COURSE OVERVIEW

Session 1	P LANNING	FOR	Success	FOR	You	AND
	Your Fa	MILY				

- Session 2 Marketing: Sell What You Grow
- Session 3 Managing Your Money
- Session 4 Production Planning for Multiple Markets
- Session 5 Contracts and Regulations: What you Need to Know
- Session 6 Action Plan

"NORMAL" SESSION LAYOUT

Review of last session

Questions

Session topics

Guest Speaker - if scheduled

Lunch

Session topics

Field Trip - if scheduled

Golden Rules of Marketing

- · Know what you are selling
- Know who you are selling too
- · Know your own story
- Don't make assumptions
- Be customer oriented not product oriented
- Sell feature benefits
- · Be a price maker not a price taker
 - don't sell commodities
- Diversify carefully in all directions to manage risk
- Start as small as possible and learn the market

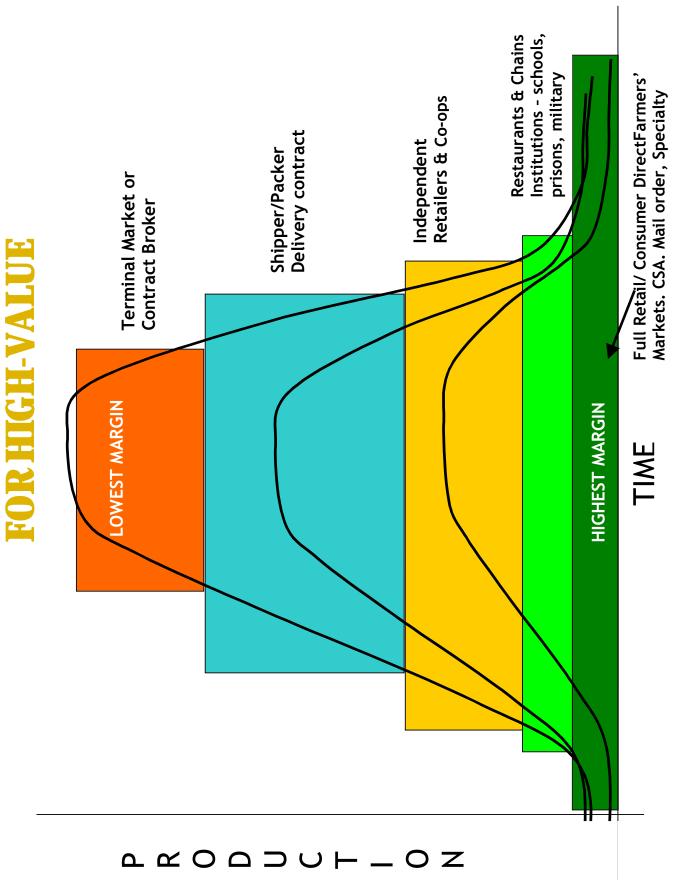


The Markets



Your Market Segments

CHANNEL DIVERSIFICATION STRATEGY



Basic Budget												
	Farm/Ranch		Home									
Income												
W. dalla Occile												
Variable Costs												
Fixed Costs												
Profit or Loss												

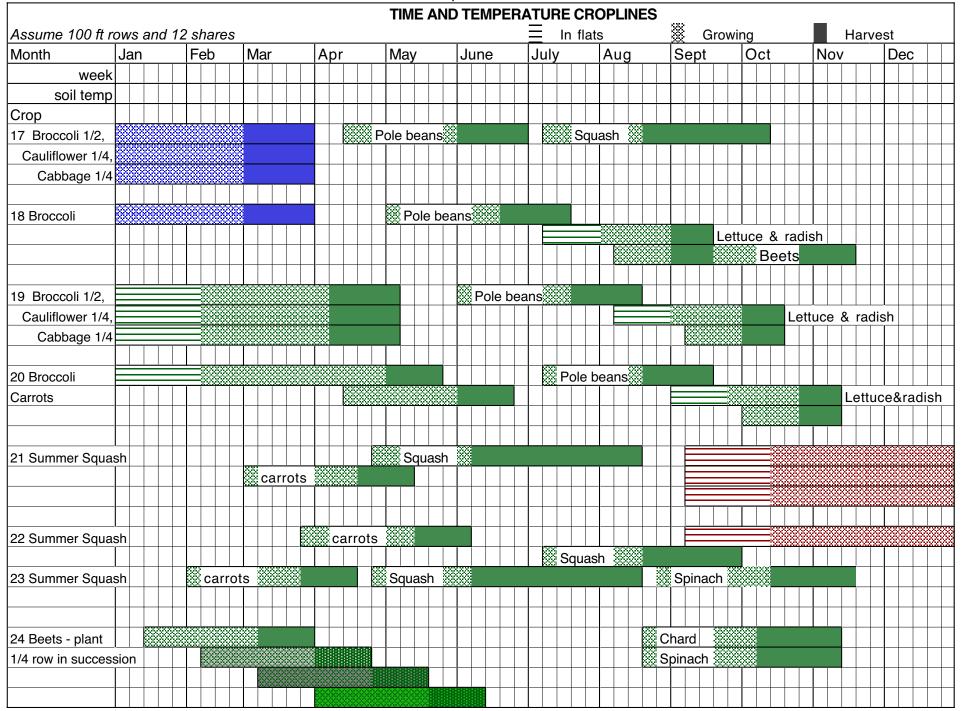
	Part	tial Budget	
Project		Location	Date
Positive Benefits	Value 2	Negative Consquences	Value
Additional returns		Additional cost	
1. Total additional returns	\$	3. Total additional cost	\$
1. Total additional returns	Φ	ps. Total additional cost	Φ
Reduced costs		Reduced returns	
reduced costs		reduced returns	
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2. Total reduced costs	\$	4. Total reduced returns	\$
5. Total Positive benefits		6. Total negative consequences	
(space 1 + space 2)	\$	(space 3 + space 4)	\$
7. Net Change in Income			
(space 5 - space 6)	\$		

