

Grow Your Farm! Three new workshops to help you farm smarter!

For many farms, raising a high-quality product is but one step on the journey to a sustainable farm. Often, the biggest challenges to farm success lie in non-farming activities like finding and retaining customers, deciding how much to grow

of what, figuring out how much it costs to raise a product, or even the legal snags inherent with renting a piece of farmland to start or expand your farm. As with so many things, the less you know now, the more it will likely cost you later.

MARKETING & MARKET RESEARCH FOR FARMERS

Tues. Dec. 4; 7pm-9pm

Who's going to buy what you are selling? Do you know who your customers are? How will you convince them to buy from you? Join us for an evening on Marketing & Market Research for Farmers. Learn how to identify potential customers and connect with them during this workshop. We'll look at some of the market research tools available to the modern farm business along with a discussion on how to capture the interest – and purchasing dollars – of potential customers.

Emily Felt, from Sno-Isle Libraries Business Services, will demo some of the new resources they have available for conducting market research and identifying potential new customers. In addition, writer, photographer, and farm-to-table documentarian **Audra Mulkern** will share what she's learned about capturing and retaining customers through the gentle art of storytelling. Founder of The Female Farmer Project, Audra's work highlights the rise of women in agriculture as well as helping change the way we look at food and farming.

THE JOY OF FARMING WITH SPREADSHEETS

Wed. Dec. 12; 6pm-8pm

Regardless of what vegetable crop(s) you're growing or on what acreage, it takes vision and a plan to move from seed to start to planting, harvest, and sales. It takes record-keeping and analysis to determine if a crop is worth your time to grow, or how you might make it worthwhile. Join us for an evening with **Becky Zaneski** as she brings The Joy of Farming with Spreadsheets to life.

From season planning and field mapping to tracking labor costs and sales data, Becky's common-sense approach helps you make sense of the data. Co-founder of City Grown Seattle, an urban market gardening business, she is a farmer with a strong software background and a passion for growing vegetables. She currently farms at Full Tilth Farm in Poulsbo, a 5-acre farm producing vegetables, berries, and eggs using organic practices...and spreadsheets!

LEASE LITERACY FOR FARMERS & LANDOWNERS

Wed. Dec. 19; 7pm-9pm

Farmland owners often wish to lease their land to someone willing to farm, while there are plenty of folks looking to start or grow a farm by leasing land. But how do you go about setting up an equitable lease? What do you need to look for and/or avoid? What makes a good lease contract? What factors lead to positive landlord-tenant relationships? Both landowners and renters have the same questions.

This informal workshop is designed to help address some of the challenges landowners and tenants have related to developing and maintain good land lease arrangements. We'll have a **lawyer** familiar with land leases on hand to explain the legal details and answer questions. In addition, much of the evening will be devoted to a **panel of experts** on the topic: **farmers, landowners, and farm incubator managers** willing to share their experiences regarding what works, what doesn't, and how to create good lease relationships.

Location

WSU Snohomish County Extension's Cougar Auditorium, 600 128th St SE Everett, WA inside McCollum Park.

Registration

Space is limited, the cost is \$15 per workshop or...take all three for \$40.

To ensure your spot, visit GrowYourFarm.eventbrite.com to register or mail this form with your check.

For more information on the workshops, contact Kate Ryan, kate.ryan@wsu.edu, (425) 357-6024.

Sponsors

All three Grow Your Farm! workshops are sponsored by **WSU Snohomish County Extension** and the **Snohomish Conservation District**.



Register online at GrowYourFarm.eventbrite.com

Registration Form

Name(s): _____

Address: _____

City _____ Zip _____

Phone: _____

E-mail: _____

Yes, send me e-mail notices for future workshops.

Sign me up for these Grow Your Farm workshops!

Date	# Attending	Total
Take all 3 Grow Your Farm workshops & Save!		
All 3 workshops	_____ x \$40	\$ _____

Marketing & Market Research for Farmers

Tues. Dec. 4; 7pm-9pm _____ x \$15 \$ _____

Joy of Farming with Spreadsheets

Wed. Dec. 12; 6pm-8pm _____ x \$15 \$ _____

Lease Literacy for Farmers & Landowners

Wed. Dec. 19; 7pm-9pm _____ x \$15 \$ _____

TOTAL ENCLOSED \$ _____

Make checks payable & mail to: **WSU Extension**
Attn: Workshops
600 - 128th Street SE
Everett, WA 98208-6353

Refund Policy: No cash refunds. Minimum charge will be retained; remainder credited toward future workshop registration if cancelled less than 48 hrs prior. No refund or credit for no-shows. Extension programs and employment are available to all without discrimination. Evidence of noncompliance may be reported through your local Extension office or to the WSU Center for Human Rights. Persons with a disability requiring special accommodation can request accommodation 21 days before training at (425) 338-2400. If accommodation is not requested in advance, we cannot guarantee availability on-site.