

# G R O W N I N M A R I N

A PROGRAM OF UC COOPERATIVE EXTENSION MARIN

## *The Road to Successful Business Planning for Your Farm*

Two workshops covering what you need to know to run a profitable farming business:

### **Workshop #1 Assessing Your Cropping Opportunities**

- Identifying crop opportunities
- Examining your cropping opportunities
- Recordkeeping of production expenses
- Risk management
- Adding value to your products

### **Workshop #2 Assessing Your Marketing Opportunities**

- Identifying marketing channels
- Understanding your marketing costs
- Evaluating your financing needs
- Regulatory considerations

**Shermain Hardesty** is the Small Farm Program Extension Economist at UC Davis. Dr. Hardesty sits on the boards of the Davis Farmers Market Assn. and the California Sheep Commission. Since 1993, she has been the primary instructor for the UC Extension class, *Getting Started in the Specialty Food Business*.

**Penny Leff** is the UC Small Farm Program's Agritourism Coordinator. She has extensive small business management experience, served as manager of the Berkeley Farmers Market for 8 years, and has worked with Community Supported Agriculture projects.

**Workshop #1 Thursday, Feb. 4, 2010 3:00 p.m. - 6:00 p.m.**

**Workshop #2 Thursday, Feb. 25, 2010 3:00 p.m. - 6:00 p.m.**

UC Cooperative Extension Marin

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**Donation - \$10.00 per session**

**REGISTER ONLINE @**

**<http://ucanr.org/agbusworkshops>**

This workshop is in partnership with the Marin Agricultural Institute.

