosh Fruit Farm Cider and Apple Crisp, Energy Bites from Planet Density Foods with Black Dog Coffee

9:00 – 10:00 a.m.

Agripreneurs: The Future of Agriculture

Matthew Byrd, Byrd's & Bee's Honey, Harrisville, WV

Jordon Masters, Micro Produce by Allegheny Genesis, Westover, WV

Evan Dodrill, Shady Ridge Enterprises, Asbury, WV

These three young entrepreneurs all saw business opportunity in agriculture and made it into a reality. Hear them describe the inspiration for their businesses, the challenges they've faced along the way, and the long term impact they hope to have in the agriculture industry.

10:00 – 10:45 a.m.

Agriculture Law

Mark Botkin, BotkinRose Attorneys & Counselors at Law, Harrisonburg, VA

Hear from an Agriculture Law professional what kind of responsibility and risk farms have. Mr. Botkin will discuss issues such as conservation easements, crop insurance, environmental compliance, farm liability and succession planning!

10:45 – 11:15 a.m.

Problems with Operating on Leased Land

Tyler Wegmeyer, Wegmeyer Farms, Hamilton, VA

Tyler Wegmeyer understands the obstacles a farm business faces when operating on leased land. Having two PYO farms on leased property, Tyler will discuss the challenges a farm may face when working with leased land.

11:15 a.m. – 12:00 p.m.

I Think I Need Marketing

Bonnie Taylor, CCS Innovations, Waterford, VA

"I Think I Need Marketing" author, Bonnie Taylor, will give an overview of the tools you need to build a successful and profitable marketing program. She will breakdown marketing into simple steps and help you learn what a marketing strategy and proper branding looks like today!

12:00-12:30 p.m. Innovation Awards

2017 Innovation Award Winners

Mark & Donna Butcher – Walnut Hill Creamery

Tyler Wegmeyer & Phillip Shenk
Wegmeyer Farm/Wayside Farm Fun

12:30-1:15 p.m. Lunch and View Exhibits

Including local food products from: Allegheny Genesis, Black Dog Coffee, Blue Ridge Cattlemen's Association, Locke Country Store, Mackintosh Fruit Farm, Mocks Greenhouse, Orr's Farm Market, Planet Density Foods, Shepherd's Whey Creamery, Spring Gap Mountain Creamery and South Street Under.

1:15 – 2:15 p.m.

Marketing Demand and Challenges when Direct Marketing

Phillip Gottwals, Arundel Community Development Services, Inc., Annapolis, MD

We all know there are ups and downs in the field of direct marketing. Phil will discuss what these trends are caused by and what challenges those in direct marketing face.

2:15 – 2:45 p.m.

Miniature Livestock Craze

John Moore, Temple Hall Farm Regional Park, Leesburg, VA

Miniature animals such as goats, pigs, horses, etc. have become very popular over the past decade. John Moore has had experience working with a wide variety of livestock and will share the positives and negatives when breeding these animals as well as what made minis so popular in the public's eye.

2:45-3:45 p.m.

Agritourism Obstacles; "Haybales to Bridesmaids"

Philip Shenk, Wayside Farm Fun, Berryville, VA

Don Taylor, Windy Knoll Farm, Nokesville, VA

Agritourism has become a common word in farm terminology. Farming is a way of life, but a lot of farms can't continue to grow without extra revenue, that's where Agritourism comes in. Farm weddings, Pick-Your-Own operations, Corn Mazes, etc. all of these are under the same umbrella of Agritourism! Listen to how Agritourism is successfully complementing traditional farming.

3:45-4:00 p.m.

Closing Remarks

Forum for Rural Innovation – Friday, March 10, 2017 – Registration Form

Pre-Registration is required by Friday, March 3, 2017 – Space is limited to 150 participants.

Please complete this form and mail \$45 registration fee to:

Forum for Rural Innovation – Attn: Cassie Walls, Loudoun County Economic Development
43777 Central Station Drive, Suite 300, Ashburn, VA 20147

Now accepting credit card payment; call for more information. Please make checks payable to: Forum for Rural Innovation.

Please check here for vegetarian meal I do not wish to have my contact information shared

Name _____ Organization/Farm Name _____

Mailing Address _____ City/State/Zip _____

Email _____ Telephone _____

Please RSVP by March 3, 2017. Space is limited!

For additional information, please call 703-777-0426 or visit biz.loudoun.gov/forum.

If any member of the public requires a reasonable accommodation for any type of disability in order to participate in this event, please contact 703-777-0426.