

HOSTED BY
THE OHIO
DEPARTMENT OF
AGRICULTURE

MARKET READINESS WORKSHOP

October 13, 2026
9:00 AM - 3:30 PM



The Ohio Department of
Agriculture
8995 E Main St.
Reynoldsburg, OH 43068

Registration Materials



2026 Ohio Proud Market Readiness Workshop Agenda

October 13, 2026

- **9:00 a.m. – Registration**
- **9:25 a.m. – Welcome and Opening Remarks**
Director Brian Baldrige, Ohio Department of Agriculture
- **9:30–10:15 a.m. – Market Trends and KDA Retail Success**
Tim Woods, University of Kentucky and DeAnne Elmore, Kentucky Department of Agriculture
- **10:15–11:00 a.m. – Connecting Through Story: Create a Simple, Powerful Pitch**
Amanda Bricklebank and Giovanna Sirna, Hello, LLC
- **11:00–11:45 a.m. – Sampling & Demos Panel**
Danielle Lark-Arbinger, The Guac Shop; Meredith Coggins, Kroger; Jan Baird, Al's Delicious Popcorn; and Debbie Patton, Lynd's Fruit Farm
- **11:45 a.m.–12:30 p.m. – Retailer Panel**
Travis Reams, Meijer (tentative); Christie Welch, Ohio Farmers Market Network; other panelists TBD
- **12:30–1:15 p.m. – Local Box Lunch and Networking**
- **1:15–2:00 p.m. – Vision to Victory: JobsOhio Small Business Grants and Growth Pathways**
Hannah Baumgartel, JobsOhio
- **2:00–2:45 p.m. – Safeguarding the Supply Chain: Smart Strategies for Safer Foods**
Tim Tewksbary, Ohio Department of Agriculture Food Safety
- **2:45–3:30 p.m. – Closing Comments and Professional Networking & Ice Cream Reception**