



**APPALACHIAN BEGINNING
FOREST FARMER COALITION**
Growing Opportunities Beneath the Canopy

FRIDAY, OCTOBER 20

| | <u>Agenda Item</u> |
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| Optional Pre-Conference Tour (Add On \$10) 1:00- 3:00 p.m. | <p>Join us on Friday before the main event for a great opportunity to visit a selection of local businesses who are leading the way when it comes to forest botanicals and venues that offer services specifically geared toward those who are just starting out and learning the ins and outs of growing an herbal products or forest botanicals business. Attendees can choose to join for a facilities tour to the following:</p> <p>Blue Ridge Food Ventures: an 11,000-square-foot shared-use kitchen and natural products manufacturing facility that offers support in product development, guidance through the maze of government regulations, equipment for bottling and packaging, advice on marketing and label design, and much more. http://www.blueridgefoodventures.org</p> <p>Biotech Lab: Providing amazing education and lab resources for botanical identification http://www.ncbionetwork.org</p> <p>US Botanical Safety Laboratory: a botanical ingredient testing resource for natural products industry supply chain stakeholders http://botanical-safety.com</p> <p>Info on meeting place and agenda for the tour will be given when you register.</p> |
| 4:00pm | Registration and Check-in for Participants Check into accommodation for those who are staying on-site for the weekend |
| 4:45-5:15pm | Group Welcome and introduction to weekend |
| 5:30pm | Dinner |
| 6:30-8:00pm | Vendors and Maker Share Fair (We will have vendors and we encourage you to also bring anything you also wish to share/talk about with fellow attendees! This can be posters, brochures or other materials, a few |

products to showcase, etc. Space is limited and tables will be shared. Please

SATURDAY, OCTOBER 21

| <u>Time</u> | <u>Agenda Item</u> |
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| 7:30am | Breakfast |
| 8:30-10:00am | Whole Group Session <u>Value Added Opportunities for Forest Botanicals</u> Let's get creative to make this a viable option for an income source! In this session participants will get an overview of all of the different opportunities out there for adding extra value to forest botanical crops in order to increase profits beyond the per pound price of the raw herb. We will finish with options on adding value through product certifications and verifications (i.e. organics, forest grown verified, Blue Ridge Naturally, Biodynamics). Instructor: Holly Chittum |
| 10:00am | Break |
| 10:15-11:45am | Concurrent Demo/Case Study Sessions (Choose 1 option) <ol style="list-style-type: none"><u>Harvest, Drying, Packaging, Labeling</u> Go through the process of preparing a product from harvesting, cleaning, and drying, to packaging and labeling the product for sale Instructor: Gabe Noard, Pangaea Plants<u>Nursery and Agri-tourism Opportunities</u> There is a lot of demand right now for nurseries who sell forest botanical seed and planting stock. Are you interested in filling that niche? Or do you picture yourself leading plant walks and hosting folks on your land? How about eco- or agri-tourism as an option? In this session, participants will learn about opportunities for forest botanicals outside of manufacturing products. Instructor: Jeanine Davis |
| | Lunch |
| 1:15-2:45pm | Concurrent Lecture (Choose 1 option) <ol style="list-style-type: none"><u>Regulations for Value Added Production of Forest Botanicals</u> This session offers a great opportunity to learn about specific regulations on herbal products from the folks who are doing it every day! We have a group of expert speakers who will go over all of |

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| | <p>the regulations that you might need to know about for producing forest botanical products including USDA Good Agricultural and Collection Practices (GAPs and GACPs), FDA Good Manufacturing Practices for Dietary Supplements (CGMPs), and the Food Safety Modernization Act (FSMA). This is the perfect session for anyone who is considering making herbal products!</p> <p>Instructors: Elena Rogers (FSMA), Jeanine Davis and Margaret Bloomquist (GAPs and GACPs), Holly Chittum (GMPs)</p> |
| 2:45pm | Break |
| 3:00-4:30pm | <p>Demo/Case Study (2 options)</p> <ol style="list-style-type: none"> <u>Essential Oil Distillation</u> Local distiller Ian will show attendees how to make essential oils and hydrosols from raw materials! Presenter: Ian Montgomery, Blue Ridge Aromatics <u>Fresh Tincture Making</u> Local herbal products company owner Jeannie will demonstrate tincture making on the spot for pristine, sustainably wild crafted materials. Presenter: Jeannie Dunn, Red Moon Herbs |
| | Break, clean up for dinner |
| 5:30pm | Dinner |
| 7:00pm | <p>Whole Group Session → We will come back together after our first day for a Q and A Instructors: the ABFC crew</p> |

SUNDAY, OCTOBER 22

| <u>Time</u> | <u>Agenda Item</u> |
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| 7:30am | Breakfast |

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| <p>9:00-10:15am</p> | <p>Concurrent Sessions / Lecture</p> <ol style="list-style-type: none"> 1. <u>Regional Resources and Facilities Available for VAP Processing</u> Western North Carolina is rich with quality natural products industry resources. Learn about venues that offer services growing an herbal products or forest botanicals business, including identification, organoleptic and laboratory testing; processing, packaging, and labeling facilities, and more! Instructor: Margaret Bloomquist 2. <u>Creative Marketing</u> Marketing is key when it comes to putting yourself or your products out there and finding some success! In this session, participants will dive into diverse strategies for branding and marketing their business and/or products and learn about resources to help them take it to the next level. Instructor: Jeanine Davis |
| <p>10:15-11:00</p> | <p>Anyone staying on site packs up and leaves the lodging</p> |
| <p>11:00am</p> | <p>Everyone must be checked out of lodging by this time</p> |
| <p>11:00am-12:00pm</p> | <p><u>Final Whole Group session and Closing</u> Following a wonderful weekend together, our final session will include discussion, unanswered questions, and where the road leads from here for our regional makers and growers and the ABFFC. Please fill out evaluations and suggest needs for future educational opportunities through the ABFFC program and many collaborators across Appalachia.</p> |
| <p>12:00pm</p> | <p>Lunch</p> |
| <p>1:00pm</p> | <p>All depart</p> |

