



COLORADO
Department of Agriculture
Markets Division

Taking the Leap and Growing your Brand in Retail and Beyond

Agenda for the January 29th, 2019 Workshop 8am-4pm (Broomfield) \$55, [Register Today!](#)

8AM-9AM – Meet and greet/check-in (breakfast, coffee, tea, water provided by Ziggi's Coffee)

9AM-10AM – Debbie Knapp, Former New Product Specialist with Natural Grocers. Considerations for new product submissions. Followed with Q&A.

10AM-10:15AM – Break

10:15AM – 10:45AM – Peter Davis, DeLine Box Company. Package, design & artwork. Followed with Q&A.

10:45AM-11:00AM – Break

11:00AM-11:45AM – Becca Jablonski, Agriculture Resource and Economics Colorado State University. Sales analysis & research. Follow with Q&A.

11:45AM-12:45PM – Lunch (Catering and refreshments provided by Valley Packing and Catering)

12:45PM-1:30PM – John Recca, BrandWerks. Brand recognition working with retailers. Follow with Q&A.

1:30PM-1:45PM – Break

1:45PM-2:30PM - Elizabeth Mozer, Founder & CEO of LoCo Food Distribution. Logistics & transportation efficiencies. Follow with Q&A.

2:30PM-3:15PM – Rachel Kopfensteiner, King Soopers Retail Buyer (invited). Working with retail buyers. Follow with Q&A.

3:15PM-4:00PM – Wrap up, business card exchange, housekeeping.

The Colorado Department of Agriculture Presents:

“Taking the Leap and Growing your Brand in Retail and Beyond”

A workshop for producers and business owners working in the food and agriculture industries

January 29, 2019

8:00 a.m. to 4:00 p.m.

Colorado Department of Agriculture

305 Interlocken Parkway

Broomfield, CO 80021

***Light Breakfast and Catered Lunch included in registration fee.
Meet with Industry leaders and experts, ask questions, and network.***

\$55 registration fee.

Please contact Danielle Trotta at:

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Topics include:

***Package, design, and artwork. Sales analysis and research. Marketing positioning and strategy.
Logistics and transportation efficiencies. Buyer meetings and brokerage.***