

Planning for Profit: Marketing and Financial Management for New Farmers

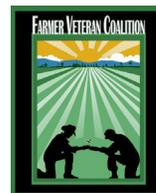
July 24, 2012 • 5:30-8 pm
Council Bluffs, Iowa • Iowa Western
Community College

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.

To register, visit <https://www.iwcc.edu/ce/classes/GoGreen.asp> or call 712-325-3255.

For more information, contact NCAT at 515-288-0460 or email hannahl@ncat.org.



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