SUSTAINABLE FOOD ECONOMY: ENABLING GROWTH IN THE ORGANIC FOOD SECTOR
THE RED BARN AT HAMPSHIRE COLLEGE • NOVEMBER 2-3, 2015
PROGRAM AGENDA

Monday, November 2, 2015

3:00-7:00 p.m. Conference Registration
5:30-6:30 p.m. Welcome Reception
6:30-8:30 p.m. Opening Dinner
   • 7:00 p.m. Welcome, Purpose, and Context: Jonathan Lash, President, Hampshire College
   • 7:15 p.m. Keynote Speaker, TBD

Tuesday, November 3, 2015 (Conference Registration open 7:30-9:00 a.m.)

7:45-9:15 a.m. Networking Breakfast and Conference Overview
   • 8:15 a.m. Keynote: Gary Hirshberg, Co-Founder and Chairman of Stonyfield Farm, Chairman of Just Label It Campaign.
     A presentation to define issues and context for the day and initiate dialogue, with introductory table discussions about why you are here and what you want out of the day’s conversation.

9:15-10:30 a.m. Product and Market Challenges for Small Producers: Distribution and Aggregation
Moderator: Name, Organization
Conversation Catalysts:
   • Marada Cook, Crown O'Maine Organic Cooperative, Northern Girl, Fiddler's Green Farm – Confirmed 6/9
   • Amy Klippenstein or Paul Lacinski, Sidehill Farm – Confirmed 6/9
   • Arion Thiboumery, Vermont Packing House – Confirmed 6/22
An interactive panel discussing current and future market trends of three producers, exploring availability, bottleneck and price challenges; what farmers do and why; requirements to be ready for sale; and how to bring price under control.

(10:30-10:45 Break and Transition)

10:45-12:00 p.m. Today’s Entrepreneurs: Business Models and Strategies for Supply Chain, Distribution, Aggregation
Moderator: Name, Organization
Conversation Catalysts:
   • Name, Organization
   • Shazi Visram, Happy Family – Confirmed 6/22
   • Josh Goldman, Australis Aquaculture – Confirmed 5/29
Building on the previous session, entrepreneurs in the space will talk about their business models and growth challenges.

12:00-1:00 p.m. Lunch: Small group conversations with peers and conversations catalysts
1:00-2:15 p.m. Large Company Insights
Moderator: Name, Organization
Conversation Catalysts:
• Name, Organization
• Name, Organization
• Name, Organization
Large companies will provide insight on what they are looking for, what they can do, and how to maintain integrity and standards in working with smaller producers. (E.g., Unilever, Hain Celestial, General Mills, or Coke)

(2:15-2:30 Break)

2:30-3:45 p.m. Exit Insights: Decision drivers and mission integrity
Moderator: Name, Organization
Conversation Catalysts:
• Gary Hirshberg, Stonyfield Farm - Confirmed
• Seth Goldman, Honest Tea – Confirmed 5/22
• Shazi Visram, Happy Family – Confirmed 6/22
Entrepreneurs who have sold their companies will explore the balance between mission integrity and decisions to sell, and share their insights for transparent and openness around acquisition strategies and tradeoffs.

3:45-4:30 p.m. Closing Reception
Closing Remarks: Jonathan Lash and Gary Hirshberg
An opportunity to create individual and group plans for going forward, and identify needs and potential collaborators. Discuss what role, if any, you would like to play in efforts to bring organic food to scale.

(4:30-6:00 Break and Transition to Dinner)

6:00-8:00 p.m. Dinner to Connect and Debrief
• Location: The Alvah Stone, 440 Greenfield Road, Montague, MA 01351