

Because

- The local food movement is growing in New Mexico.
- Local farmers' markets are thriving and can provide an excellent inroad for new farmers.
- The average age of farmers in the US continues to rise and is now just over 55 years of age.
- Fewer individuals are choosing farming as an occupation.
- Entry costs into farming have never been higher.
- Those interested need an opportunity to sort through the realities of farming and determine if they should pursue a career in farming.

This program is intended for people with experience in ag production who are serious about starting, expanding, or enhancing a direct-marketing operation in the coming year.

Why NEW farmers?

Registration forms
are available online at:

www.farmtotablenm.org

or by request at 505-473-1004 x 10

**APPLICATIONS MUST BE RECEIVED BY
WEDNESDAY, OCTOBER 20, 2010**

Class is limited to 30 participants.

All classes held at
Bernalillo County Extension Office
1510 Menaul NW
Albuquerque, NM 87107

Questions ?
Contact Le Adams ?
505-473-1004 x10 •
ladams@cybermesa.com

CERTIFICATES OF COMPLETION
WILL BE AWARDED AFTER
PRESENTATION OF A
BUSINESS PLAN.

THIS PROGRAM IS SPONSORED BY FARM TO TABLE,
NMSU COOPERATIVE EXTENSION, AND THE US
DEPARTMENT OF AGRICULTURE.



United States
Department of
Agriculture

National Institute
of Food and
Agriculture

BUILDING FARMERS OF THE WEST

2010

CLASS SCHEDULE

**Albuquerque,
New Mexico**

**Building Capacity
Building Community**



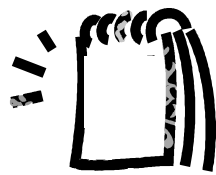
Farmers teaching Farmers

The New Mexico Building Farmers program builds farm community and farmer capacity through classroom and experiential learning for beginning and more seasoned farmers. The course is a series of 8 evening classes designed to help new farmers explore agriculture as a business. It will also provide more experienced producers with tools and ideas to refine and enhance their business management, production, and marketing skills.

- Who should participate?**
- YOU! If you...**
- ✓ want to learn from experienced producers,
 - ✓ have never written a business plan, but do want to,
 - ✓ want to meet and network with other producers in your area, and
 - ✓ are eager to learn about new marketing strategies.

The Building Farmers program is based on the idea that learning happens best in a community. In this program, new farmers get to learn formally and informally from more experienced producers, while sessions explore issues relevant to producers at all levels of experience.

The program thrives with your participation!



CLASS SCHEDULE

All classes held on Tuesday Evenings
Light supper—5:30 to 6:30 pm
Class—6:30 to 8:30 pm



TUESDAY, OCTOBER 26

- ✓ Introductions
- ✓ Marketing—Part I
- ✓ Value-Added Production/Marketing



TUESDAY, NOVEMBER 2

- ✓ Marketing—Part II
- ✓ Farmer Panel—Selling face to face, to schools, restaurants, stores, and CSAs



TUESDAY, NOVEMBER 9

- ✓ Financial Planning
- ✓ Resources Panel—Land & water, equipment, financing



TUESDAY, NOVEMBER 16

- ✓ Record-keeping
- ✓ Financing
- ✓ Food Safety
- ✓ Organic Certification



TUESDAY, NOVEMBER 23

- ✓ Business Plan Basics—Part I
- ✓ Business Plan Example



TUESDAY, NOVEMBER 30

- ✓ Business Plan—Part II
- ✓ Business Planning—Your turn



TUESDAY, DECEMBER 7

- ✓ Business Plan Presentations



TUESDAY, DECEMBER 14

- ✓ Business Plan Presentations
- ✓ Closing



COST

\$100 for all 8 sessions.

This covers the cost of dinner, great presentations, and a notebook full of useful information.