



SKF Extravaganza Schedule

Education, Entrepreneurism, Entertainment and Eating!

Purpose: To connect consumers to Kansas Farmers and Ranchers to purchase the food they grow/raise.

Areas of Focus:

- Showcasing DTC farmers/ranchers/growers
- Teaching entrepreneurship by farmers for farmers
- Connecting consumer to SKF farmers in festive new ways

Note: this is a tentative schedule and, although the times are locked in, the workshops and seminar topics might change!

Friday, March 4:

9:00am - 12:00pm

PROFESSIONAL BUSINESS TRAINING SEMINARS

Direct-to-Consumer Sales & Shipping | Janssen Hall

Katie Carothers, KCK Farms, Inc.

- Part 1 of a 2-part series (Part 2 to follow; on location at their farm/kitchen)
- Session includes workbook, manuals, certifications, and ongoing professional coaching for the following topics:
 - Direct-to-Consumer Sales & Shipping: Beef, Pork and Chicken
 - On the farm processing

Value-added Marketing & Sales | East Room

Laurie Bruce, Bruce's Bullseye Farms

- Part 1 of a 2-part series (Part 2 to follow; on location at their farm/kitchen)
- Session includes workbook, manuals, certifications, and ongoing professional coaching for the following topics:
 - Value added products marketing and sales
 - Farmers Markets/Festivals
 - Incubator kitchen model

Learning to Sell, not just Market | Main Room

Instructor: TBD

- Learn why marketing and selling are not the same
- Learn simple sales strategies to grow your business
- Learn how to work with people

Quickbooks Seminar | Main Room

Instructor: TBD

- Learn from a pro how to use this powerful tool

Learning to Sell, not just Market | Main Room

TBD

- Learn why marketing and selling are not the same
- Learn simple sales strategies to grow your business
- Learn how to get your customers to sell for you

12:00 - 1:00pm

LUNCH

Enjoy a delightful buffet of food featuring selections for Shop Kansas Farmers

Lunch is included in with seminar cost

1:00 - 4:00pm

PROFESSIONAL BUSINESS TRAINING SEMINARS

Selling and Shipping Your Product | Janssen Hall

Cherie Schenker, Schenker Family Farms/McCune Farm to Market

- Part 1 of a 2-part series (Part 2 to follow; on location at their farm/kitchen)
- Session includes workbook, manuals, certifications, and ongoing professional coaching for the following topics:
 - Direct to consumer
 - U.S. and Int'l Shipping
 - Selling to rural grocery stores/markets/café's

Starting a Honey Business | East Room

Instructor TBD

- Part 1 of a 2-part series (Part 2 to follow; on location at their farm/kitchen)
- Session includes workbook, manuals, certifications, and ongoing professional coaching for the following topics:
 - Starting a Honey Business
 - Agritourism on the farm

Understanding Profit Drivers & Profit Eaters in Your Business | Main Room

Christine McNary, MBA, Int'l Finance Director and Shop Kansas Farms co-founder

- How to Read a P&L and Balance Sheet
- Excel Tutorial

Customer Relations Management (CRM) Tools | Main Room

Instructor: TBD

- How a CRM tool helps with your customer retention
- Using a CRM to communicate with customers

4:00pm

PUBLIC REGISTRATION OPENS

6:30pm

BARBECUE

7:30pm

MEET THE FARMER MIXER WITH DOOR PRIZES

Saturday, March 5:

- 6:00am** Farmer's market/trade show set up
- 8:00am - 4:00pm** Farmer's market/Trade show open
Local hunger relief meal packaging
Tradeshow area
- 8:00 - 8:45am** **WORKSHOPS**
How-To Buy a Side of Beef
Janssen Hall
- Connecting Rural Grocery Stores & Local Farms*
East Room
- 9:00 - 9:45am** **WORKSHOPS**
Identifying New Direct-to-Consumer Business Opportunities
Janssen Hall
- Farm to School: Connecting Schools & Local Farms*
East Room
- How to Butcher: Hands-on Demonstration (Part 1)*
Bar-K-Bar Arena
- Dairy Demonstration*
Bar-K-Bar Arena
- Choosing the right dairy animal (cows & goats)
 - How to care for and milk dairy animals
- 10:00 - 10:45am** **WORKSHOPS**
Mental Health and Farming
Janssen Hall
- Agritourism on Your Farm*
East Room
- How to Butcher: Hands-on Demonstration (Part 2)*
Bar-K-Bar Arena
- 11:00 - 11:45am** **WORKSHOPS**
Cooking Show
Trade Show Floor
- Q&A with KDA*
Janssen Hall
- Creating Business Opportunities with a Food System in Your Community*
East Room

12:00 - 12:45pm

WORKSHOPS

Understanding Food & Farming Buzzwords

Janssen Hall

Creating Success at Farmer's Markets

East Room

1:00 - 1:45pm

WORKSHOPS

Cooking Show

Trade Show Floor

Beekeeping 101

Janssen Hall

Cheese Making

East Room

Hands-on Demonstration: How to Butcher (Part 1)

Bar-K-Bar Arena

Dairy Demonstration

Bar-K-Bar Arena

- Choosing the right dairy animal (cows & goats)
- Care for and how to milk dairy animals

2:00 - 2:45pm

WORKSHOPS

Leadership Lesson: Commit, Then Figure it Out

Rick McNary, Co-founder, Shop Kansas Farms

Janssen Hall

Creating New Revenue Streams for Your Business

East Room

Hands-on Demonstration: How to Butcher (Part 2)

Bar-K-Bar Arena

Dairy Demonstration

Bar-K-Bar Arena

- Choosing the right dairy animal (cows & goats)
- Care for and how to milk dairy animals

3:00 - 3:50

WORKSHOPS

Innovation Hubs/USDA Certified Kitchens

Janssen Hall

Home Canning & Canning to Sell

East Room

4:00 - 6:30pm

TASTE OF KANSAS BANQUET

Meal with offerings from SKF Farmers

WHERE

6:30 - 9:00pm

PEOPLE'S CHOICE AWARDS

Shop Kansas Farm/Ranch of the Year

- One from each region: NW, SW, NE, SE, NC, SC

COUNTRY WESTERN DANCE