

Great Lakes Fruit, Vegetable & Farm Market EXPO

December 9-11, 2008

DeVo Place Convention Center, Grand Rapids, MI



Market Opportunities for Michigan Growers

Tuesday afternoon 2:00 pm

Where: Gallery Overlook (upper level) Room A-B

Summary: Producers of all sizes will learn about the buy local trend and how it will impact their farming operations. Michael Hamm, nationally recognized expert on sustainable food systems, will set the stage with trends and possibilities. A panel representing all parts of the supply chain will discuss the opportunities and challenges of local marketing.

CCA Credits: PD(2.0)

Moderator: Tom Kalchik, MSU Product Center

2:00 p.m. Keynote Speaker

- Michael Hamm, C.S. Mott Professor of Sustainable Agriculture, MSU

2:20 p.m. Panel Discussion

- Gary Gerlach, President and Owner, Orchard Markets, Spring Lake, MI
- Patrick McGuire, Co-Owner, Royal Farms, Kewadin, MI
- Todd Miedema, President, Miedema Produce, Inc., Hudsonville, MI
- Tony Noto, Owner, Noto's Old World Italian, Grand Rapids, MI
- Kate Smith, Sales Manager, Heeren Brothers, Grand Rapids, MI

3:40 p.m. Questions and Discussion
