



Certified SC Showcase

THURSDAY, MARCH 27, 2025
COLUMBIA METROPOLITAN CONVENTION CENTER

AGENDA

8:30 – 11:30 AM

BALLROOMS B & C
EXHIBITOR SET-UP

9:00 – 9:30 AM

LEXINGTON A
EDUCATIONAL SESSION 1A

Value Added Products

Value-added products are created when producers take an agricultural product, and enhance or modify it to increase its value, such as specialty food production. These products can help you diversify your farm's products or start a standalone agribusiness. In this session, attendees will learn how to start a value-added food business, what food safety requirements they should expect, and what financial resources and grants are available to help them grow their businesses.

Speakers: Chad Carter, Clemson Extension / Kyle Player, SCDA

LEXINGTON B
EDUCATIONAL SESSION 1B

Disaster Preparedness

Whether it's a hurricane, flood, or drought, 2024 taught us that disaster can strike at any time. This session aims to equip your farm or agribusiness with the skills, knowledge, and resources to be prepared and resilient in the face of future disasters.

9:40 – 10:40 AM

LEXINGTON A & B
EDUCATIONAL SESSION 2

Food Hubs and Local Food Aggregators Panel

Food hubs and local food aggregators purchase local food products from multiple producers to streamline sales and distribution. These organizations help provide market access to small and mid-sized producers and often help serve their local communities. Join the conversation with these buyers and discuss how to partner with your local food hub or food aggregator.

Panel: Adam Sturm, Feed & Seed Co. / Bonita Clemons, Bonital Global / Becca Watson, Growfood Carolina / Lindsey Barrow, Community Supported Grocery

10:45 – 11:45 AM

LEXINGTON A & B
EDUCATIONAL SESSION 3

Marketing your Agribusiness Panel

How do you market your farm or business? Word-of-mouth, newsletter, Tik-Tok? Do you have a brand or a story to tell? What markets do you sell to? Join this exciting discussion to hear from a variety of farms and agribusinesses and how they market their products to various audiences.

12:00 – 1:00 PM

BALLROOM A
LUNCH

Welcome South Carolina Agricultural Update

From Commissioner Hugh Weathers

1:00 – 3:30 PM

BALLROOMS B & C
TRADE SHOW

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

3:30 – 4:30 PM

BALLROOM A
**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. Only current members of SCSCGA will be eligible to vote during the meeting, but all specialty crop growers and allies are welcome to attend.

3:30 – 5:00 PM

BALLROOMS B & C
EXHIBITOR BREAK-DOWN