



## Portland Metro Workshop, First week of May through first week of June

A new, federally-funded program Building Farmers in the West offers new and transitioning commercial farmers in Western states tools and strategies to help build and maintain the economic vitality of their operations. The Portland Metro program consists of a series of **six weekly workshops** held at the North Willamette Research and Extension Center in Aurora.

### Who is Building Farmers in the West For?

---

- Farmers who want to start a market farm enterprise
- Farmers who have a market farm business but have farmed less than ten years
- Farmers who desire to improve their business management & marketing skills
- Farmers who would like to network closely with other market farm producers
- Farmers who recognize the need to plan carefully and develop a farm business plan
- Farmers who would like to market directly to consumers, chefs, and local wholesale or retail firms

### Farmers Teaching Farmers

---

The Oregon "Building Farmers" program builds farm community and farmer capacity through classroom and experiential learning for beginning farmers (farmers who have less than ten years of farming experience). The program is a series of eight evening classes designed to help potential or very new farmers explore farming as a business and to provide intermediate and experienced farmers with tools and ideas necessary to refine and enhance their strategic planning, business management, and direct marketing skills.

### Why Now?

---

- The local food movement is growing in Oregon.
- Local farmers' markets are thriving and restaurants are seeking local products. These markets can provide an excellent inroad for new farmers.
- To take their farming operation to the next level, farmers need to enhance their business and marketing skills.
- Farmers learn from successful producers about what it takes to market local products effectively.
- Farmers can make the most of their opportunities by exploring more ways to add value to their existing products, such as on-farm processing, community-supported ag. (CSA), or agritourism.
- Farmers to remain competitive must continually monitor & revise their farm business plans.
- Farmers are always more successful when they network with other growers in their region.

### Program Lineup

---

The program includes six workshops held every Wednesday, starting May 2:

- Dinner & networking, 5:30 - 6:00 p.m
- Presentations & discussion, 6:00 - 8:30 p.m

## Course Schedule

Every Wednesday (Portland Metro) for six weeks, as follows:

- May 2, Strategic Planning
- May 9, Financial Management
- May 16, Direct Marketing
- May 23, Agritourism
- May 30, Elective
- June 6, In-Class Presentation of Business Plans

### \*Core Topics

Business Planning and Goals, Market Analysis and Planning, Records and Financial Analysis

### Elective Topics

One to be determined by group interest – Income Taxes, Food Safety, Value Added Products, etc.

\*Certificates of completion are awarded after presentation of business plan.

### How to Register

---

\*\*Registration Limited to 24 individuals per location\*\*

**Forms:** Download a registration form from the website [www.buildingfarmersinthewest.org](http://www.buildingfarmersinthewest.org), and mail it in, or contact the numbers below. Registrants will receive a notice of receipt.

**Location:** North Willamette Research and Extension Center, 15210 Miley Road, Aurora, 97002-9543

**Cost:** \$150 per person for all six sessions, which includes meals and materials. Register by email, or print out a registration form and mail it with a check made out to “Oregon State University.”

### For More Information

---

Bart Eleveld, Ph.D., Extension Economist

Ballard Extension Hall 213  
Corvallis, OR 97331-3601

541-737-1409 |

[bart.eleveld@oregonstate.edu](mailto:bart.eleveld@oregonstate.edu)

Kent Fleming, Ph.D., Extension Economist

541-285-5678 |

[kent.fleming@oregonstate.edu](mailto:kent.fleming@oregonstate.edu)

Nick Andrews, Metro Small Farms Agent

503-678-1264, x149

[nick.andrews@oregonstate.edu](mailto:nick.andrews@oregonstate.edu)



United States Department of Agriculture  
National Institute of Food and Agriculture