

Why Buy Local?

By purchasing locally produced food, we support our neighbors and their businesses by keeping dollars circulating in our region. Today more than ever, consumers are making food choices based on concerns about food safety, nutrition, environmental sustainability, and local economies. Purchasing local food results in a reduction in the amount of miles food travels, reducing environmental waste and increasing local economic sovereignty. Demand for locally grown food in Western Pennsylvania has been growing steadily over the past decade. This event promises to foster relationships that will keep the market for locally produced food growing.



Brought to you by:



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SCHOOL OF SUSTAINABILITY
AND THE ENVIRONMENT
and the
MASTER OF ARTS IN FOOD STUDIES PROGRAM
*A program of the
School of Sustainability and the Environment*

In Partnership with:



Penn State Extension and
Chatham University
are proud to announce the second annual

Local Food Showcase: A Grower/Buyer Event

Thursday, March 10, 2011

Chatham University
Athletic and Fitness Center
Woodland Road
Pittsburgh, PA 15232



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Schedule of Events

10:00-11:30 a.m.

Pre-Showcase Workshops (includes coffee and light snacks)

Workshop for Growers: Pricing Techniques and Marketing Strategies to Increase Sales

This workshop will discuss the different pricing techniques adopted by businesses to grow sales and those specific to the food industry. The workshop will also focus on marketing strategies for both direct sales (online) and indirect (buyers) that producers can apply to increase sales.

Presenters

- **Rebecca U. Harris, MBA**, is the director of the Center for Women's Entrepreneurship at Chatham University (CWE). With over 20 years experience as an entrepreneur, consultant, and marketing specialist, Rebecca has started and managed a number of businesses including a publishing company, a marine business, and a food company.
- **Anne Flynn Schlicht, MBS**, is the assistant director for CWE, where she designs and implements entrepreneurial training programs and events to assist women in establishing and growing their businesses. Prior to Chatham, Anne was at the Center for Entrepreneurship Studies at the University of Limerick, Ireland and was the "Rooney International Visiting Scholar" at Robert Morris University.

Workshop for Buyers: What is the Real Value of Connecting with the Local Food System?

This interactive discussion will explore the reasons for promoting local farm products in your business enterprise, discuss the constraints and barriers to achieving what you want from regional farms, and offer successful strategies for overcoming them. Participants will be able to directly engage with presenters who have successfully developed marketing partnerships between buyers and producers to promote interest in local food, increase sales, and enjoy innovative ways of doing business.

Presenters

- **Allen Matthews, MS**, is a "generational" farmer who has years of experience with alternative markets and promoting

sustainable agriculture practices. As senior farm enterprise coordinator for the Center for Sustainable Agriculture at the University of Vermont Extension, Allen concentrates on enhancing farm viability through alternative business enterprises, market analysis and developing successful collaborations and alliances with a broad cross section of organizations, farmers, consumers, and food system advocacy programs both nationally and at internationally. His past research on the family farm has been most recently in "The NEW American Farmer."

- **Lucy Norris** is the project manager of Puget Sound Food Network (PSFN), a project of the Northwest Agriculture Business Center. PSFN is a supply chain support system that combines professional staff, mutually beneficial partnerships and technology to increase the production, distribution, and consumption of food and other agricultural goods produced in the Northwest Washington region. PSFN helps retail stores, restaurants, and institutions locate and receive local product in the varieties and quantities needed at competitive prices

1:00-4:00 pm Local Food Showcase

Highlighting products from beets to beer, from jams and jellies to sausages and salamis, the local foods showcase is a chance to demonstrate products, network with other buyers and growers, and sample menu items prepared by local chefs highlighting ingredients from local sources. Informational materials about food access, financing, local resources, and educational opportunities will also be available.

About the Local Food Showcase

This exciting event showcases the finest, freshest local food western PA has to offer. Farmers can find customers for their farm products, and buyers can find local food sources for restaurants, stores, markets, institutions, schools, and other businesses. Local chefs will pair with farmers and food producers to demo delicious dishes. Come find information on food systems, food access, financing, and educational opportunities. Join us at the premier local food networking event in the region.

Registration Form

Name(s) _____

Farm/Organization/Company _____

Address _____

Phone Number _____

E-mail _____

Website _____

For scholarship information, please contact the Penn State Extension of Allegheny County.

Please indicate:

Grower/Producer

What are the main products produced at your farm? _____

What kind of buyer are you looking to do business with?

Retail Restaurant Food service Distributor

Buyer

Resource/educational group

Registration

Pre-Showcase Workshop for Growers \$15.00

Pre-Showcase Workshop for Buyers \$45.00

Vendor Table at Local Food Showcase \$40.00

Optional Brown Bag Lunch \$7.50

Check if vegetarian

Local Food Showcase group rate \$10 per person or
\$25 for 3 or more (buyer group rate)

Total: \$ _____

TWO WAYS TO REGISTER

Make checks payable to: Penn State Extension of Allegheny County

• Mail to:

Penn State Extension of Allegheny County, Heather Mikulas,
400 N. Lexington Street, 3rd Floor, Pittsburgh, PA 15208

• E-mail to: hem12@psu.edu