

## FRIDAY - DECEMBER 2

**8:00**                    **Arrival of participants**

**9:00 – 9:15**            **Welcoming remarks**

**9:15 – 10:15**        **Opening conference** (translation available)  
**Key success factors in short distribution channels and local food marketing**

*Simon Huntley, Small Farm Central (USA)*  
*Jean-Martin Fortier, Les Jardins de la Grelinette*

**10:15 – 10:45**      **Health break**

**10:45 – 12:00**      **Major conference** (translation available)  
**Exploring ways of undertaking community-supported agriculture (CSA) around the world**

*Denis Carel, AMAP Network and URGENCI (France)*  
*Elizabeth Henderson, CSA's figurehead and author (USA)*

**12:00 – 13:00**      **Lunch**

**13:00 – 14:00**      **Major conference**  
**How to get the most out of short distribution channels?**

*Patrick Mundler, Laval University*  
*Guylaine Buecheli, Ferme Rheintal*  
*Daniel Brisebois, Coopérative Tourne-Sol*

**14:15 – 15:15**      **Workshop # 1** (Choose 1)

**a) How to build and strengthen customer loyalty?** with *Emmanuelle Choquette (Papilles)*, *Charles Trottier (Fromagerie des Grondines)*, *Simon Huntley (Small Farm Central)* and *Joëlle Carle (La Chouette lapone)* (translation available)

- b) **Outlooks on public markets in the Quebec province, organized by l'Association des marchés publics du Québec**, by Diane Séguin (*Marché des Laurentides*), Patrizia Cusinato (*Marchés publics de Montréal*), Lyse Roberge (*Go on prend soin de nous*) and John-William Faille (*Ferme des Petits Cailloux*)
- c) **Possibilities and opportunities of online selling** with Marie Lacasse (*Coopérative La Mauve*), Jérôme Claveau (*Service-Conseils kébXL*) and Benoit Duval (*O Saine Terre*)
- d) **Benefits of food processing and the added value of vegetable production**, with Martin Gibeault (*Anhydra*), Frédéric Monette (*Jus LOOP*) and other speakers to be confirmed

15:15 – 15:45 Health break (Refreshment Break?)

15:45 – 16:45 **Workshop # 2** (Choose 1)

- a) **Collective marketing and distribution**, with Anick Béland-Morin (*Marché de proximité de Québec*), Peggy Baillie (*Local Organic Food Coops Network*), Christine Gingras (*CAPÉ et Bio Locaux*) et la Coop du Cap (translation available)
- b) **Innovation in local food marketing and distribution in Quebec**, with Laura Howard (*Récolte*), Jean-Michel Vanier (*Ferme Lufa*), Maude St-Hilaire (*Caravane des cultures*) et Clémence Briand-Racine (*Santropol Roulant*)
- c) **Local food marketing and distribution for the retail market and industry**  
*Speakers to be confirmed*
- d) **Comparison between different types of local food marketing and distribution: public markets, CSA, virtual marketplace, collaborative forms (co-op and others)**. Frédéric Duhamel (*Jardins de Tessa*), Chantal Vaillancourt (*Ferme Aux Pleines Saveurs*) and other speaker to be confirmed

17:00 – 17:45 **Closing remarks**

18:00 – 20:00 Cocktail to celebrate the Family farmers' network (CSA) 20th anniversary

**SATURDAY - DECEMBER 3**

**Farm and local distribution facilities visits**

Fermes Longpré and Le Moulin des Cèdres, Coopérative Tourne-Sol, Quinn Farm, permanent Longueil public market