

Planning for Profit: Marketing and Financial Management for New Farmers

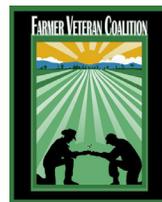
July 12, 2012 • 5:30-8:30 pm

Cedar Falls, Iowa • Center for Energy and Environmental Education

As with any small business, starting a farm requires thoughtful goal setting and a good grasp on basic financial management and marketing. This workshop will help beginning farmers to:

- Clarify overall goals for starting a farm
- Set specific short, medium and long term household income goals for the farm
- Understand basic accounting concepts and practices
- Explore strategies for marketing and selling farm products through Community Supported Agriculture, farmers markets, grocery stores, restaurants, and wholesale channels.

For more information or to register for this workshop, contact NCAT at 515-288-0460 or email hannahl@ncat.org.



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