

FARM BUSINESS AND MARKETING WORKSHOP SERIES

PEER TO PEER CLASSES FOR FARMERS WHO WANT TO STRENGTHEN AND EXPAND THEIR BUSINESS

This three-part series is designed to bring farmers together to share experiences and ideas. Your participation, discussions and experiences will help shape each session. The mission of the peer to peer network is to strengthen the future of our local agricultural economy by fostering connections and support between farmers. **Sessions 1 & 2 will feature local food prepared by the SUNY Adirondack Culinary Arts students.**

SESSION #1

BUILDING RESILIENCE INTO YOUR FARM BUSINESS PLAN

February 29 | 9am to 2pm

Changing markets, a changing climate, and unpredictable personal events necessitate having a good plan and the ability to make adjustments to your farm business. This workshop is designed for farmers who would like to sharpen their business planning skills to enhance their farms personal and financial growth.

Learn to plan for changes in a proactive way. Through an interactive peer to peer process you will outline your future goals and identify potential hurdles. Armed with this information, you will cultivate your business skills and apply them to your new and more resilient business plan.

SESSION #2

BREAKING INTO WHOLESALE MARKETING

March 15 | 9am to 2pm

Good local food is in high demand, yet there are still obstacles to get the food from the farm to the consumer. This workshop will introduce you to the art of making a profit wholesaling. You will learn about many of the existing wholesale outlets and successful models, as well as learn how to embrace your inner entrepreneur and create your own wholesale programs. Additionally, you will be introduced to the most recent farm-to-institution purchasing programs.

SESSION #3

FEEDBACK FOLLOW-UP

Fall 2016, Date TBD

As part of the peer-to-peer process there will be an end of the season follow up. We will coordinate a gathering where everyone can reconnect and discuss how their season went. The feedback that we receive during this session will drive our decisions for future workshops.

INSTRUCTORS:

Steve Hadcock is Team Coordinator with the Cornell Cooperative Extension Capital Area Agricultural and Horticulture Program.

Steve provides education and technical assistance to agricultural entrepreneurs in the six-county area he covers. He provides education on an individual and group basis to those interested in agricultural entrepreneurship and for those who have been farming for less than 10 years. Steve also educates and assists farmers in identifying new marketing opportunities and determining their cost of production.

Steve's interest and passion for farming started at age 10 when he visited a dairy farm near his home and participated in 4H. He attended SUNY Cobleskill and Cornell University as an undergraduate and received a Bachelor's of Science degree in Animal Science. Upon graduation, he was employed with Cornell Cooperative Extension and has been an Extension Educator for nearly 34 years.

Bob Weybright is an Extension Agricultural Development Specialist, with Cornell Cooperative Extension's Eastern New York Commercial Horticulture Team.

Bob brings a strong agricultural economic development and marketing background to the team. After receiving his undergraduate degree from Michigan State University and his graduate degree from the California State University, Bob has been actively involved in a number of agriculture development projects. He has experience in all phases of agriculture, including production, processing, marketing and sales. Bob is active in employing methods that producers can use to develop innovative new products and increase their marketing opportunities, especially in the local foods area.

Jesse Strzok is a Production Economics Specialist with Cornell Cooperative Extension's Eastern New York Commercial Horticulture Team.

He provides education focused on economics and conducts relevant research throughout eastern NY. He earned his Master's degree from Iowa State University in economics where he was involved in a number of projects focused in agricultural and experimental economics. Jesse uses his diverse background to sustain and improve commercial horticulture through the development of new and existing programs.

WHERE:

SUNY Adirondack's Queensbury Campus
Washington Hall room #131

REGISTRATION:

Pres-registration through the Office of Continuing Education is required, see reverse for form.

COST:

\$35 per person for the full series, \$20 per person if you would like to attend just one of the sessions. Add \$5 per session for additional guests from the same farm. Session #3 is free.

We do not want cost to be a barrier and scholarships are available through the SUNY Adirondack Sustainable Agriculture Fund, administered through the SUNY Adirondack Foundation. Please contact Jared Woodcock at woodcockj@sunyacc.edu for more information regarding scholarships

FARM BUSINESS AND MARKETING WORKSHOP SERIES REGISTRATION FORM

SUNY ADIRONDACK CONTINUING EDUCATION

Washington Hall | 640 Bay Road | Queensbury, NY 12804
 Phone: (518) 743-2238 | Fax: (518) 743-2318 | sunyacc.edu/ContinuingEd

Full Legal Name:

first middle last

Date of Birth:

Banner ID or SS#:

Home Phone:

Work phone:

Cell phone:

Mailing Address:

number street city state zip

Email Address:

Please Indicate Your Selection (X)	Course Title	Price
	All Sessions- #1 on 2/29; #2 on 3/15 and #3 in Fall 2016	\$35
	Session #1 on 2/29- Building Resilience into Your Farm Business Plan	\$20
	Session #2 on 3/15- Breaking into Wholesale Markets	\$20
	Session #1 on 2/29- Additional Guest (Enter info below)	\$5
	Session #2 on 3/15- Additional Guest (Enter info below)	\$5
		Total:

**Registration Info for Additional Guest from the Same Farm. For additional registration forms, go to sunyacc.edu/academics/continuinged/forms
 Please note that Payment is due at the time of registration. Course drop & refund policies can be found at sunyacc.edu/academics/continuinged/registration/droprefund**

Full Legal Name:

first middle last

Date of Birth:

Banner ID or SS#:

Home Phone:

Work phone:

Cell phone:

Mailing Address:

number street city state zip

Email Address:

METHOD OF PAYMENT

BY CHECK: Made payable to SUNY Adirondack. Students may pay in person at the Continuing Education Office, Washington Hall, Monday - Friday, between the hours of 8:00am and 4:00pm. Students may also mail a completed registration form w/enclosed check to the Office of Continuing Education.

BY CASH OR CREDIT CARD: All students must register for courses with the Office of Continuing Education prior to using these payment methods. **Cash payment must be made at the Business Office in Warren Hall**, with a copy of the Student Schedule and Bill. **Credit card payment must be made at the Business Office in Warren Hall**, with a copy of the Student Schedule and Bill, or at www.sunyacc.edu/paymentplans/continuinged, using e-cashier. A \$1.00 nonrefundable NELNET Enrollment Fee will be assessed for each e-cashier payment. Full payments are deducted immediately from the account provided on the NELNET agreement.