The Investor and Business Forum (IBF) is a special event of the 2014 Realities of Indoor Growing Short Course organized by the University of Arizona Controlled Environment Agriculture Center (CEAC) on July 23rd, 2014. The purpose is to highlight and discuss Opportunities for Success in Controlled Environment Agriculture Businesses, by featuring a diverse panel of experts representing various critical aspects for the financial feasibility and success of the Indoor Growing and CEA Industry within a facilitated format for a limited and targeted audience. The panel will include Indoor Growing Business owners, a produce buyer/shipper, an agriculture investor, and a buyer from Whole Foods (Link to Panel Member Bios). The IBF will also explore different aspects of investment potential such as the team you must put together, market entry, positioning, financing, technology, and supply chain management. The IBF aims to complement the first half of the course that focuses on growing the crops, by focusing on what to do with crops post-harvest and how to have a successful business model every step of the way. The IBF will be preceded by tours and interactions with four operating indoor plant growing systems at the CEAC campus.

The Investor and Business Forum is part of the 3-day 2014 Realities of Indoor Growing Short Course (http://ag.arizona.edu/ceac/public-courses) July 20th – 23rd at the Westward Look Resort in Tucson, Arizona. The course will present the background for the most current and innovative strategies used in successfully growing plants indoors (growth rooms and greenhouses). Activities will include classroom presentations, discussion and Q&A July 21st – 22nd, followed by a visit to UA-CEAC campus to see working controlled environments producing real crops on July 23rd. The tours will be followed with lunch and then the IBF event (3-Day Course Schedule).

Business professionals and other attendees that do not have time or need for the full course and to learn from the extensive classes can register for the July 23rd Investor and Business Forum Option (IBF Option). Arrive Tuesday for an evening reception, and then enjoy the morning tours, a hearty luncheon and the Forum closing Wednesday at 3:00 pm. Registration Information can be found by clicking the link: https://cals.arizona.edu/ceac/sites/cals.arizona.edu.ceac/files/Registration%20Form_3.pdf.

Please contact Aaron Tevik at atevik@cals.arizona.edu or by phone at 520-626-9566 with any questions.