Day 1 – Monday, March 23, 2020, 2-6:30 p.m. at Ross County Service Center, Chillicothe, OH

2:00 p.m.  Kick-off and Introductions – Foodpreneur School Team
30-second or less elevator pitch for you/your business

2:30 p.m.  Distribution Panel Discussion
Learn from the experiences of others in the areas of food distribution
Tom Johnson – Two Roasting Joes
Jeff Givens – Sanfillipo Produce
Adam Hamilton – Buckeye Valley Beef Cooperative

3:15 p.m.  Table Coaching Sessions with panelists

4:00 p.m.  Break – refreshments

4:15 p.m.  Sales Training – Dr. Dale Anne Davidson, The Ohio State University, Fisher College of Business, Marketing and Logistics
Learn about management of the sales function and its coordination with other components of marketing strategy, including pricing, product development, promotion, and distribution.

6:15 p.m.  Wrap-up

6:30 p.m.  Adjourn
Day 2 – Monday, March 30, 2020, 2-6:30 p.m. at Ross County Service Center, Chillicothe, OH

2:00 p.m.  Digital Marketing – Foodpreneur School Team
In this session, participants learn about managing their digital presence for their businesses and participate in table discussions about utilizing email, Google, and websites to incorporate them into your digital marketing strategy.

3:00 p.m.  Risk Management – Nate VanBuskirk, Gerber insurance and Financial Services
Learn about managing risk for your food business.

3:35 p.m.  Break – refreshments

3:45 p.m.  Specialty Area Break-Out Sessions
Meat – Dr. Lyda Garcia – The Ohio State University Department of Animal Science
Produce and Packaged Products – Rachel DesRoschers - Grateful Grahams

5:15 p.m.  Goal Setting – Foodpreneur School Team
Build out SMART goals and develop action plans for your food business with Table Coaches

6:15 p.m.  Wrap-up and evaluations
Submit evaluation and show confirmation to be entered into prize drawing for Ohio State University and Ohio Farm Bureau Federation merchandise.

6:30 p.m.  Adjourn
Foodpreneur School Presenters and Panelists

Dale Anne Davidson is a Senior Lecturer at The Ohio State University Fisher College of Business, Marketing and Logistics. She instructs courses in sales management, professional selling, and marketing projects for senior-level undergrad students. She instructs strategic sales management and sales project courses for Working Professional MBA students. Ms. Davidson brings personal experience as a sales manager and in sales team development, customer service and product education and development for customers, as well as sales and customer service teams.

Tom Johnson is the owner of Two Roasting Joes, initially selling direct to customers at farmers’ markets and since then, grew the business to enter retail and wholesale channels. He owns and operates Two Roasting Joes and Libby Cakes with his pastry chef daughter in Chillicothe.

Jeff Givens is the supply chain coordinator at Sanfillipo Produce in Columbus, Ohio.

Adam Hamilton is one of the founding members of the Buckeye Valley Beef Cooperative which was formed as a farmer-owned beef marketing cooperative in Brown County in 2016. The Buckeye Valley Beef Cooperative sells meat direct to consumers and through retail grocery locations throughout the region. Adam and his wife Allie own and operate their farm in Brown County with their daughter, Avery.

Nate VanBuskirk is a financial advisor and independent insurance agent serving farmers and businesses at Gerber Insurance and Financial Services in Ross County.

Dr. Lyda Garcia is an Animal Science professor at The Ohio State University, where she specializes in meat science and manages the OSU Meat Lab. She also coaches the OSU Collegiate Meat Judging Team.

Rachel DesRoschers started Grateful Grahams in 2010. With one kid in school and an infant at home, she was looking to create a company to fulfill her passion and dreams of creating her own job. She spent more than seven years working in marketing for a national company, so with her knowledge in the natural foods industry she wanted to create a tasty treat all could enjoy. Between a friend’s suggestion and her dad’s veganism after battling prostate cancer, Rachel developed a great treat – handmade vegan graham crackers.

Foodpreneur School Team

Hannah Scott serves as the Program Manager for the CFAES Center for Cooperatives where she provides education and technical assistance to new and emerging cooperative and rural businesses in Ohio and West Virginia, particularly agricultural businesses. Hannah led the Ohio and West Virginia Food Hub Network, a peer-exchange learning network for regional food businesses and technical assistance providers. Hannah farms with her family in Brown County.

Joy Bauman serves as a Cooperative Development Specialist for the CFAES Center for Cooperatives, providing technical assistance to new and emerging cooperatives and rural businesses. She works to foster cooperative development, strengthen existing cooperatives, and educate the next generation of cooperative leaders. Joy is well-experienced in farm and agricultural business planning. Raised on a family farm and owning and operating Turkey Run Farms with her husband and family in Adams County, Joy has a lifetime of experience in agriculture.
Charissa Gardner serves as the Program Coordinator for the CFAES Center for Cooperatives, where she supports and facilitates our center with planning, marketing, social media aspects, financials, website management, client assistance, and the delivery of cooperative programming for the Center. Charissa previously served the Ohio State University Extension Direct Food and Agricultural Marketing Team, along with the Horticulture Team where she had much experience teaching clientele about their various programs, and served as the coordinator for their marketing, planning for educational outreach, website management, and providing client assistance.

Christie Welch serves as the Direct Food and Agricultural Marketing Specialist, oversees the state-wide program with a mission to assist Ohio’s food producers to be more sustainable through effective marketing. Christie has a strong interest in the economic development of rural Ohio and is especially interested in family farms and agribusinesses in the region. Christie and her husband own and operate a small fruit farm in Ross County where they have pick-your-own and retail sales.

Ivory Harlow is the Ohio Farm Bureau Organization Director for Fairfield, Hocking, Pickaway, and Ross Counties, where she works with farmers and food businesses to start, grow, and improve their operations and communities. She is the Chief Farmerette at Dickie Bird Farm LLC in Ross County, which she operates with her husband, Kipp.