The Sustainable Business Network of Massachusetts Presents:

LOCAL SPECIALTY CROP & LOCAL FOOD TRADE SHOWS

Two Trade Shows, One Location, One Day!

Trade Opportunities for Wholesale Producers & Buyers of Local Food

NORTHEASTERN UNIVERSITY . MARCH 1, 2017

sbnmass.org . bostonlocalfood.org
FELLOW ADVOCATES FOR LOCAL FOOD,

We are looking forward to hosting you at the Sustainable Business Network’s (SBN) 6th Local Food Trade Shows held at the Curry Student Center at Northeastern University. This event is designed to facilitate connections and stimulate trade between local buyers and producers of local foods, specialty crops and other local food products.

- Please check-in at the registration table when you arrive at the trade show.
- Please allow time for heavy traffic and high parking demand. The Gainsborough Garage is closer to the Curry Student Center but fills up first. See details in the ‘Driving Directions’ Section.
- Please contact Maddie Phadke with any questions,
- Follow us on Twitter (@sbnmass) for updates on parking and other logistics as they arise
- See a full list of Exhibitors and Attendees here
- Please promote the trade show! Tell your customers on social media or with direct e-mails! Use hashtags #LFTS17 and #tradelocal

The information that follows will give you a more clear understanding of the event, logistics for Trade Show participants and more. Please contact Maddie Phadke with any questions that arise and we look forward to seeing you on Wednesday, March 1!

Sustainably Yours,
The SBN Team

Contact Numbers

- **Maddie Phadke** - 617-395-0250 or 978-697-4317 (cell)  
  *Registration, sponsorship & vendor inquiries*

- **Nicola Williams** - 617-395-7680 or 857-204-6108 (cell)  
  *Workshop, Press & Media Inquiries*

- **Amy Klein** - 617-395-0250 or 617-383-1013 (cell)  
  *Marketing & Advertising Inquiries*

- **Josh Berman** - 617-395-0250 or 617-620-0262 (cell)  
  *Logistics & Vendor Support*

- **Kelly Ho** - 617-395-0250 or 914-479-2238 (cell)  
  *Vendor Support & Volunteer Coordinator*
Schedule

- 7:15 AM - Vendor Set Up
- 8:00 AM - Attendee Registration Opens
- 8:00 AM - Trade Shows Officially Begins
- 8:30 AM - Welcome Address Featuring MDAR Commissioner John Lebeaux (Ballroom)
- 8:45 AM - Open Floor Trading
- 9:45-10:45 AM – Workshop 1
- 11:00-12:00 PM – Workshops 2
- 10:00 AM- 12:00 PM - 1:1 Sessions on Marketing, Sales, Finance & Legal
- 12:00 PM – Lunch
- 12:00 PM- 1:00 PM - 1:1 Sessions on Marketing, Sales, Finance & Legal
- 2:00 PM - Trade Shows Close

➢ Workshop 1 (9:45 am-10:45 am) Dance Studio A

Getting In and Staying In: Marketing Strategies and Tools to Get Your Products Into Food Services/Stores and Sell Successfully Once You’re In!

This workshop will provide practical suggestions about how to get your product into wholesale, institutional, and retail settings; how to build relationships with the buyers and procurement teams; and what you can do to ensure that your product is successful once you’re in. We’ll hear from retail, distributors, and marketing experts. The panelists will share strategies and tips for what buyers are looking for in their relationships with producers.

Topics covered include:
- How to manage and maintain your brand
- What you can do to ensure that the “eaters” are excited about and continue to buy your products
- What marketing tools you can use for planning

Facilitator: Myrna Greenfield, Owner, Good Egg, Marketing

Panelists:
- Sherie Grillon, Founder of NOLA’s Fresh Foods
• River Valley Coop, TBD (Waiting on confirmation of Buyer)
• Emily Kanter, Co-owner, Cambridge Naturals
• Devon Whitney-Deal, Local Hero Program Manager, Community Involved in Sustaining Agriculture (CISA)

➢ Workshop 2 (11:00 am-12:00 pm), Dance Studio A

Building Your Capacity: How to Succeed in Local Trading

Capacity or readiness for growth is one of the most critical business indicators. More institutional, retail and wholesale buyers are now embracing local food and working with regional small farmers and producers. As producers, you have to be ready to trade! What are the key factors that indicate that you and your business are ready for that next level such as: expanding from direct consumer to wholesale or from retail to wholesale, etc. Panelist will share their experiences and proven strategies for strengthening your steps towards success and help you take that leap!

Topics covered include:
- Managing operations and transitioning from wholesale to retail
- How do you assess your capacity readiness
- Food safety issues to prepare for growth
- The role Food Hubs can play in scaling up

Facilitator: C S Wurzberger, The Green Up Girl*
Panelists:
- Gideon Burdick, Red Tomato, Marketing & Development Associate
- Brian Levin, Grocery Buyer & Local Forager, Whole Foods Market
- Brian Monteverde, Worcester REC and board member of Central MA Grown
- Matt Tortora, CEO, WhatsGood

➢ 1:1 Sessions with Industry Experts (10:00am-12:00pm & 1:00pm-2:00pm)

We are offering free 1:1 consultation sessions with industry experts in sales, marketing, legal & finance. Trade Show participants may sign up for a 20 minute slot for quick advice. Spots are limited, advance registration is required.

