

## Press Release

### **Agriculture Conference Can Help You Connect with Your Customers**

EAU CLAIRE, WI – Are you a farmer or landowner looking to make more money? Do you think you have an idea that people will buy? The Midwest Value Added Agriculture Conference can help you explore new market opportunities and learn from farmers, business people, and experts involved in value-added farm enterprises.

In its eighth year, the conference is themed “Connecting You with Your Customers.” It will be held Friday and Saturday, Jan. 27 and 28, 2006 at the Plaza Hotel and Suites, in Eau Claire, Wisconsin.

If you are interested in increasing or diversifying the profit from your farm or small acreage, you will benefit from attending this conference. It is an opportunity to learn and talk to those who are exploring new ways of developing and marketing their products.

At this conference, you will have opportunities to learn how to write a business plan, market as a group, and choose between alternative enterprises. You will also learn about up and coming agricultural products others have created, where to get start up funds and how to get a loan.

The keynote address will be given by Harold Lloyd, President, CEO, Mentor, Author, business owner, student teacher and family man. He will be enlightening, challenging and definitely will give you information that will keep your customers coming back for more.

A highlight of the conference this year is delicious food produced by people just like you. Attendees will also have an opportunity to visit the Chippewa Valley Museum and the new Farm Life Exhibit.

Those interested in attending the conference, having a tradeshow booth, or showcasing their product ideas should call Heather Flashinski from River Country Resource Conservation and Development (RC&D) Council at 715-834-9672. Registration costs are reduced \$15 for those who register before Jan. 1<sup>st</sup>. For more information, visit [www.rivercountryrcd.org/valad.htm](http://www.rivercountryrcd.org/valad.htm)

Organizers of the event include River Country RC&D Council, Inc.; AgConnect Chippewa Valley Technical College; Hiawatha Valley RC&D; Institute for Ag and Trade Policy; Iowa State University; Midwest Organic and Sustainable Education Service; MN Dept of Agriculture; Three Rivers RC&D; University of Minnesota; University of Illinois; Univ. of Wisconsin – Center for Integrated Agricultural Systems; Univ. of Wisconsin – Extension; Western Dairyland CAA; WI Dept. of Agriculture, Trade and Consumer Protection (DATCP); WI Farmers Union; and WI Technical Colleges.

Major sponsors include USDA Risk Management Agency, Cooperative Development Service and Alliant Energy.

Produced for the Value Added Conference

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By: Heather Flashinski