

Benefits

Farmers and ranchers develop new networks in their local area for:

- ❑ Inputs (land, adapted or leased equipment, seed, transplants, irrigation equipment, etc.).
- ❑ Processing and handling (livestock meat packing, post-harvest field handling, transporting products, etc.).
- ❑ Specialized production and season extension (organic, hoop house production, etc.).
- ❑ Marketing outlets (how to access and merchandise for farmers' markets, how to manage a CSA, how to develop relationships with restaurants, etc.).
- ❑ Credit and loan programs (how to access federal agency programs and local credit providers, etc.).
- ❑ Other farmers and ranchers who can serve as resources and support as the participants learn together.

Completing the program provides participants with:

- ❑ A business plan complete with feedback from peers, more experienced producers and potential lenders.
- ❑ First-hand knowledge of federal agency programs, such as FSA loan programs.
- ❑ Opportunities for mentorships and internships with more experienced producers.
- ❑ Opportunities to explore direct market sales opportunities.

USU Cooperative Extension
Department of Applied Economics
4835 Old Main Hill
Logan, UT 84322

Utah Building Farmers Program

Direct Market Track



October/November 2012

Farm Service Agency Building
2871 S. Commerce Way
Ogden, Utah 84401



"Utah State University is an affirmative action/equal opportunity institution."



Program Description

The Utah Building Farmers program builds agricultural community and capacity through classroom and experiential learning. The Direct Market Track is a series of classes designed to help both newer and experienced farmers and food producers refine and enhance their business development, management and marketing skills to succeed in direct market outlets, such as farmers' markets, roadside stands, CSAs and restaurants.

Who Should Participate

- ❑ Newer farmers/ranchers who currently direct market their products or plan to
- ❑ Experienced farmers/ranchers looking to retool and/or refine/enhance their current business
- ❑ Next generation farmers/ranchers returning to the family farm and seeking new/alternative enterprises to enhance existing production

Meals provide time for socializing and networking. Sessions explore content useful to all levels of experience. Newer agricultural producers learn in this community of producer students and teachers. **The program thrives on participation from producers of all levels of experience.**

Workshop Dates/Times

Tuesday October 23, Thursday October 25, Tuesday October 30, and Thursday November 1– 4:30 pm to 8:30 pm, includes dinner each evening

Thursday November 8 – 4:00 pm to 8:30 pm, includes dinner (Presentation of business plans by workshop participants*)

Workshop Topics

- Business Planning and Resources
- Budgeting and Financial Statements
- Direct and Target Marketing Strategies
 - Farmers' Markets, CSAs, and Restaurants
- Capital Resources, Federal Grant and Loan Programs
- Season Extension Methods
- Value-Added Product Development and Sales
- Food Safety and Labeling Considerations
- Good Agricultural Practices and Safety Plans
- Others TBD

Registration

Registration forms and further information is available at <http://apeceextension.usu.edu/htm/utahbuildingfarmers>.

For more information please contact Kynda Curtis at kynda.curtis@usu.edu or by phone at 435-797-0444.

Applicants will receive a registration receipt.

Program Fee

\$80 for all five sessions including dinners and program materials.

We have two scholarships available. Please contact us if you would like to apply.

****Registration Limited to 20****

*Certificates of completion are awarded after the presentation of a business plan.

Those with certificates of completion may apply for one of the following:

- ❑ On-farm Mentorship/Internship
- ❑ Business Planning or Production Consultation