- Sales  Sign Up Here
- Marketing  Sign Up Here
- Finance & Accounting  Sign Up Here
- Legal  Sign Up Here
Trade Show Overview and Logistics

For Buyers/Attendees

The goal of this event is to connect area growers, fishermen and producers with interested wholesale buyers. We have recommended that sellers offer small tastings of their products and provide you with pricing lists or other useful information about their wholesale business. As buyers, we recommend you come prepared with the following:

- Business cards
- Pricing lists (where appropriate)
- Notebook and pen
- Other information about your business you think producers may find useful
- We are hoping that this event provides you with some time to network with other business owners to begin to develop connections that are difficult to begin with just a phone call.

Cancellation Policy

No refunds after February 22, 2017. We will make every effort to hold the event as scheduled. In the case of severe winter weather or in the interest of safety for attendees, we will cancel. Every attempt will be made to contact vendors via email or phone as early as possible. We will post any cancellation information on our website and on Facebook and Twitter. No make-up date will be scheduled in the case of cancellation.

Participant Parking

Participants can park in the Gainsborough Garage at 10 Gainsborough St, Boston, MA 02120 or Renaissance Parking Garage at 835 Columbus Ave, Boston, MA 02120. Please e-mail maddie@sbnmass.org to reserve a parking pass

If you have preordered a parking pass through us, you will receive it when you check in at the event. The pass is only needed when you leave the garage. Covered bike parking is available in the Renaissance Parking Garage and bike racks are available by the Snell Library.

Directions

The Curry Student Center, Northeastern University, Boston MA 02110
Indoor Quad and Ballroom, up the first flight of stairs
• Look for volunteers wearing white “Boston Local Food” Shirts, who can help you with directions. If you are not familiar with the Northeastern University Campus, we strongly encourage you to print out a copy of the campus map here.

• The Curry Student Center is building number 50, the Gainsborough Parking Garage is number 45 the Renaissance Parking Garage is number 62.

Driving Directions

• Gainsborough Parking Garage – 10 Gainsborough St, Boston, MA
• Renaissance Parking Garage – 835 Columbus Ave, Boston, MA

*Please note that the Gainsborough Parking Garage is closer to the Curry Student Center but fills up earlier. We recommend trying the Gainsborough Parking Garage first and will do our best to update our Twitter feed (@sbnmass) once this garage is full*

Walking Directions from the Gainsborough Parking Garage to the Curry Student Center

• Turn right onto Gainsborough Street, walk .1 mile (400 feet). Keep walking until you see a red sidewalk on your right. Turn right and the Curry Student Center will be on your left.

Walking Directions from the Renaissance Parking Garage to the Curry Student Center

• Walk out onto Columbus Ave. Walk right on Columbus; the next building is the Ruggles T-Station. Walk up the stairs and cross over the rails by walking through the station. Walk down the stairs on the other site of the station and exit onto Forsyth Street. Proceed north on Forsyth and take the first right after passing the Egan Research Center. Continue straight until Snell Library and then bear left. The Curry Student Center is to the right.

The Curry Student Center is easily accessible via Public Transportation:

• From Ruggles Station (Orange line): Walk upstairs and exit through the turnstile. Take a left and go down stairs. Walk out of the station and exit onto Forsyth Street. Proceed north on Forsyth and take the first right after passing Egan Research Center. Continue straight until Snell Library and bear left. The Curry Student Center is on the right.
• **From Green Line Inbound (E train):** Exit at the Northeastern University stop and make a right, crossing Huntington Avenue. Proceed through the first entrance to the Krentzman Quadrangle. Stay to the right and continue going straight keeping Richards Hall on your right. Proceed forward until reaching the Curry Student Center on the left.

• **From Green Line Outbound (E train):** Exit at the Northeastern University stop and make a left, crossing back over the tracks and Huntington Avenue. Proceed down Huntington Avenue until reaching the first entrance to the Krentzman Quadrangle on your right. Stay to the right and continue going straight keeping Richards Hall on your right. Proceed forward until reaching the Curry Student Center on the left.
About The Sustainable Business Network of Massachusetts
Launched in 1988 as the Responsible Business Alliance, the Sustainable Business Network of Massachusetts (SBN) is a 501(c)(3) nonprofit organization based in Cambridge, MA with the mission to build a Massachusetts economy that is local, green and fair.

With over 1000 locally owned and independent businesses, affiliates and individuals participating in SBN’s projects and programs, SBN remains the leading organization of sustainable business in the state. Recently, SBN Executive Director Laury Hammel was named one of the three people leading the Green Movement in Boston by CBS Boston! SBN currently organizes and leads the following programs:

- Sustainable Business Leader Program
- Boston Local Food Program
- Local First Networks
- SBN Leadership Exchange

The Sustainable Business Network of Massachusetts is a founding member of the Business Alliance for Local Living Economies (BALLE) and the New England Local Business Forum (NELBF), and is proudly affiliated with the American Independent Business Alliance (AMIBA).

99 Bishop Allen Dr Suite 100. Cambridge, MA 02139. www.sbnmass.org