



2013 Growing Farmers Workshop Agenda

Workshops are green, and optional events are in blue. We encourage participants to attend the optional events, but they are not a part of this series.

	Date	Topic	Description	Time
Workshop 1	January 19, 2013	Introductions	Overview and orientation	9 – noon
		Market and Product Overview	Make a plan for what you will grow and where/how you will sell it	
		Farmers Market Focus	How to create an attractive display and attract customers, overview of rules and regulations	1 – 4 pm
Workshop 2	January 26, 2013	Business Planning	Make a plan that will help you meet your business and personal goals	9 – noon
		Community Supported Agriculture 101	Planning, pricing, share size, finding members, and more	1 – 3 pm
		Crop Planning 101	How to choose what (and how much) to grow.	3 – 4 pm
Other Event	February 9, 2013	Individual Assistance	Have questions about your business plan or crop plan? CROPS staff will take your individual questions.	9 – noon
		Farmers Market Vendor Workshop by DHHS	Learn about resources and requirements for selling at farmers' markets in Lancaster County. Free workshop at DHHS Office (31 st and N)	12:30 – 4 pm
Other Event	February 15 and February 16, 2013	Nebraska Sustainable Agriculture Conference Omaha, NE nebsusag.org		
Workshop 3	February 23, 2013	Plan for Profit	Learn how to use tools to set and meet financial goals	9 – noon
		Resources for Beginning Farmers	Get connected to resources to help your business succeed	1 – 2:30 pm
		Restaurant and Grocery Store Panel	Ever wonder how to get in the door at a restaurant or grocery store? A panel of chefs and produce managers will take your questions.	2:30 – 4 pm

	Date	Topic	Description	Time
Workshop 4	March 2, 2013	Marketing	How to attract customers and build a brand for your farm business.	9 – noon
		CROP Planning 201	How do I make sure that I have enough for my customers each week...and do I have enough land and time to manage it?	1 – 4 pm
Workshop 5	March 9, 2013	Managing Risk	What kind of insurance do I need? How do I incorporate my business?	9 – 11 am
		Organic Certification	What is it, should I certify?	11 – noon
		Jones Produce	Former CROPS staff member Justin shares about permaculture concepts, innovative cover crop use, and crop specialization.	1 – 4 pm
Other Event	March 16, 2013	UNL Beginning Beekeeping Workshop Nebraska City, NE http://entomology.unl.edu/beekpg/workshops2013.pdf		
Workshop 6	March 23, 2012	Class Presentations	Participants present their farm plans to the class	9 – noon
		Robinette Farm Tour	Starting their fourth year of production, Robinette Farms has diversified veggie and animal production.	1 – 4 pm
Workshop 7	March 30, 2013	Field Management	Soils, pests, diseases, weeds, oh my! Organic management methods	9 – noon
		Common Good Farm Tour	See soil and field management in action on a certified Organic and Biodynamic farm	1 – 4 pm
Workshop 8	April 13, 2013	Equipment Options	Learn about farm equipment at Prairie Pines Community Farm	9 – noon
		Harvest Home Farm Tour	Learn about tools and equipment for beginning and small-scale production	1 – 4 pm
Workshop 9	April 20, 2013	Harvest and Post-Harvest Handling	Learn about packing, storage and Good Agricultural Practices (GAPs)	9 – noon
		Aiki Farm Tour	2012 Workshop graduates demonstrate farm-scale composting, reuse of materials, and importance of good neighbor relations.	1 – 4 pm