The main event - Define your market and marketing

This year’s Winter Workshop theme is a natural transition from last year’s session on “Ranching for Profit.” Winter Workshop 2020 TOP DOLLAR MARKETING assembles two panels of producers and marketers who have defined their customer or market.

Opening session: Farm transitions
Curt Porter works with farm families to help them insure that there is a smooth transition of the farm within the family. With the average age of producers steadily going up, the urgency of insuring a satisfying transition of ownership is of increasing interest.

Morning panel: Marketing Opportunities
- Walker Kahrer | Thousand Hills Cattle Company “Branded Grass-fed beef”
- Bobbie Hendrix | NFO Working with a livestock aggregator
- Mitch Barthel, Perham Stockyard How to maximize your relationship with the livestock auction

Afternoon panel:
On the ground with Direct marketers
Jerry Januschka, organic producer, Little Falls
Duwayne Ditterich, feedlot finished beef, on-farm store & restaurant sales, Vergas
Dayle Reinke, grass-finished beef marketed from the farm, sold online, Wadena

Last word: Marketing trends
How do the markets look? What are the trends and the future? Tim Petry, NDSU

Workshop - schedule
9:00 am
- Registration | Coffee | Donuts
9:30 am
- Welcome | Charles Horsager | Keith Olander - CLC
9:45 - 10:15
- Curt Porter | Farm Transitions
10:15 - 10:30 BREAK
10:30 - 12 pm
- Marketing Opportunities Panel
12:00 - 1pm
- Lunch | sponsor presentations
1 pm - 2 pm
- Direct Marketing panel
2 pm - 2:15 pm BREAK
2:15 pm - 3:15 pm
- Tim Petry | NDSU marketing

Thank you for attending

Registration - information
Chuck Horsager
218.639.4225
cuckhorsager@gmail.com
Kent Solberg
844.922.5572, Ext. 701

Registration - fees
$15 per person pre-paid | $20 at the door
Includes lunch, speaker, refreshments

This workshop is open to all regardless of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation and marital or family status. Central Lakes College, Staples, is handicapped accessible.
Thank you to our sponsors

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Wadena State Bank
Westside Sports, Wadena
Crow Wing County Lakes and Rivers Alliance

NRCS
(Natural Resources Conservation Service)

Cass County Soil & Water Conservation District

Aldrich Tractor

Pine River Watershed Alliance
WAPOA
(Whitefish Area Property Owners Assoc.)

Still time to support

Bronze: $100 Business flyer / card in participants folders, logo on slide show

Silver: $200 Vendor space, business flyer / card in participants folders, time slot to address audience, 1 pass to event

SilverPlus: $300 Statewide recognition in flyer/ email blasts, vendor booth at event, receives 2 passes, time slot to address audience on your product, flyer/card in participants folder

Gold: $500 Statewide recognition in flyer / email blasts, has a vendor booth at event, receives 4 passes to the event, time slot to address audience on your product, sponsor’s business flyer / card in participants folder

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