



*Pre-Conference Workshop*  
**Farm Smarter,  
 Not Harder**  
 January 6, 2011  
 Union Hall, Rooms 218-219




*This workshop is partially funded by  
 USDA Risk Management Agency Community  
 Outreach and Assistance Partnership.*




*Pre-Conference Workshop*  
**Farm Smarter, Not Harder**

8:30 a.m. Course Introductions  
 9:00 a.m. **Farm for Profit, Not Production** *Dan Nagengast*  
 10:30 a.m. Break: Refreshments available in the Trade Show Area  
 11:00 a.m. **Marketing Strategies** *Nick McCann*  
 12:00 p.m. Lunch  
 1:00 p.m. **Discovering Profit Centers** *Tom Buller*  
 2:30 p.m. Break: Refreshments available in the Trade Show Area  
 3:00 p.m. **Time Management for Farmers: Too Much to Do & Too Many Rutabagas to Dig** *Chris Blanchard*  
 4:00 p.m. Workshop Wrap-Up  
 4:30 p.m. Workshop Adjourns  
 4:30-6:00 p.m. Local foods and wine reception: Trade Show Area






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Workshop Resources

- Agenda
- Resources
- Organic Farmer's Business Handbook
- Presentation PDFs

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[www.ksfarmersmarkets.org](http://www.ksfarmersmarkets.org)

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9:00 **Farm for Profit, Not Production**  
*Dan Nagengast*

10:30 Break *Refreshments available in the Trade Show Area*

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11:00 **Marketing Strategies**  
*Nick McCann*

12:00 Lunch








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1:00 **Discovering Profit Centers**  
*Tom Buller*




2:30 **Break:** Refreshments available in the Trade Show Area

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3:00 **Time Management for Farmers:**  
Too Much to Do & Too Many Rutabagas to Dig  
*Chris Blanchard*

4:00 **Workshop Wrap-Up**

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