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

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
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!