



GREAT PLAINS GROWERS CONFERENCE

www.greatplainsgrowers.org
St. Joseph, Missouri

On Thursday choose between one of four workshops: High Tunnel, Community Supported Agriculture (CSA), Fruit Grower's or Farm Smarter, Not Harder.

January 6, 2011

Farm Smarter, Not Harder

Fulkerson Center, Spratt Classroom 201

“If I offered you a job requiring two days’ work and paid you \$10,000, you would be hard pressed not to take it.” So writes Richard Wiswall in “The Organic Farmer’s Business Handbook: A Complete Guide to Managing Finances, Crops, and Staff – and Making a Profit.” As a farmer, it’s a given that you work hard. But do you farm smart? Using the information presented in this course in conjunction with the resources in Wiswall’s book (included in registration fee), you will have the knowledge and data needed to tune-up your business and increase your profit. In this workshop, participants will focus on the farm’s profit centers – which parts of the farm make the most money and which may actually lose money, while learning efficient planning, office management, and financial tips for success.

- 8:00 Registration
- 8:30 Course Introductions
- 9:00 **Farm for Profit, Not Production – Dan Nagengast**
 - Marketing Chart
 - Production Plan
 - Map
 - Seedling Calendar
- 10:30 Break
- 11:00 **Marketing Strategies – Nick McCann**
- 12:00 Lunch
- 1:00 **Discovering Profit Centers – Tom Buller**
 - Tracking Income/Sales
 - Tracking Expenses
 - Crop Journal
 - Crop Budget
 - Index of Profitability
- 2:30 Break
- 3:00 **Time Management for Farmers: Too Much to Do & Too Many Rutabagas to Dig – Chris Blanchard**
- 4:00 Workshop Wrap-Up
- 4:30 Workshop Adjourns

With this course, you will receive a copy of “The Organic Farmer’s Business Handbook: A Complete Guide to Managing Finances, Crops, and Staff – and Making a Profit” book by Richard Wiswell (\$35 retail value). Financial assistance for this course is being provided by a grant through USDA Risk Management Agency.

WORKSHOP PRESENTERS:

Chris Blanchard owns and operates Rock Spring Farm, a twelve acre organic market farm north of Decorah, IA, selling a wide variety of vegetables and herbs through a 200-member CSA, food stores, and a farmers market since 1999. He also coordinates the presentations for the MOSES Organic Farming Conference. www.rsfarm.com.

Tom Buller studied agricultural geography and sustainable agriculture at the University of Minnesota. He is currently the co-owner/operator of Buller Family Farm, a diversified vegetable and fruit farm just outside of Lawrence, Kansas. He has been growing vegetables commercially since 2006 and is also currently the Market Coordinator for the Lawrence Farmers Market.

Nick McCann - As an Agriculture Marketing Specialist for NCAT, Nick leads the market research and education effort geared toward agricultural products. He received a Masters in Sustainable Agriculture from Iowa State University and his professional experience includes operations management and sales in the warehousing and manufacturing sectors.

Dan Nagengast’s interests are horticulture, local and regional food systems, food safety and human nutrition, renewable energy. He is the Executive Director of the Kansas Rural Center and has farmed in one fashion or another most of his life. At present he works with his wife, Lynn Byczynski and their two children on their cut flower farm south of Lawrence.

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