



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, U of Kentucky

4:00-4:30 – PARP recertification