

# Building Farmers in the West



## March 31 - May 19, 2011, Lane Community College, Eugene OR

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.

In Oregon, the program initially consists of a series of eight workshops held in Eugene.

### 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 eight workshops held every Thursday, starting March 31, 2011:

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

**Course Schedule:** Every Thursday for eight weeks, as follows:

Mar 31, Strategic Planning  
 Apr 7, Strategic Planning II  
 Apr 14, Financial Management  
 Apr 21, Direct Marketing  
 Apr 28, Elective [See Elective Topics below.]  
 May 5, Elective  
 May 12, Writing Your Business Plan  
 May 19, In-class Presentation of Business Plan\*

**Core Topics:** Business Planning and Goals, Market Analysis and Planning, Records and Financial Analysis

**Elective Topics:** Two to be determined by group interest - Agritourism, Income Taxes, Food Safety, Value Added Products, etc.

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

## How to Register

\*\*Registration Limited to 12 individuals\*\*

**Forms:** Download a registration form from the website **www.buildingfarmersinthewest.org**, and mail it in, or contact the numbers below.

**Deadline:** Registration must be received by March 22, 2011. Registrants will receive a notice of receipt.

**Location:** **Lane Community College (LCC)**, the Boardroom (room 230), Eugene, OR. (On the LCC map, room 230 is upstairs in Building 19, Center for Meeting and Learning.)

### Cost

\$150 per person for all eight sessions, which includes meals and materials. (Some financial support is available. Please inquire.) Register and pay on-line, or print out a registration form and mail it with a check made out to "Oregon State University."

## For More Information

Kent Fleming, Ph.D., Extension Economist  
 541-285-5678 | kent.fleming@oregonstate.edu

Bart Eleveld, Ph.D., Extension Economist  
 541-737-1409 | bart.eleveld@oregonstate.edu



Extension Service



United States Department of Agriculture  
 National Institute of Food and Agriculture



Oregon State University Extension programs are available to all without discrimination.