



# Certified SC Showcase

TUESDAY, MARCH 21, 2023

COLUMBIA METROPOLITAN CONVENTION CENTER

## AGENDA

**8:30 – 9:30 AM** | BALLROOMS B & C

### EXHIBITOR SET-UP

**9:30 AM – 12:30 PM**

### TRADE SHOW

Open for ALL attendees. SC Producers exhibit their products and make connections with potential buyers and peers.

**12:30 – 2:00 PM**

### LUNCH AND KEYNOTE

- **BALLROOM A: *Storytelling in the Gap Between Farm and Kitchen*** by Matt Lee

**2:15 – 3:00 PM**

### EDUCATIONAL SESSIONS 1A & 1B

- **LEXINGTON A: *What's In Your Retail Toolkit?***  
Diana Earwood, an agricultural liaison passionate about connecting growers and producers with markets, will facilitate discussion to encourage you to understand the requirements of your target retailer, assess your competition, consider what partnerships are necessary to support your goals, and determine why marketing and promotional opportunities matter. Come ready to network with your industry peers, share your experiences, and feel confident about what's next for you.

- **LEXINGTON B: *Bringing the Farm to School***  
Curious about school markets? This presentation will provide producers with the training and knowledge needed to expand their markets to schools, while giving insight into the school procurement process. Additionally, attendees will hear from school food service staff and producers that have experienced success with their farm to school programs.

**3:15 – 4:00 PM**

### EDUCATIONAL SESSIONS 2A & 2B

- **LEXINGTON A: *SUSTA 101***  
Could international trade be an opportunity for growth in your business? The Southern United States Trade Assistance Program (SUSTA) is a regional non-profit trade association that assists small agribusinesses to promote their brands internationally and increase exports from the Southern U.S. Learn about the export assistance, international events, and cost-share programs available to you and imagine your product being enjoyed around the world.
- **LEXINGTON B: *SC Specialty Crop Growers Association Annual Meeting***  
The annual meeting will consist of a review of the prior year, budget and scholarship updates, board member elections, and an open floor session. Additionally, the Assistant Director of the SC Farm Bureau Government Relations Division, Chalmers

Mikell, will provide a policy update on issues relevant to the specialty crop industry. Finally, the USDA Farm Service Agency will be presenting about their Noninsured Crop Disaster Assistance Program (NAP). Only current members of SCSCGA will be eligible to vote during the meeting, but all specialty crop growers and allies are welcome to attend!

**4:15 – 5:00 PM**

### EDUCATIONAL SESSIONS 3A & 3B

- **LEXINGTON A: *Mushroom Growers Breakout Networking Session***
- **LEXINGTON B: *Cut Flower Growers Breakout Networking Session***

**5:30 – 7:30 PM** | FIRST FLOOR

### THE TASTE RECEPTION

Mingle, network, and enjoy Certified South Carolina hors d'oeuvres at this reception sponsored by Arbor One and AgSouth Farm Credit.