

# Planning for Profit: Marketing and Financial Management for New Farmers

**July 13-14, 2012 • East Troy, WI**  
**Sustainable Livestock and Specialty Crop Production**

Join us for a unique 1.5-day workshop for returning veterans interested in starting a career in farming. This workshop is focused on business planning and marketing for diversified, entrepreneurial agricultural enterprises, such as grass-based livestock, mixed vegetables, orchards, and organic production. The program includes hands-on activities, educational presentations, group discussions, and a tour of a vegetable farm and a local dairy and grass-based beef farm. Specific topics include: wholesale and retail marketing, regulations/food safety, and financial goal setting and monitoring.

**For more information or to register for this workshop, contact NCAT at 515-288-0460 or email [hannahl@ncat.org](mailto:hannahl@ncat.org).**



**MICHAEL FIELDS**  
AGRICULTURAL INSTITUTE



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