



## Collaborating to Access New Markets

a workshop offered by the UC Small Farm Program

**When:** 9 a.m. to 3 p.m., Wednesday, June 29

**Where:** 147 W. Main Street, Woodland  
(Yolo County Housing Authority office)

**Registration** is online at <http://ucanr.org/collaborating>  
\$15 until June 24, or \$20 after. Lunch included.

**Questions?** Penny Leff, (530) 752-7779, [paleff@ucdavis.edu](mailto:paleff@ucdavis.edu)

Grow your farm business! How can you collaborate with other farmers to increase market power and tackle logistical challenges such as storage, cooling, processing, promotion, marketing, distribution or food safety?

### Agenda

9:00 Check-in

9:30 Welcome

*Shermain Hardesty, UC Small Farm Program & UC Davis*

9:40 **Discussion:** Smaller growers' marketing-related needs

*Facilitator: Miriam Volat, Ag Innovations Network*

10:00 **The Past:** Lessons learned from the YoCal story

*Dru Rivers and Andy Scott, YoCal Cooperative founding members  
Shermain Hardesty*

11:00 Break

11:15 **The Present:** Grower collaboration at work

*Jim Crawford, Tuscarora Organic Growers, Pennsylvania  
Dru Rivers, Capay Valley Growers & Capay Valley Farm Shop*

12:30 Networking Lunch (local foods provided)

1:15 **Building the Future**

*Penny Leff, UC Small Farm Program  
Miriam Volat*

1:30 Small Groups: Building the Future exercise

2:30 **Next Steps:** Where do we go?

**Directions:** Exit Hwy 113 or I-5 at Main Street in Woodland. Travel west to 147 W. Main Street. Parking is on the right, and the Yolo County Housing Authority office is on the left, in the rear of a building shared with a chiropractor.

This workshop is co-sponsored by the Yolo County Agricultural Commissioner and UC Cooperative Extension in Yolo, Sacramento, San Joaquin, Solano, Sonoma, Lake, Contra Costa and Marin counties.