



Making it easy for local food producers and buyers to access markets and products since 2007

The **Local Food Connection** is excited to be celebrating its 6th annual event *bringing together local farmers, ranchers and fishermen with area food buyers* on Monday, February 6, 2012 from 8:30am–4:00pm in Eugene at Lane Community College. This event draws from a six county area and beyond.

Focusing on business opportunities, networking and educational workshops this business-to-business conference aims to keep our food and food dollars local. Our 2012 theme **local food=economic security** was instigated by a recent report from the University of Oregon which showed that increasing spending in Lane County on local food by 1% increases revenue in our community by \$11.7 million dollars!

Local food buyers benefit by connecting with a variety of producers at one time, forging links and helping them stay on top of local trends and changes in regional suppliers. Food producers have easy access to a large number of food buyers from grocery store managers, to restaurant owners and chefs, to distributors, and processors – all in a comfortable and casual setting. Attend for revenue generating business connections.

A **gourmet luncheon** featuring all locally grown products prepared by LCC's culinary experts allows for networking and appraisal of the many quality food products our area producers supply us with – a very highly rated and delicious affair. Additional networking sessions where buyers and sellers easily recognize who they want to connect with is always lively, fun and is the backbone of creating our local market.

TWELVE WORKSHOPS offered on key topics such as...

- *How to partner with distributors: A wide variety of local and regional distributors discuss what's needed to work with them. Ask questions, get answers!*
- *Food as economic development: A trend our local governments are starting to formally support – learn what's brewing for the future!*
- *Selling to restaurants, grocery stores, & institutions: We have a great array of panelists this year - new faces and businesses that have not attended in the past. Attend to connect easily.*

- *U.S. Farm Stay programs: Farmers can diversify and increase revenue through agritourism – learn what it takes from farmers who successfully run these programs.*
- *Local agritourism & zoning issues: Learn about revenue generating opportunities for your farm or ranch. What is new, what is changing, what it is in flux on zoning? Attend and find out!*
- *Grants and resources for farmers: The changing world in resource allocation is hard to track and stay on top of. Our panelists will discuss government grants, Farm Bill updates and farm advocacy group resources that are available.*
- *New Food-Hubs in our area: Updates on exciting developments - how commercial kitchens for rent are popping up, indoor farmers' markets year-round and other great information!*
- *Oregon Fishermen – selling direct: What are the benefits and challenges of selling direct rather than wholesale. How is it done? Attend, find out!*

And many more...

Detailed workshop descriptions and speakers can be found at www.localfoodconnection.org

The event is presented by Cascade Pacific RC&D, a non-profit organization that works with rural communities to help enhance their quality of life through social, economic, and environmental improvement. Our *Founding Sponsors* make this event possible - Eugene Water & Electric Board, Oregon Tilth, and Lane Community College.

EVENT DETAILS:

When: Monday, February 6, 2012 from 8:30-4:00

Where: Lane Community College's Center for Meeting and Learning in Eugene, OR

What: A business-to-business event (not open to public)

Registration fee: \$25; late registration \$35; scholarships

Tradeshow booth fee: \$50.00 (limited number):

Register early: www.localfoodconnection.org

For more information contact Jared Pruch or Willow Cordain, Event Coordinators: 541-821-1332, localfood@cascade.org