

UC ANR Urban Agriculture Workshop series

Workshop #1: *Marketing & Business Management for Urban Farmers*

Date: Friday, March 16, 2018, 9:00AM - 4:00PM

Location: The Cannery Farm Barn, 1550 Cannery Ave, Davis, CA 95616

Description: From business planning to labor laws, basics to help you succeed. Marketing and business management for urban farms

Time	Agenda
8:30 – 9:00 am	Registration and Refreshments
9:00 – 9:30 am	Welcome Topic: Welcome from UC ANR & The Center for Land Based Learning Speakers: Rob Benneton, Urban Agriculture Advisor, UC Cooperative Extension (UCCE) for Alameda County, Sri Sethuratnam, Center for Land Based Learning
9:30 – 9:45 am	Participant Introductions
9:45 – 11:00 am	Topic: Business Planning and Marketing Strategy Introduction Speakers: Gail Feenstra, Deputy Director, University of California Sustainable Agriculture Research & Education Program (UC SAREP) Penny Leff, UC SAREP
11:00 – 11:15 am	BREAK
11:15 – 12:15 pm	Topic: Introduction to financial records and financial planning tools Speakers: Penny Leff, UC SAREP Hope Sippola and Shayne Zurilgen, Fiery Ginger Farm
12:15 – 1:00 pm	LUNCH
1:00 – 2:00 pm	Topic: Labor and Employment Laws for Urban Farmers Speaker: Neil Thapar, Food and Farm Attorney, Sustainable Economies Law Center (SELC)
2:00 – 2:15 pm	BREAK
2:15 – 3:30 pm	Farmer/Marketer Panel Hope Sippola, Fiery Ginger Farm Sarah McCamman & Randy Stannard, Root 64 Farm Chanowk Yisrael, Yisrael Family Urban Farm Joany Titherington, Manager, Oak Park Farmers' Market
3:30 – 4:00 pm	Farm Tour at The Cannery Urban Farm
4:00 – 4:05 pm	Closing

In cooperation with local partners:

