

Friday March 6

- 9:00 am Officers and Board of Directors Meeting
- 10:30 am Exhibitor Booth Set Up and Registration for Attendees Opens
- 11:30 am *Dine around in Starkville's award winning local food establishments, featured by the National Main Street Association.*
- 1:30 pm Welcome (Sandra B. Alesich, MWA President)
- 1:45 pm Show me the Money
- Learn how to impress your lender and secure capital for your farm. (Mr. Hamp Beatty, MSU Extension Center for Government and Community Development)*
- 2:30 pm Building a Small Farm Brand in a Global Marketplace
- Learn how Amazon's number one Woman Owned Business Award Winner turned her small farm into an internet sales success. (Mrs. Natasha McCrary, 1818 Farms)*
- 3:00 pm Silent Auction Bidding and Break
- 3:30 pm Creating a Local Food Event
- Developing and marketing successful food festivals, and farm to table events. (Ann Tackett, Aberdeen Main Street, Daniel Boggs, Greenville, Main Street, Rachael Carter, MSU-Extension)*
- 4:00 pm Managing Input Costs by Making Good Equipment Decisions
- Input costs can make or break a small farm. Learn what to look for in equipment purchases for your operation and determine what you need for optimum production. (Jamie Swafford Mississippi Ag)*

Saturday, March 7

8:30 am Registration

9:15 am Telling Your Story

Build support for agriculture and share your message by working with the media, effective public relations strategies, communication savvy. (Lauren Colby Nickels and Julie White, MSU Extension)

10:00 am Break

10:20 am Top Ten Horticulture Crops for Small Farm Production

Listen and learn as industry experts debate the benefits and costs of small farm horticulture crops. (Dr. Jeff Wilson, MSU Extension, additional panelists TBD)

11:00 am Legislative Update – *Question and Answer Session*

11:30 am Break for final silent auction bidding.

Noon Scholarship Awards Banquet