

Grower-Industry Panel and Expo

May 19, 2018 from 9am-5pm in Kingsport, TN

May 20, 2018 from ?-? in Duffield, VA

DAY 1

May 19, 2018 at Renaissance Center in Kingsport, TN

8:00-9:00 AM

EXPO SET UP

8:30-9:00 AM

REGISTRATION & CONTINENTAL BREAKFAST

9:00-11:00 AM

Grower-Industry Panel

- 10 mins- visual background/context of forest farming and sales in the area
 - History of forest botanicals in Appalachia
 - ABFFC
 - MRH and FGV- 2016 black cohosh sales
 - AH Herb Hub- 2017
- Grower Panel (50 mins)
 - panelists introduce themselves and tell their story
 - Panel questions and advice
 - Q&A from the audience
- 10 mins- BREAK
- Buyer Panel (50 mins)
 - Panelists introduce themselves and tell their story
 - Panel questions designed to share market opportunities and requirements
 - Q&A from the audience

Panelists and herb companied expo attendees will be announced soon!

11:00-1:00 PM

Grower-Industry EXPO Mixer (Room 310) and LUNCH (served in Atrium)

- Growers can set up tables to showcase their product offerings to potential buyers
- Buyers can walk around and mingle with existing and aspiring growers
- Aspiring growers can get advice from existing growers
- AH can advertise the Herb Hub

1:00-2:30 PM

Forest Farming 101

- Jeanine Davis: general overview given last year, with information about economics, certification, conservation and diversity of opportunities.

1:00-2:30 PM

Forest Farming 201 Black and Blue Cohosh Intensive

- Eric Burkhart: black cohosh presentation on life cycle, management, etc.

2:30-2:45 PM	BREAK
2:45-3:45 PM	Post Harvest Handling Procedures
2:45-3:45 PM	Propagation of forest medicinal herbs
3:45-4:00 PM	BREAK
4:00-5:00 PM	Plant conservation through cultivation
4:00-5:00 PM	Preparing the harvest: post-harvest handling
5:00-6:00 PM	Dinner

DAY 2

May 20, 2018 in Duffield, VA

10:00-12:00 PM **Herb Hub Presentation and Tour at Appalachian Harvest (280 Boone Trail Road, Duffield, VA)**

- Forest farmer spotlight: Meet some of our other successful ABFFC coalition farmers and hear their stories
- Economics of forest farming 10:30-11:15 Katie T, Eric B, Katie C
- Tour of facility 11:15-11:45

12:00-1:00 PM **Catered Lunch at Appalachian Harvest**

1:00-1:30 PM **Travel to local forest farm**

1:30-3:30 PM? **Forest Farming Intensive on forest farming in Duffield, VA**

- Forest farmer Ryan will give brief tour and overview of his vision for farm followed by a field session including plant ID, site selection, and management for population expansion