

**KENTUCKY FARM BUREAU  
CERTIFIED ROADSIDE FARM MARKET PROGRAM  
EDUCATIONAL MEETING**

March 19, 2019

Daviness County Extension Office  
4800 New Hartford Rd # A, Owensboro, KY 42303

**TENTATIVE AGENDA**

9:00 a.m. CDT     **Registration**

9:30 a.m.     **Welcome**

*Mr. David Chappell, Chair, Roadside Farm Market Advisory Committee*

9:40 a.m.     **Exploring New Markets**

*Mr. Brett Wolff, Center for Crop Diversification and Sustainable  
Agriculture Research & Education, University of Kentucky,  
Agriculture Economics, Lexington*

10:20 a.m.   **Break**

**Hiring and Training Staff at your Roadside Farm Market**

*Mrs. Aleta Botts, Executive Director*

*Mrs. Kati Bowman, Marketing and Communication Specialist  
Kentucky Center for Agriculture and Rural Development,  
Elizabethtown*

**Federal Produce Safety Rule is Here – Is Your Farm Covered?**

*Mr. Ben Conner, Manager, Produce Safety Program, Kentucky  
Department of Agriculture, Frankfort*

12:00 p.m.   **Lunch**

12:45 p.m.   **Social Media Hands-on: Photography and Hashtags**

*Mr. Brett Wolff, Center for Crop Diversification and Sustainable  
Agriculture Research & Education, University of Kentucky,  
Agriculture Economics, Lexington*

**Bringing Value to Your Membership**

*Mr. Joe Cain, Commodity Division Director*

*Mrs. Fran McCall, Roadside Farm Market Coordinator  
Kentucky Farm Bureau Federation, Louisville*

1:30 p.m.     **Depart for Tour at Reid's Orchard**

*Mr. Bill Reid and Mrs. Kathy Reid, Owners  
Reid's Orchard, 4818 KY-144, Owensboro, KY 42303*

3:00 p.m.     **Adjournment**