

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 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 the NRCS conservation plan assessment.
- ❑ Opportunities for mentorships and internships with more experienced producers.
- ❑ Opportunities to gain direct market sales experience.

USU Cooperative Extension
Department of Applied Economics
3530 Old main Hill
Logan, Utah 84322

Utah Building Farmers Program

Direct Market Track

Building Capacity
Building Community



November/December 2010

Utah Botanical Center
Wetland Discovery Building
725 South Sego Lily Drive
Kaysville, UT 84037



"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 8 evening classes designed to help both new 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

Dinner provides 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**

Program Lineup

Dinner **5:30 – 6:30 pm**
Program **6:30 – 8:30 pm**

Tues, November 2 – Business Model Development and Resources, Farmer Perspectives

Tues, November 9 – Records, Budgeting, and Financial Planning, Farmer Perspectives

Tues, November 16 – Direct Marketing Resources and Strategies, Farmer Perspectives

Tues, November 23 – Capital and Labor Resources, Agency Grant and Loan Programs

Tuesday, November 30 – Season Extension and Alternative Production Methods, Farmer Perspectives

Tuesday, December 7 – Food Safety Considerations for Direct Marketers, Labeling Programs

Tues, December 14 and Thursday December 16 – Presentation of Class Participant Business Plans*

Selected Speakers

Dan Drost, *Utah State University*
Kim Angeli, *The Downtown Alliance, SLC Farmers' Market*
Jeff Williams, *NRCS*
Ruby Ward, *Utah State University*
Richard Sparks, *Utah's Own*
Kynda Curtis, *Utah State University*

Registration

Registration forms are available by email: kynda.curtis@usu.edu or by phone: 435-797-0444

Registration and payment must be received by Tuesday, October 26, 2010 for full consideration

Applicants will receive notice of receipt

Program Fee

\$150 for all 8 sessions including dinner and program materials

Two work-study scholarships available

****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 Internship (Summer 2011)
- ❑ Farmers' Market Stand (\$100 toward full Summer 2011 fee)
- ❑ Business Planning or Production Consultation with Local Expert