

# Selling More Maine Foods Conference



March 19, 2020  
USM Abromson Center

Registration 8-8:30 am

Opening Remarks: Charlotte Mace, Director of Business Development, Maine DECD

## Keynote Address

***“Trends for 2020: How Maine can grow and capitalize in a changing market.”***

***Brian Todd, former President of The Food Institute***

Discussion on national food industry trends and how Maine is positioned and fits into these trends

## Session 1

### Building an Effective Sell Sheet

Learn the importance of sell sheets, how they are used and what’s required

**Presenter:** Allie Oliver, UNFI

### Trade Show Boot Camp

Learn what it takes to be successful and get the most out of your Trade Show investment

**Presenters:** Department of Agriculture, Conservation, and Forestry, Maine Center for Entrepreneurs

## Session 2

### Developing a Profitable Pricing Strategy

Understand and accurately assess your internal costs & margin requirements when setting pricing

**Presenter:** Jay Friedlander, College of the Atlantic

### Using Data to Grow Your Business

Understand the value of using data to identify sales opportunities & success to increase base business and gain new distribution

**Panel Facilitator:** Matt Stiker, Garrard Moehlenkamp

## Lunch & Resource Trade Show

Network and meet service providers and business support organizations

## Session 3

### The Importance of Packaging

Understand the important role packaging plays in branding and purchase decisions

**Presenters:** Taja Dockendorf & Team, Pulp + Wire Marketing, Frank Crossman, Volk Packaging & Tina Lajoie, J.S. McCarthy

### Building a Successful Sales Strategy

Understand the realistic requirements to create and execute an effective sales plan

**Presenter:** Rob Maxwell, Rodeo CPG

## Closing Keynote

***“Inspire! Best Practices & Lessons Learned from Successful Maine Food Businesses”***

***Facilitated by Jay Friedlander - Sustainable Business Faculty, College of the Atlantic***

***Panelists: Wyman’s - Capt’n Eli’s Soda - Mill Cove Baking Co.***

Featuring a diversity of Maine food businesses - how they triumphed & overcame hurdles to success