



**WESTERN**  
SUSTAINABILITY  
EXCHANGE

# Expanding Markets Conference Agenda

**NOVEMBER 7TH & 8TH**

## TUESDAY

- 8:15 Welcome by EMRA & WSE
- 8:30 Regenerative Market Update & Year in Review
- 10:00 Break
- 10:30 Processing & Supply Chains - Updates and Innovations
- 11:45 Lunch - Buffet style.
- 1:15 Break-Outs (Choose one)
- Aggregators - National Companies  
Purchasing Commodities  
Value-Added Marketing;  
Creating a Brand
- 2:30 Can We be Authentic without Labeling & the Importance of Data Collection.
- 3:45 Break
- 4:15 Honest Truths. Rancher Tales from the Frontline - a candid discussion
- 5:30 Social & Networking

## WEDNESDAY

- 8:30 Other Income Opportunities - Ecosystem Services & Carbon
- 9:45 Break
- 10:15 The Art of Storytelling - How to find your story
- 11:45 Lunch - Buffet style.
- 1:15 Break-Outs (Choose one)
- Considering Alternative Business Structures - Forming Co-ops & Partnerships
- What to Expect Selling Direct to Consumer
- 2:30 Break
- 3:00 Thinking Outside-the-Box - Complimentary money-making ventures, stacking new enterprises
- 4:15 Closing

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To learn more about the Expanding Markets Conference go to [www.westernsustainabilityexchange.org/2023marketsconference](http://www.westernsustainabilityexchange.org/2023marketsconference)