Winnebago County UW-Extension

Heart of the Farm

Women in Agriculture

November 3, 2006

Winnebago County UW-Extension Office
625 E. County Rd. Y, Oshkosh

8:00 am – 4:00 pm

Sponsors

Direct Marketing 101
A Workshop for Direct Farm Marketers

Registration Form

Winnebago County UW-Extension

625 E. County Rd. Y, Oshkosh

8:00 am – 4:00 pm

Phone: __________________________
Zip: __________________________
City/State: ______________________
Address: ________________________
Name: __________________________

Please indicate dietary and/or accessibility needs:

Registration due by October 20, 2006

Registration Form

Registration Cost: $40/person or $70 for 2 people from same farm/business

University of Wisconsin-Extension, U.S. Department of Agriculture, and Wisconsin counties cooperating. UW-Extension provides equal opportunities in employment and programming, including Title IX and ADA.

If you have any questions, please contact:
Jason Knise
920.232.1970

jason.knise@ces.uwex.edu

Winnebago County UW-Extension

Heart of the Farm

Women in Agriculture

Direct Marketing 101
A Workshop for Direct Farm Marketers
Direct Marketing 101—Oshkosh

Directions
From U.S. Hwy 41
- take Exit #124 (Hwy 76 exit)
- Turn EAST on Hwy 76 (Jackson St.)
- Proceed to County Rd. Y and turn LEFT
- Proceed to 625 E. County Rd. Y

Agenda
8:00 am  Registration
9:00 am  Using Market Research to Improve Profits
10:30 am  Break
10:45 am  Using Market Research (cont.)
11:15 am  Surviving WI’s Licensing & Regulations
Noon  Lunch provided
1:00 pm  Surviving the Balance Sheet Challenge
2:15 pm  Break
2:30 pm  Panel discussion
3:45 pm  Wrap-up, Evaluations, Door Prizes
4:00 pm  Adjourn

Speakers
Using Market Research to Improve Profits,
Greg Lawless, Co-director, Ag Innovation Center.
Learn how market research and knowing your customer can improve customer service and your business’s profit. Greg will discuss what is a “decent” price, for both for you and your customer.

Wisconsin’s Licensing and Regulations,
Becky Williamson, WI Department of Ag, Trade & Consumer Protection. Do you need a license to sell those eggs on your farm? What about selling them away from your farm? If you process some of your vegetables to sell, does that make a difference in the licensing requirements? Can you use your own kitchen to process food for sale to the public? Learn the answers to these questions and ask your own questions during this session.

Surviving the Balance Sheet Challenge,
Jason Kruse, Winnebago County UW-Extension Ag Agent & Alan Linnebur, Washington County UW-Extension Farm Business Educator. Even if you don’t have a degree in business, you can develop financial statements for your business. It’s not as hard as it seems. Learn what information goes onto a balance sheet and an income statement. These two statements help you and your banker analyze your business’s financial performance. Participants will be asked to organize a direct marketer’s balance sheet during a hands-on activity.

Panel Discussion,
Tom & Susan Wrchota, owners of Cattleana Ranch, who raise grass-fed beef and pastured chickens, along with Herb & Elvera Timm, owners of Timm’s Can, who process jams and jellies made from locally raised fruits and vegetables, will take part in a panel discussion to answer questions, share tips, etc.

Bringing University Research to the People of Wisconsin
http://www.uwex.edu/ces/

All efforts will be made to serve locally grown and/or produced foods for the lunch and breaks.

Advising us at least two weeks before the event if you are handicapped and desire special accommodations. Requests will be kept confidential.