

## 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 (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

## Nevada Building Farmers Program

### Direct Market Track



September/October 2012

University of Nevada Cooperative Extension  
8050 Paradise Road, Suite 100  
Las Vegas, NV 89123-1904  
Compressed Video Locations: Coop  
Extension in Tonopah, Caliente, and  
Pahrump



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



## Program Description

The Nevada Building Farmers program builds agricultural community and capacity through classroom and experiential learning. The Direct Market Track is a series of three classes designed to help both newer and experienced farmers 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

Monday September 17, 2012 – 9:00 a.m. to 4:30 p.m., includes morning break and lunch

Tuesday September 18, 2012 – 9:00 a.m. to 4:30 p.m., includes morning break and lunch

Monday October 1, 2012 – 9:00 am to 2:00 p.m., includes morning break and lunch (Presentation of business plans by workshop participants\*)

## Workshop Topics

- Business Planning
- Budgeting and Financial Statements
- Direct Marketing Strategies
- Capital Resources, Federal Grant and Loan Programs
- Tax and Legal Considerations
- Season Extension Methods
- Value-Added Products
- Food Safety Considerations
- Land and Equipment Sharing
- Urban Farming Issues
- Others TBD



## Registration

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

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

Registration and payment must be received by Thursday September 13, 2012 for full consideration

Applicants will receive a registration receipt

## Program Fee

\$150 for all three days including morning break, lunch and program materials

**\*\*Registration Limited to 30\*\***

\*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