



**KOHL CENTRE
VIRGINIA TECH**

kohl.aaec.vt.edu

The Kohl Centre AGRIBUSINESS WORKSHOPS

Speakers:

- Mario Orteza, Collegiate Assistant Professor of Agribusiness and Entrepreneurship
- Kohl Centre Agri-Food Finance Fellows: Alex Brandon, Colby Crutchfield, Diego Cuadra, McKenzie Marker, Michele Mickelwait, and Miru Yim

All workshops are free.

RSVP at <https://forms.gle/u1vBzoaLuheBNBNbZ>

scan the QR code, or
contact the agent.



Adding Value in Beef and Dairy Operations

Farm Credit of the Virginias Harrisonburg Branch,

4646 South Valley Pike, Harrisonburg VA

October 17, 2025 | 9-11:30 am

Jeremy Daubert, agent contact: 540-705-4627, jdaubert@vt.edu

We will focus on how beef and livestock producers can create new income streams through direct marketing, branded meat programs, and differentiated production practices (e.g., grass-fed, local sourcing). Participants will analyze the costs, risks, and potential returns of moving beyond the commodity model—and learn how to build a financial case for innovation on the farm.

Adding Value in Fruit and Orchard Enterprises

Alson H. Smith Jr. Agricultural Research and Extension Center,

595 Laurel Grove Rd, Winchester, VA

October 23, 2025 | 9-11:30 am

Mark Sutphin, agent contact: 540-665-5699, mark.sutphin@vt.edu

A hands-on workshop on how fruit and orchard producers can grow profitability through product differentiation and value-added strategies. Explore direct marketing, farm-based products, agritourism, and processing to move beyond wholesale markets. Learn the economics of value creation and planning for success in a changing consumer landscape.

Differentiation & Direct-to-Consumer Sales in Viticulture

Alson H. Smith Jr. Agricultural Research and Extension Center,

595 Laurel Grove Rd, Winchester, VA

October 23, 2025 | 2-4:30 pm

Mark Sutphin, agent contact: 540-665-5699, mark.sutphin@vt.edu

Virginia's wine and grape industries offer exciting opportunities for value creation. This workshop will focus on how small and mid-sized vineyards and wineries can use brand identity, agritourism, and direct-to-consumer channels to build resilient business models. We'll break down the economics behind these strategies and offer planning tools to support long-term growth in a competitive market.

Business Strategies for Row Crop Operations

Eastern Virginia Agricultural Research and Extension Center,

2229 Menokin Rd, Warsaw, VA

December 5, 2025 | 9-11:30 am

Frank Long, agent contact: 804-758-4120, flong269@vt.edu

This interactive session will help row crop producers evaluate how alternative business models—like regenerative practices, or niche grain markets — can offer an edge in today's volatile commodity markets. Participants will explore financial tools and marketing approaches that support diversified revenue streams, while hearing success stories about those who've made the leap.

OUR SPONSORS:



National Institute of Food and Agriculture
U.S. DEPARTMENT OF AGRICULTURE

Virginia Cooperative Extension is a partnership of Virginia Tech, Virginia State University, the U.S. Department of Agriculture (USDA), and local governments, and is an equal opportunity employer. For the full non-discrimination statement, please visit ext.vt.edu/accessibility. If you are a person with a disability and desire any assistive devices, services or other accommodations to participate in this activity, please contact Mario Orteza at 540-231-8908 during business hours of 9 am and 4 pm to discuss accommodations 5 days prior to the event.