

HORT INDIANA CONFERENCE & EXPO



www.IndianaHortConference.org

Indiana Horticultural Conference Business and Marketing Agenda

January 14, 2025 – Hendricks County Fairgrounds

8:00-9:00 – Registration and poster set up

10:00-10:30– From field to fork: What your buyers really want, Ariana Torres, Purdue University

10:30-11:00 – Coffee break

11:00-noon – Can beneficial insects pay their way? A cost-benefit analysis for high tunnel spinach, Jean Pierre Zavala, Torres Lab, Purdue University

Noon-1:00 – Lunch, provided

1:00-2:00 – Market readiness, Tim Woods, University of Kentucky

2:00-3:00 – Growing markets: The role of food hubs in expanding reach for local produce,
Moderator: Sarah Hanson; panelists: Dan Brunner, Market Wagon; Virginia Pleasant or Anne
Massie, Region Roots; Mary and Roger Winstead, Local Source

4:00-4:30 – PARP recertification