

Registration Form

Name: _____

Farm Name: _____

Full Mailing Address: _____

Email: _____ Website: _____

Phone: () _____ Years. in agribusiness _____

What is your role in the agribusiness (manager, owner, etc.) _____

Registration Fee

\$25 per person (registration includes dinner and materials)

Total Amount Enclosed: \$ _____

Please mail your registration form and check (made payable to UConn) to:

UConn

c/o Candace Bartholomew

UConn, Hartford County Extension Center

1800 Asylum Avenue

West Hartford, CT 06117

RSVP by June 10, 2009

Questions can be directed to Ross Eddy, USDA, FSA at 860-688-7725 x2, ross.eddy@ct.usda.gov or
Dawn Pindell, USDA FSA at 860-774-8397 x109, dawn.pindell@ct.usda.gov

Market Research: *Unlocking the Potential for Your Agribusiness*

Wednesday, June 17, 2009

4:00-9:00 p.m.

**Maneeley's Banquet
65 Rye Street
South Windsor, CT**



AGENDA

4:00- 4:30pm: Registration

4:30-5:00pm: What is Market Research?

Jeff Blodgett, Director of Research, CT Economic Research Center

Alissa DeJonge, Assistant Director of Research, CT Economic Research Center

5:00-5:30pm: Doing Market Research – It's Easier Than You Think!

Milena Erwin, Business Development Advisor, Small Business Development Center

5:30-6:30pm: Networking Dinner

6:30-7:30pm: Talking From Experience – The life as a secret market researcher

Theresa Freund, Freund's Family Farm/CowPots, East Canaan

Margaret Chatey, Westford Hill Distillers, Ashford

7:30-8:15pm: Small Group Sessions for Individual Discussion

Attendees will be divided into two groups to ask specific questions to one 'service provider' and one producer.

8:15-8:30pm: Wrap Up & Good Night!

JOIN US!

Please join us for an informative evening seminar to discuss the ins and outs of market research.

- What is market research?
- How does one go about doing it?
- Why is it so important to the future of an agribusiness?
- What can it tell you about the viability of your goods, products, or services?

We encourage you to bring a sample of your product, or future product, to showcase and possibly receive feedback!

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