

This series offers current and aspiring farmers the opportunity to learn about the emerging consumer demand for locally produced farm products and identify which of these products is appropriate for their operation.....

Who should attend?

- ◆ Current farmers seeking to diversify
- ◆ Ambitious home gardeners
- ◆ Rural landowners looking to do something with small acreage to make \$\$\$
- ◆ Two income household wanting to generate one income from home.
- ◆ High school students
- ◆ Current market vendors who want to “kick it up a notch”
- ◆ Market Masters
- ◆ Educators...to include Extension, NRCS, RC&D, CVB and others.....

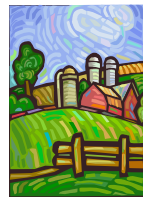


What is the goal of the series?

The goal of the **2011 Growing for Market series** is to facilitate the success of farmers and horticultural producers entering into or improving direct marketing opportunities available through well managed and strategically placed farmers’, roadside and community markets and other direct marketing venues.

What are the expected outcomes?

- ◆ Revitalized local farmers markets
- ◆ Assistance in establishing new markets
- ◆ Broader product availability at markets
- ◆ Increased farmers’ market attendance and customer satisfaction
- ◆ Increased farmer income from direct sales
- ◆ Improved displays and market presence
- ◆ Less market management “issues”
- ◆ Increased number of vendors identifying new marketing avenues
- ◆ Increased number of new income generating farmers
- ◆ Closer network of marketer clusters
- ◆ Continued learning and improvement fostered by improved local connections



Consider the Possibilities of Growing for Market.....

Choose a site near you!

<i>Bartholomew County</i> – Mike Ferree, Columbus	812-379-1665
<i>Cass County</i> –Tamara Ogle, Logansport	574-753-7750
<i>Clark County</i> – David Trotter, Charlestown	812-256-4591
<i>Decatur County</i> – Dan Wilson, Greensburg	812-663-8388
<i>Delaware County</i> – Daisy Fryman, Muncie	765-747-7732
<i>Elkhart County</i> – Jeff Burbrink, Elkhart	574-533-0554
<i>Hancock County</i> – Roy Ballard, Greenfield	317-462-1113
<i>Harrison County</i> – Miranda Ulery, Corydon	812-738-4236
<i>Hendricks County</i> - Jon Cain, Danville	317-745-9260
<i>Howard County</i> – Paul Marcellino, Kokomo	765-456-2313
<i>Jefferson County</i> – Lonnie Mason, Madison	812-265-8919
<i>Kosciusko County</i> – Kelly Heckaman, Warsaw	574-372-2340
<i>LaGrange County</i> – Steve Engleking, LaGrange	260-499-6334
<i>Marion County</i> – Christina Ferroli/Steve Mayer, Indianapolis	317-275-9305
<i>Marshall County</i> – Bob Yoder, Plymouth	574-935-8545
<i>Monroe County</i> – Amy Thompson, Bloomington	812-349-2575
<i>Montgomery County</i> – Ed Sheldon, Crawfordsville	765-364-6363
<i>Parke County</i> – Mark Spelbring, Rockville	765-569-3176
<i>Perry County</i> *– Margie Zoglmann, Cannelton	812-547-7084
<i>Porter/LaPorte</i> *– Kris Parker, Valparaiso	219-465-3555
<i>Switzerland County</i> – Kyle Weaver, Vevay	812-427-3152

This series of educational programs would not have been possible without the collaborative efforts of the following:
 Purdue Small Farm Team
 Purdue New Ventures Team
 and the generous financial support of the North Central Region SARE- Sustainable Agriculture



If you have questions or need more information, please contact:

Please Contact the Purdue Extension Office in your County or the Host Site Nearest You

If you require auxiliary aids and services due to a disability or special food needs, please contact your host site by January 26.

2011 Growing for Market



Next Steps for Market Vendors Series

Wednesday Evenings
February 2, 9, and 16
6:30 p.m.-9:00 p.m. Eastern
5:30 p.m.-8:00 p.m. Central

*21 Sites across Indiana**

**Remote viewing available*

Purdue Extension
Knowledge to Go
1-888-EXT-INFO

In each session participants will have the opportunity to:

- ✓ Learn from experts on various aspects of crop selection, production and marketing.
- ✓ Learn about relevant business planning, and all of the regulations associated with direct market selling.
- ✓ Meet one or more innovative farmers and market masters to learn from their experiences, their management styles and how they make important decisions.
- ✓ Network with others who are interested in increasing the profitability of their farm or rural enterprise.
- ✓ Learn about resources that are available.

We hope one or more of these sessions will be of value to you!



2011 Growing for Market Registration Form

Name _____

Address _____

Telephone _____

Email Address _____

Names of Additional family/farm members Attending: _____

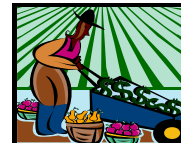


More about the Program Session

Each session is from

6:30 pm—9:00 pm Eastern Standard Time

5:30 pm-8:00 pm Central Standard Time



**Session 1—February 2
Risk Management/Insurance**

- ◆ What is your liability?
- ◆ How do you protect yourself?
- ◆ Insurance Needs for your Operation
- ◆ Providing Signage for your Operation
- ◆ Utilizing Social Networking for your Operation

**Session 2—February 9
Determining Your Bottom Line**

- ◆ Costs in direct marketing
- ◆ Utilizing data-driven decisions for pricing and profitability
- ◆ Making it Pay: What products should efforts focus on?
- ◆ Financial tools & resources
- ◆ Tips on Merchandising

**Session 3— February 16
Selling Meat, Dairy & Egg Products**

- ◆ Rules for Selling Meat Products at Farmer’s Market or Roadside Stand
- ◆ Labeling Meat Products for Sale
- ◆ What must be done to sell Dairy Products
- ◆ Steps to Selling Eggs at Farmer’s Market or Roadside Stand



Registration Fee:
 \$30/person- for all sessions
 or \$15/person/individual session
 (Includes all handouts and resource materials)
 Registration Deadline: January 26.
 Add \$10/person late fee after deadline
OFF SITE VIEWING AVAILABLE!

Total Number Attending: _____
 ____ X \$30/person/all sessions = \$ _____
No FEE for second person from same farm
 ____ X \$15/person/@individual session = \$ _____
 Date attending individual sessions: (Please circle)
 Feb 2 Feb. 9 Feb. 16
 ____ X \$10 (late fee)/ person = \$ _____
Total Enclosed = \$ _____
Site you will attend- _____
I will attend offsite— (please check)

Please make your check payable to:

Purdue CES Ed Fund

Please mail to:

Please Contact the Purdue Extension Office in your County or the Host Site Nearest You