

RECORDED

North American Farmers' Direct Marketing Conference 2004 February 2-8, 2004 • Sacramento, California

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Workshops:

□ 3 Tapes\$27 □ 3 CDs \$36010A-C	Cyber Prospecting - Brent Warner; Garrett Wasny
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☐ 5 Tapes \$45 ☐ 5 CDs \$60030A-E	Growing Green: Making More Money at Your Farm Business - Kerry Engel; Jane Eckert
☐ 5 Tapes \$45 ☐ 5 CDs \$60040A-E	Animatronics - Rob Leeds; Jerry Howell; Larry Peterson; Dru Smith
☐ 5 Tapes \$45 ☐ 5 CDs \$60050A-E	Farmers' Market Coalition Meeting - Randii MacNear; Nina Planck; Howell Tumlin; Jeff Cole

KEYNOTES. HIGHLIGHTS AND FEATURE PRESENTATIONS

☐ Tape ☐ CD060	Keynote Presentation: Garrett Wasny
□ Tape □ CD070	NAFDMA Annual Meeting and featured presentation: Garrett Wasny
□ Tape □ CD080	Making the Money Connection: Farms & the Tourism Industry - Jane Eckert
□ Tape □ CD090	Best of the Best: How NAFDMA Members Go Above & Beyond - Jane Eckert
☐ Tape ☐ CD100	Developing Your Plan of Action for People, Productivity, and Profit - Patti Hathaway

FOOD & FUN ON THE FARM

□ Tape □ CD110	Anatomy of a Festival - Wayne Bishop; Kate Post; Andrew Coolidge
□ Tape □ CD120	Big Boys & Their Toys - Richard Tanner; Steve Enger; Mike Foster
□ Tape □ CD130	AGROart - Joanne Neft; Angie Tahti; Jennifer Johnson
□ Tape □ CD140	Special Events, Festivals & Parties on the Farm - Jane Allen; James Barker; Russell Blades; Craig Underwood

CREATIVE FINANCE

☐ Tape ☐ CD150	Becoming a Price Maker Instead of a Price Taker - Chalmers Mikell; Michael Olson
□ Tape □ CD160	Grants - Bonnie Remlinger; Mike Beck; Mike Hogan
□ Tape □ CD170	Don't Give All Your Hard-Earned Money Away - Mary Vollmer; Michelle Carron
□ Tape □ CD180	Building a Sponsorship Program to Support Your Farm - Darren Schmall; Barbara Tanimoto Schmall

DIRECT MARKETING CROPS & HORTICULTURE

□ Tape □ CD190	Basics of Starting up an On-Farm Market - Jim Forsythe; Bob Cobbledick
□ Tape □ CD200	Up Against Goliath: Strategies for Small-Scale Farmers to Compete - Chalmers Mikell; Michael Olson
□ Tape □ CD210	Creative Diversity - Molly Johnson; Mark Gaskell; Robert Schueller
□ Tape □ CD220	Specialty Ethnic Crops - Vince Scalise; Joseph Bautista; Rolando Idmilao

FARMER COLLABORATIONS THAT WORK

□ Tape □ CD230	Developing Mobile Processing Facilities for Small Farms - Vickie Parker-Clark; Bruce Dunlop; Terry Swagerty; Al Kowitz
□ Tape □ CD240	Farm Stays - Ellen Rilla; Pam Allen; George Work; Elaine Work; Kim Rogers; Dick Rogers
□ Tape □ CD250	Apple Hill Growers—Joining Together to Benefit All - Bonnie Remlinger; Edio Delfino; Maryann Argyres
□ Tape □ CD260	Direct Marketing of CA Organic Produce & Naturally Raised Beef & Dairy Products - Lynn Bagley; Ted Loewen; Al Courchesne;
•	Mike Gale

EDUCATION & FAMILY FARM VALUES

□ Tape □ CD270	Ag in the Classroom - Janice Price; Judy Culbertson; Janet Hawkes
□ Tape □ CD280	Children's Hands-on Farm Activities - Mary Vollmer; Susie Boyd; Steve Klackle
☐ Tape ☐ CD290	Bring on the Next Generation! - Kay Hollabaugh; Bruce Hollabaugh; Brad Hollabaugh; Al Rose; Bill Rose

☐ Tape ☐ CD...300 Incorporating Nutrition Information into Your School Tours - Brent Warner; Zonya Foco

FARMERS' MARKETS FOR MANAGERS □ Tape □ CD310 Anatomy of a Farmers' Market I - D'Arcy Dornan; Jane Allen; Esther Kovari; Dale Whitney □ Tape □ CD320 Anatomy of a Farmers' Market II - Vince Scalise; Lynn Bagley; Janice Price; John Silveira □ Tape □ CD330 High Quality & Diversity at Farmers' Markets - Lynn Bagley; Sibella Kraus; Art Lange; Greta Dunlap □ Tape □ CD340 Marketing the Market - Gretchen Sterling; Dale Whitney					
☐ Tape ☐ Tape ☐ Tape ☐	FARMERS' MARKETS FOR FARMERS Tape □ CD350 Selling the Whole Truckload I - Pam Boyar; Gail Hayden Tape □ CD360 Selling the Whole Truckload II - Barbara Ambler-Thomas; Gail Hayden; Doug Hayden Tape □ CD370 Farmers Educating Consumers - Tom Haller; Jessica Prentice; Julia Wiley; Jeff Cole Tape □ CD380 Innovative Marketing Strategies for Expanding your Sales - Gail Feenstra; Al Courchesne; Karrie Stevens Thomas				
Tape Tape Tape Tape Tape Tape Tape Tape	MA PRESENTS CD390 Liability Insurance Roundtable - Eric Barrett CD400 Zoning Roundtable - Bob Brown CD410 Fueling Your Body for the Hectic Farm Season - Brent CD420 Cider Makers' Roundtable - Bob Tritten CD430 Jam Makers' Roundtable - Nita Gizdich GINFORMATION: BE A COMPLETE CONFERENCE AUDIO SET AND SAVE OVER Packages come in attractive storage albums at no extra charge. PLETE CONFERENCE AUDIO TAPE SET = \$399.00 PLETE CONFERENCE AUDIO CD SET = \$529.00	or	ya Foco		
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