



SOUTH REGION LOCAL FOOD AND ARTISAN SUMMIT

Thursday, May 22, 2008 • Expo Building, NC State Fairgrounds
- A Free Seminar for North Carolina Farmers and Food Companies

Education Sessions: Open to All Attendees

Tabletop Show: Open only to vendors who meet Whole Foods Quality Standards found at www.wholefoodsmarket.com/products/

Tentative Schedule

- ❖ 8:30am – 9:00am, Registration & Coffee Social
- ❖ 9:00am – 11:00am, Grower/Food Artisan Educational Sessions (*Each session is one hour long and will be repeated from 10am to 11am.*)
 - **WFM 101 by Joey Herndon, VP of Purchasing**
- Learn about the history of Whole Foods, our vision for the future and how you can be a part of it. *Recommended for all perspective vendors.*
 - **Quality Standards by Andrew Gunther, Animal Compassionate Coordinator**
- Learn more about the specific qualifications required for each product carried in stores. Learn more about our stance on animal compassion, our commitment to hormone-free dairy products, sustainable agricultural practices and more. *Recommended for all attendees.*
 - **Marketing by Cheryl Galway, Marketing Coordinator**
- How can we help you reach the consumer? Learn about our demo program, sign package offerings, PR opportunities, store marketing programs, store based farmers markets, and our local marketing vision for the future. *Recommended for all attendees.*
 - **WFM 102 by Scott Crawford, Prepared Foods Coordinator**
- How can you continue to build your business at Whole Foods Market? Learn how we can help take your products to the next level through the use of secondary ingredients, packaging, distribution assistance, etc. *Recommended for established Whole Foods vendors.*
- ❖ 11:00am – 12:30pm: Tabletop Show Set-up for Vendors
- ❖ 12:30pm – 1:15pm: Welcome & Lunch (*provided by Whole Foods*)
- ❖ 1:15pm – 3:30pm: Tabletop Show (*Only growers / food companies who meet the quality standards as outlined by Whole Foods website may participate in the tabletop show.*)
Nearly 100 Whole Foods store team leaders, buyers and marketing personnel will attend. Bring your product samples, brochures and contact information.

RSVP by May 12, 2008

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My company will attend this seminar. (Limit to 2 attendees per company)

I need an 8' table for the tabletop show. (Please provide your own table cover.)

I need one power outlet. I need refrigerated storage for my product.

Company name _____ Product Category _____

Attendees _____

Email _____ Phone _____