

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

**July 22, 2012 • 10:30 am-2:30 pm**  
**25494 Highview Ave., Farmington, MN 55024—Organic Field School**

Starting a diversified vegetable farm is a fun and meaningful endeavor that can also be profitable with careful planning. In this workshop, we'll explore what it takes to be successful in popular marketing channels such as Community Supported Agriculture, farmers' markets and wholesale marketing. Participants will engage in hands-on activities to evaluate what marketing options will work best for their operations, and how to enter those markets effectively. The program includes lunch and a tour of the Organic Field School Gardens of Eagan vegetable farm. Presenter Tammy Hinman is a farmer and horticulture specialist for NCAT.

**For more information and to register, contact NCAT by calling Hannah Lewis at 515-450-8126 or email [hannahl@ncat.org](mailto:hannahl@ncat.org).**



*Sponsored by USDA Risk Management Agency and the National Center for Appropriate Technology.*



*Photo courtesy Beaverdam Farms, Indianola, MS*



*Photo courtesy USDA NRCS*



*Photo courtesy Beaverdam Farms, Indianola, MS*