WHY YOU SHOULD ATTEND: This one-day workshop offers insights into trends, market requirements and marketing tools that are helpful in accessing specialty markets. Breakout sessions focus on particular specialty markets. Catch the energy and enthusiasm for marketing specialty products.

WORKSHOP SCHEDULE

8:00 am Registration/Welcome

Marketing 101
Learn about the marketing tools used by successful businesses.

Choosing Your Customers
Who are your most profitable customers and how do you promote those relationships?

Break

Market Trends
Learn about the current production and market trends in Indiana. Gain insight into future opportunities.

12:00 pm Lunch

Breakout Session 1

Break

Breakout Session 2

3:30 pm Safe Trip Home
A moderator and producer panel will discuss the opportunities and risks in specific specialty markets.

Breakout Session 1 (choose 1)
**Alternative Horticultural Enterprises**
Production and marketing alternatives for horticultural crops such as direct marketing, agritourism, greenhouse operations, organics, season extension, etc.

**Alternative Livestock Enterprises**
New ways to produce and market livestock, as well as enterprises such as goats and pastured poultry.

Breakout Session 2 (choose 1)
**Food Enterprises**
Have you thought about adding value to your products by starting a food business?

**Specialty Grains**
Production and marketing of specialty grains such as organic grain, blue corn, flax, spelt, niger seed.

**WORKSHOP DATES**

Three one-day workshops will be conducted:
- **April 15**—Hilger’s Farm Restaurant in Fort Wayne, IN
- **June 10**—Hamilton County Extension Building in Noblesville, IN
- **August 5**—Clark County 4-H Center in Charlestown, IN

**Registration Fees:**
Registration fee includes attendance to the one-day workshop including lunch and snacks.
Registration by early bird deadline: $15
Registration after early bird deadline: $20

Checks made payable to Purdue University.

**REGISTRATION**

To register, mail or fax form to:
Patt Sheahan
Purdue University
Department of Agricultural Economics
403 W. State Street
West. Lafayette, IN 47907-2056
Fax: (765) 494-9176
Phone: (765) 494-4310
E-mail: sheahanp@purdue.edu

I will attend (choose 1):
- April 15, 2005 Ft. Wayne, IN (Early bird deadline: April 1)
- June 10, 2005 Noblesville, IN (Early bird deadline: May 27)
- August 5, 2005 Charlestown, IN (Early bird deadline: July 22)

Name__________________________
Address________________________
City____________________________
State_______________ Zip Code__________
Phone___________________________
E-mail___________________________

☐ I require auxiliary aids/services due to disability. Contact me at the above address.