



## MEETING AGENDA

### Local Food Means Business - Wisconsin Local Food Expo

Tuesday, September 20, 2011, 9:00 am to 3:00 pm  
Exhibition Hall at the Alliant Energy Center, Madison, WI

**Thank you to the  
Wisconsin Local Food Expo  
contributors!**



#### Registration - 8:30 to 9:00

#### Welcome - 9:00 to 9:10

Deb Archer, President and CEO of the Greater Madison Convention & Visitors Bureau, and Olivia Parry, Dane Co. Sr. Economic Development Specialist

#### What does Local Food Mean to Wisconsin? 9:10 to 9:20

Stephanie Klett, Wisconsin Department of Tourism Secretary

#### Exhibitor Open House - 9:20 to 10:00

Meet these great local food businesses!

#### Local Food Networking Strategy - 10:00 to 10:15

Scott Hoffland, UW-Milwaukee Director of Restaurant Operations

#### Local Food Networking Session Part 1 - 10:15 to 11:40

Dane County Executive Parisi will introduce this special one-on-one meeting time for buyers and sellers

#### Local Food in the Spotlight - 11:40 to 12:30

Greg Smith, Discover Wisconsin Managing Director, will speak to the power of media in Wisconsin's local food industry

#### Local Food Lunch - 12:30 to 1:10

Enjoy a delicious lunch with meat from Black Earth Meat Market (Black Earth, WI), produce from Parrfection Produce (Monroe, WI), butter from Organic Valley (La Farge, WI) and Chocolate Shoppe ice cream (Madison, WI)

#### Local Food Networking Session Part 2 - 1:10 to 2:30

Brandon Scholz, President of the Wisconsin Grocers Association will introduce the session

#### Next Steps - 2:30 to 2:45

Lois Federman, Something Special from Wisconsin Director™, and Laura Witzling, Dane County's Institutional Food Market Coalition Coordinator