



Woman Farmer/Food Entrepreneur Winter Warm Up with Kitchen Table Consultants

Thursday, March 31

9:30 am to 1:30 pm

Chester Springs Creamery at Milky Way Farm

Includes exciting presentations on managing/marketing your businesses and a networking lunch. \$20/pp covers costs of lunch and resources.

No more Groundhog Day! - the benefits of working ON, not just IN, your business

This session will explore the value devoting time to working on your business, in addition to the day to day management of what needs to get done. Often we don't feel like we have the time to think about the bigger picture, and we can easily lose sight of our larger financial and personal goals. This can leave us feeling like it's groundhog day in our business: same problems with staff, same cash shortfall, same challenges around sales, same stress points with your partner or family members. We will explore some practical ways to incorporate working on the business in your weekly routine, and show how there can be light at the end of the tunnel if we are willing to devote time to tending your business in the same way we tend our crops!

Planning in Motion: Kick start your annual marketing plan

KTC will review the steps of an easily executable 9-step marketing plan framework that you can use all year long, and send you home with templates to use on your own. We'll also cover marketing messaging along with a couple of exercises that will kick off your planning and get creative minds flowing.

Milky Way Farm: Adapting Your Business Model for the Family and the Consumer

Carolyn Eaglehouse, farmer and ice cream maker extraordinaire, will share how their family farm has adapted over the years to fit their family and their consumers.

Lunch and Networking with Service Providers and Fellow Woman Farmers

Contributions will benefit AgConnect's workforce training and youth career showcase initiatives that will be highlighted during lunch.



About AgConnect:

AgConnect is an initiative of the Chester County Economic Development Council (CCEDC) and is funded in part by the private sector, Chester County Workforce Development Board (WDB) and grants from the Pennsylvania Department of Agriculture and the Pennsylvania Department of Labor and Industry.

www.agconnectpa.com

Sponsorship opportunities are available. For more information, contact Katie Poppiti at kpoppiti@ccedcpa.com or 610-321-8226.

REGISTRATION — <https://foodandfarmerwarmup.eventbrite.com>

