



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:

Please note: Some of these have more than one session:

Session 1: At SKF Extravaganza

Session 2: On location at the business offering the session (one-day workshop)

8:00am - 12:00pm

PROFESSIONAL BUSINESS TRAINING SEMINARS

Direct-to-Consumer 101 & Then Some | Zwick East

Cost: \$1,800.00 – [Learn more and purchase here:](#)

(up to two people per farm allowed)

Katie Carothers, KCK Farms, Inc. - Anthony

Myndi Krafft, Krafft Beef - Phillipsburg

- Part 1 of a 2-part series
- Part 2: on location at their place of business for a day

Shop Kansas Presents

DIRECT TO CONSUMER 101 & THEN SOME

With Katie @ KCK Farms & Myndi @ Krafft Beef




Course includes

- IDENTIFYING YOUR MARKET
- BUTCHERING
- MARKETING/SOCIAL
- EQUIPMENT NEEDED
- SHIPPING/DELIVERY
- MOST IMPORTANTLY, COMMUNITY & SUPPORT

4 Hours on Friday @SKF Extravaganza
4 hours ON the farm
+ printed booklet

\$1,800

Visit shopkansasfarms.com to register!

Selling and Shipping Your Product | FB Conference Room (Bar K Bar Arena, south end)

Cherie Schenker, Schenker Family Farms/McCune Farm to Market

Cost: \$1,800.00 - [Learn more and purchase here:](#)

(up to two people per farm allowed)

- Part 1 of a 2-part series
- Part 2: on location at their place of business for a day

Shop Kansas Farms Presents:
Selling & Shipping Your Product
Cherie Schenker
Schenker Family Farms

Course Includes:
Direct to consumer marketing
U.S. & Int'l Shipping
Wholesale, including to cafe's, markets & rural grocery stores
Goals & Succession Planning
On-going Mentorship



4 Hours @ Extravaganza | 4 Hours on the Farm | Printed Booklet

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 - 5:00pm

PROFESSIONAL BUSINESS TRAINING SEMINARS

Understanding Profit Drivers & Profit Eaters in Your Business | Zwick East

Cost: \$350.00, [Learn more and purchase here:](#)

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

Shop Kansas Farms Presents:
Understanding Profit Drivers & Profit Eaters
Christine McNary
Co-founder
Shop Kansas Farms

Read & understand financial statements
Deep dive into cost of goods sold
Understand your costs to drive profits
Use Excel spreadsheets



Friday, March 4 | 1:00-4:00pm

1:00 – 5:00pm

Destination Marketing for Agritourism and Agribusiness | FB Conference Room (Bar K Bar Arena, south end)

Are You Looking to Grow Your Business as a Destination?

Topics in this class include:

- What is Destination Marketing and how can it set your business apart
- Media and marketing strategies
- Evaluating your mission, vision, and strategies to create an impact
- Customer management and marketing
- Strategies for growing market share and customer engagement
- Growing your social media footprint

Cost: \$899.00, [Learn more and purchase here:](#)

The Destination Creation Course

SHOP KANSAS FARMS

DESTINATION MARKETING
FOR AGRITOURISM & AGRIBUSINESS
@ THE SHOP KANSAS FARMS EXTRAVAGANZA

Presented by **NEXT to Nature FARM**

4:00pm

PUBLIC REGISTRATION OPENS

6:00 p.m.

VENDOR SET UP

6:30pm

BARBECUE - \$15.00 – [Purchase tickets here](#)

7:30pm

MEET THE FARMER MIXER WITH DOOR PRIZES

Saturday, March 5:

- 6:00am** **Market of Farms set up**
- 8:00am - 4:00pm** **Market of Farms Opens – Free to Public**
- All day - Feed Rice County: Outreach Program relief meal packaging**
Tradeshow area
- 8:00 - 8:45am** **WORKSHOPS**
How-To Buy a Side of Beef – Dr. Junehee Kwon, KSU
Farm Bureau Conference Room (Bar K Bar Arena)
- Connecting Rural Grocery Stores & Local Farms – Cherie Schenker, Schenker Family Farms/McCune Farm to Market***
Zwick East Room
- 9:00 - 9:45am** **WORKSHOPS**
Creating Business Opportunities in Local Food Systems, Rick McNary
Farm Bureau Conference Room (Bar K Bar Arena)
- Farm to School: Connecting Schools & Local Farms – Barb Depew, Kansas State Department of Education***
Zwick East Room
- 10:00** **Cooking Demonstration with Chef Alli – Main Hall**
- 10:00 - 10:45am** **WORKSHOPS**
Mental Health and Farm – Kaley Conner and James Gerstner of High Plains Mental Health Center, Hays
Farm Bureau Conference Room (Bar K Bar Arena)
- 10:00 - 11:15am** **WORKSHOPS** (Please note time extension of this class which is designed to dovetail into “Hot Topics of Food Preservation)
Q&A with KDA – Jeremy Schooler, Mike Pierce, & Loree McBeth
Zwick East Room
- 11:30 – 12:30** ***Hot Topics in Food Preservation – Karen Blakeslee, KSU***
Zwick East Room
Home canning
Starting a food business

11:00 – 11:45am **Fundamentals of Selling - Myndi Kraftt, Krafft Beef**
Zwick East Room

12:00 - 12:45pm **WORKSHOPS**
Feast of the Fields – How to Host a Farm-to-Table Dinner on Your Farm
Mary Mertz, Author of, “Feast of the Fields...The Heart of Kansas Farms
and Food.”
Farm Bureau Conference Room (Bar K Bar Arena)

Understanding Food & Farming Buzzwords – Meagan Cramer and
Nancy Brown
Zwick East Room

How to Butcher a Hog: Hands-on Demonstration – Brandon Johnson
Bar-K-Bar Arena

1:00 - 1:45pm **WORKSHOPS**
Beekeeping 101 - Chad Gilliland
Farm Bureau Conference Room (Bar K Bar Arena)

Agritourism with KCK – Katie Carothers of KCK Farms
Zwick East Room

2:00 - 2:45pm **WORKSHOPS**
Innovation Hubs/USDA Certified Kitchens – Lea Ann Seiler
Zwick East Room

How-To Buy a Side of Beef – Dr. Junehee Kwon, KSU
Farm Bureau Conference Room (Bar K Bar Arena)

Dairy Demonstration – Sasnak Farms – Merle Thiessen family
Bar-K-Bar Arena

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

3:00 - 3:50 **WORKSHOPS**
Working with a Locker – Alex Parker of Circle P Processing
Zwick East Room

Cheese Making – Sr Imelda of Heartland Farms
Cafe

Commit, then figure it out – Lessons in Leadership, Rick McNary
Farm Bureau Conference Room (Bar K Bar Arena)

4:00 - **End of Market of Farms**
Booth teardown

5:30 ***Shop Kansas Farm/Ranch of the Year Presentations***
• One from each region: NW, SW, NE, SE, NC, SC

6:00 pm **Shop Kansas Farms Farm Aid Barbecue - [\\$25.00 - buy tickets here](#)**
All proceeds will to help farms in NC Kansas devastated by recent fires

7:30 **COUNTRY WESTERN DANCE – \$15.00 – [buy tickets here](#)**