

# 2021 Iowa Specialty Producers Conference

📅 Thu, 6/3 3:51PM ⌚ 4:39

## SUMMARY KEYWORDS

conference, iowa, sessions, kendra, keynote session, extension, talking, offering, fruit, registration fee, specialty, maple, sponsor, vast variety, tuesday, iowa state university, titled, agritourism, information, delivered

## SPEAKERS

Speaker 3, Olivia Hanlon, Kendra Meyer

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-  **Speaker 3** 00:15

Hello, and welcome to the Small Farms Podcast, a production of the Small Farms Program at Iowa State University Extension and Outreach. Our podcast covers the opportunities and challenges associated with rural life.
  -  **Olivia Hanlon** 00:29

In this episode I visit with Kendra Meyer, Executive Secretary of the Iowa Fruit and Vegetable Growers Association, and today we're talking about the upcoming conference. I'm Olivia Hanlon, Farm Food and Enterprise Development Extension Education Specialist and we hope you enjoy the show. Kendra, welcome, and thanks for being on.
  -  **Kendra Meyer** 00:49

Thanks for having me.
  -  **Olivia Hanlon** 00:50

Today, we're talking about your upcoming annual conference. So do you want to start off

by telling us basically when this conference is and how it will kind of be run?

K

Kendra Meyer 00:59

Yes. So the Iowa Specialty Producers Conference is going to be held on Tuesday, January 19th, and Wednesday, January 20th. And both days from 8:00am to 3:00pm. This year and we are doing it virtual so everything will be online, and this is our second year doing the conference. So it's a partnership between the Iowa Fruit and Vegetable Growers Association and Iowa Wine Growers Association with funding from the Iowa Department of Agriculture and Land Stewardship.

O

Olivia Hanlon 01:26

Alright, so taking a look at your online conference, you want to tell us a little bit about what the content will be?

K

Kendra Meyer 01:33

So we have sessions covering fruits, vegetables, viticulture, enology, hops, agritourism, business and marketing so a wide variety of sessions. Our keynote session this year is going to be delivered by Hugh MacPherson and he is a maize master with Maize Quest. He will be delivering the keynote session on Tuesday titled, 'A Goal Without a Plan is a Wish' and on Wednesday he will also be doing another session titled, 'Cross Marketing Multiplier.' So Hugh has a wide variety of knowledge and experience. He has a Maize Quest Corn and Fun Park. He also has Maple Lawns Farm, which is a you-pick operation, and then they also have Maple Lawn Winery. So a vast variety of experience and knowledge coming from Hugh and we are very excited to have him speak at our conference. The IFVGA Annual Meeting will be Tuesday at 3:30 after the conference and the IWGA Annual Meeting will be held Wednesday at 3:30 after the conference. So for our members, we hope you can join us for those meetings.

O

Olivia Hanlon 02:31

If people want a full list of speakers, can they find that on your website?

K

Kendra Meyer 02:35

Yes, on our website, which is [www.iowaspecialtyproducers.com](http://www.iowaspecialtyproducers.com), there's a full list of all the sessions by the day they are being delivered as well as a full list of all the speakers and you can see who's speaking and get their speaker bios and information there as well.

 Olivia Hanlon 02:49  
So if people are interested in attending this conference, Kendra, how do they get set up with registration?

 Kendra Meyer 02:55  
Registration can be found on our website [www.iowaspecialtyproducers.com](http://www.iowaspecialtyproducers.com) and then once people are registered, they'll get a confirmation and we also are offering a test run so you can get on and make sure your connection works before the conference and then the day of the conference, you will get all the links to the sessions and can join any session that you would like.

 Olivia Hanlon 03:16  
So with that registration, is there a registration fee Kendra?

 Kendra Meyer 03:20  
Yes, registration fees this year are \$60 for IFVGA and IWGA members, \$90 for non-members, but through January 10, we are offering a \$10 discount on both of those prices. And so if you're a member you can get it for \$50 and if you're a non-member, you can get it for \$80 and that's for both days. It's a great cost this year, and we feel like we have a lot of content to offer, great speakers, and you can do it from the comfort of your own home.

 Olivia Hanlon 03:48  
Kendra, if anyone out there was interested in sponsoring this event, how would they go about doing that?

 Kendra Meyer 03:55  
Those interested in being a sponsor for Iowa Specialty Producers Conference, you can find information on our [www.iowaspecialtyproducers.com](http://www.iowaspecialtyproducers.com) website. We have a form that you can fill out and Christie Jensen will reach out to you to talk more about our sponsor opportunities.

 Olivia Hanlon 04:09  
Okay, that's good information for folks out there to have, thank you Kendra. Thanks for

joining us today Kendra and I know that I'm looking forward to this conference and I hope that our listeners are too.



Kendra Meyer 04:20

Thank you so much for having me.



Speaker 3 04:22

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