



GROW YOUR FARMERS' MARKET BUSINESS!

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InTents Conference Returns to San Diego to Help Farmers and Other Makers Grow Their Farmers' Market Businesses, February 26-27

-InTents Conference guides small business owners and hopeful entrepreneurs to turn their passions into financially sustainable businesses.

SAN DIEGO (November XX, 2017) – The 2nd annual [InTents Conference](#) is returning to San Diego on Monday, February 26 and Tuesday, February 27, with bonus sessions for vendor and market start-ups on Sunday, February 25. The InTents Conference, directed by farmer's market influencer and food expert Catt Fields White, brings together small farmers, artisan food makers, farmer's market managers and more for a two-day conference of educational panels, speakers, roundtables and networking opportunities that teaches skills and provides resources to small businesses on achieving financial sustainability. InTents Conference focuses on helping small business owners grow their company to be stronger and more profitable and help prospective entrepreneurs get their ideas off the ground.

"The InTents Conference educates farmers, small food makers and farmers' market managers on how to maximize their profit, all while navigating the rules and regulations of the markets," said Fields White, InTents Conference founder and director. "The InTents Conference brings all of these groups together to spark conversation, network and compare notes on ways for micro-entrepreneurs and small businesses to launch a project at a market, maintain a profit and grow in an encouraging space."

The InTents Conference will host inspiring and insightful speakers, authors and experts including featured guests Forrest Pritchard, owner of Smith Meadows Farm, market farmer, and best-selling author of *Gaining Ground* and *Growing Tomorrow*, and Neal Gottlieb, founder of farmers' market business and now multinational brand Three Twins Ice Cream and recent *Survivor* contestant. The full panel of speakers will be announced in the coming weeks.

The conference also includes the InTents Flavors event on Monday, February 26, from 6 p.m. to 9 p.m. InTents Flavors will team-up chefs and farmers at tasting stations to bring guests local, farm fresh bites. The InTents Flavors event will also feature beer, wine and spirits, live music and a few surprises. This

tasting event will be open to the public on Monday night for \$95 and a portion of the proceeds will go to Kitchens for Good, a San Diego local nonprofit that trains the underemployed for culinary careers and breaks the cycle of food waste and uses it to feed the hungry.

“There is something for everyone at the InTents Conference, whether you like to learn by listening, networking or attending social events,” said Fields White. “It’s also a great place for market managers to meet prospective vendors and learn new methods to recruit and retain farmers and vendors, deal with increasing costs and regulations, maximize your marketing budget, and attract sponsors.”

The InTents Conference will feature experienced farmers, food makers, farmer’s market managers, authors, and experts to speak about branding, packaging, costing and pricing, hiring and training, expanding to wholesale and beyond. Attendees can also brush up on new sources of ingredients, operating supplies, signage, insurance, management services and marketing materials to gain new perspectives on some things they might not even considered for their business.

Attendees can purchase the “All-Access Big Tent Pass” for \$355, which gives full access to all sessions and panels including the InTents Flavors Party on Monday, Feb. 26. For attendees who can only come to one day of the event, there are “One-Day Passes” for Monday and Tuesday for \$195. If attendees are new to the market world and just need the basics, there is also the “One-Day Market-101 Pass” for Sunday, Feb. 25 specific to start-ups for \$125. At the Market-101 session, entrepreneurs can learn how to launch a great product, grasp the ins and outs of start-up costs, and expand customer base; aspiring market managers and community organizations can gauge the feasibility of opening new markets.

The InTents Conference will be held at the Marina Village Conference Center in Mission Bay. The event will run from Sunday, February 25 to Tuesday, February 27 from 8:30 a.m. to 4:30 p.m. For more information about the InTents Conference or to purchase passes, visit www.intentsconference.com. More details about the InTents Conference will be released in the upcoming weeks.

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About Catt Fields White:

Catt Fields White is the director of the InTents Conference and a local influencer in the San Diego food community as CEO of San Diego Markets. Fields White works to bring farmers to the city and people to the table at three weekly farmers’markets in urban San Diego, while raising funds for local community improvement districts. Fields White consults with new and existing farmers’ market operations and offers Vendor-101 classes year-round for food artisans, farmers and crafters starting micro businesses. She is a past president of the Berry Good Food Foundation, a member of the California Alliance of Farmers’ Market steering committee and the national Farmers’ Market Coalition Leadership Forum, and writes about food policy and micro-entrepreneurship.

About InTents Conference:

The InTents Conference is a unique educational event to help farmers, artisan food makers, and farmers’ market managers find smart new ways to increase their income. The two-day schedule will include educational panels, speakers, roundtables and networking opportunities, skills and resources to make small businesses financially sustainable and ready to grow, and help attendees find innovate ways to become more profitable. The InTents Conference will be held at the Marina Village Conference Center in Mission Bay. The event will run from Monday, February 26 at 8:30 a.m. to Tuesday, February 26 at 4:30 p.m, with bonus sessions on Sunday, February 25. Registration ranges from \$125-\$355 for different packages. For more information about the InTents Conference, visit www.intentsconference.com.