



GREAT PLAINS VEGETABLE GROWERS CONFERENCE

St. Joseph, Missouri

January 7, 2010

Growing Your Farm Profits: Understanding the Marketplace and Positioning Your Farm to Succeed Fulkerson Center, Mead Room

Can't seem to make ends meet despite working your fingers to the bone on your farm? Perhaps you haven't examined the financial aspects and possibilities of your operation closely enough. **Jim Munsch** will lead you through a systematic process that will help you make better-informed operating and financial decisions. Jim has been in the beef business since 1981 and is a business consultant who helps local organic vegetable and beef producers analyze their operations. This short course will focus on using data, along with your experience, to help make the important decisions about the "front end" (the market) and the "back end" (the product) for horticulture enterprises. The course will work through:

- Deciding What to Sell
- Deciding to Whom to Sell
- Deciding How to Set Prices
- Producing for the Market
- Defining Costs of Production
- Identifying Costs of Sales & Marketing
- Determining Profit/Loss on Each Product
- Understanding How to Make More Money

Daily Schedule

8:00-9:00	Registration
10:30-11:00	Break
12:00-1:00	Lunch
2:30-3:00	Break
4:30	Workshop concludes

- ❖ This will take a hard look at questions about optimizing the balance of sales channels (CSA, wholesale, farmer's market, other) and optimizing the crops/products/services offered in each channel.
- ❖ To make each critical decision you'll learn how to select the right data to collect (some financial and some non-financial) and how to use it. Tools to assist this process will be examined. Participants will work through real-world examples, some based on participant's operations, to gain hands-on experience in the method and in using the tools. You'll also learn how to do "what-if" analysis on new ideas for your farm business.
- ❖ All participants will receive a comprehensive collection of producer-tested written materials compiled on CD.

Course Instructor: Jim Munsch raises organic beef on pasture at Deer Run Farm in Wisconsin. He has been in the beef business since 1981 and his operation was certified organic in 1999. Jim markets his beef in partnership with a large organic vegetable CSA. Jim works part time with his local County Conservation Department as a pasture specialist and he is also a business consultant to local organic vegetable producers and both organic and conventional beef producers. He is currently working with the University of Wisconsin to develop a user-friendly vegetable production costing tool. He has degrees and experience in agricultural engineering, industrial management and international business. Jim is interested in preserving a viable and diverse agricultural base in his county and region where farmers produce a wide variety of food, make enough money to stay on their farms, and maintain a healthy soil and environment.

Local Producer Panel

A panel of successful regional growers will participate to give local, real-life examples of the concepts discussed. Local producers are: **Jill Elmers** of Moon on the Meadow Farm, Lawrence KS and **Kevin & Charuth Loth** of Shadow Brook Farm, Lincoln NE.

Come enjoy refreshments & snacks in the Trade Show Area during breaks and also a special wine reception from 4-6:30 pm.

*This course and take home materials are being offered at a **reduced rate of \$30 per person** through a partnership with the **USDA Risk Management Agency.***