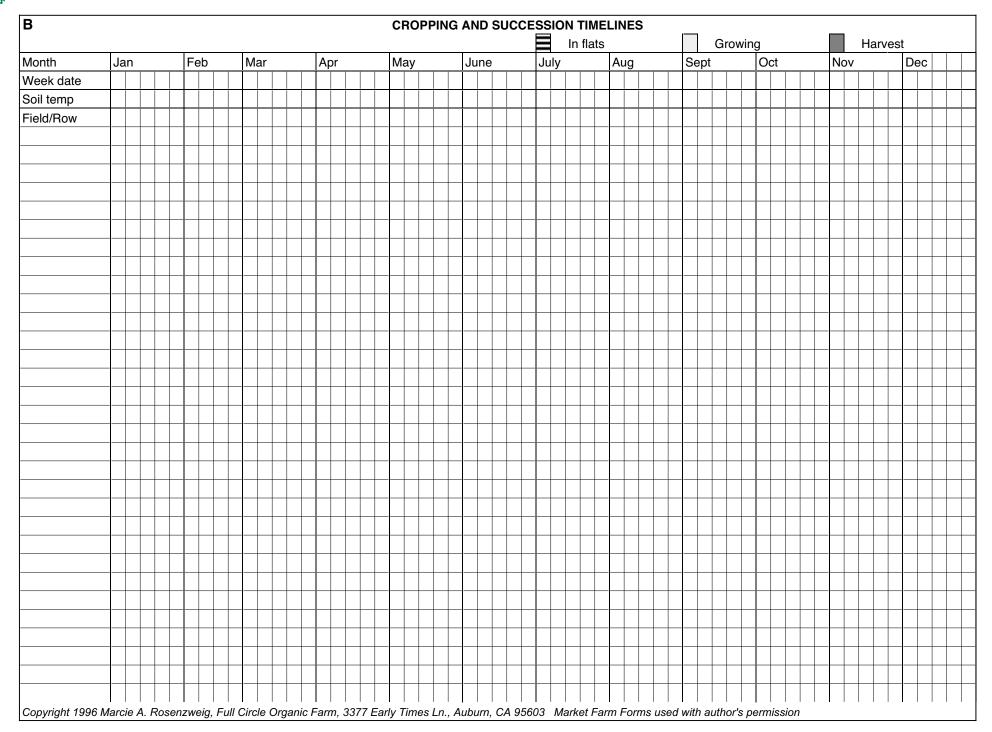
CY 2003	January	February	March	April	May	June	July	August	September	October	November	December	Total
INCOME					,	2	,						1000
Farmers Market													
CSA													
Cooperative													
Packer													
Total Income													
Total mediae													
EXPENSES													
Variable													
Cultural Costs													
Bed preparation													
Fertilizer/Soil Amendments													
Drip tape													
Seeds													
Transplants													
Thinning													
Pest control - Insecticidal Soap													
Beneficial Insects													
Weed control													
trellising costs													
Gas, fuel, oil													
Irrigation													
Truck costs													
Total Cultural Costs													
Harvest Costs													
Pick (how many times)													
Post-harvest cooling/washing													
Pack & sell													
Total Harvest Costs													
Int. on ops capital													
Total operations costs per acre										· ·			
Fixed (overhead)													
Land Rent													
Office expense													
Farm Insurance													
Farmers Mkt Assoc dues & fees													
Porta Potties*													
Equipment maintenance													
Total Fixed													
Total CASH COSTS													
CASHFLOW													

S-Crop Pl. Ex. Yr1 rows 17-24

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Assume 100 ft ro	ws a	and	12	sha	ares	3		In flats									Growing						Harvest													
Month	Jan			Fe	b		Ма	ır		Α	pr			May	/		Jui	ne		July			Au	g		ept		0	ct		No	VC		De	С	
week																																				
soil temp																																				
Crop																																				
17 Broccoli 1/2,																																				
Cauliflower 1/4,																													_8							88
Cabbage 1/4																																				
10 Dropoli						+				\perp				+																			*****		<u> </u>	 888
18 Broccoli						+				+				+					+											98888	88888	*****	88888 		****	3888
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S-Crop Plan Ex Yr2 Rows 17-24





B 2	CROP YIE	TIONS	B 3 ACTUAL HARVEST AND INCOME DATA												
															= (K+L+M) * 100
Formulas	1	1 1		I		G = D x F				1			1		(H+ I +J)
Week		Sq ft		Unit	\$/Unit						units s	old	Actual	Weekly \$	
Crop	Variety	Row ft	yield	sale		\$/ variety	1	2	3				unit price	/ variety	through
	ТОТА	L													
Copyright 2	2003 Marcie A. Ro	senzweia. F	ull Circle.	3377 E	arlv Times	Ln., Auburn, C	A 95603 I	Market Fa	rm Forms	s used w	ith authoi	r's perm	ission		

Neil D. Hamilton's Ten Questions to Ask (and answer) Before You Sign a Contract

(adapted from The Legal Guide to Direct Marketing by Neil D. Hamilton)

- 1. Do you understand what you are agreeing to do, for example are you selling a particular quantity or quality of product?
- 2. What is the price you will be paid and how is it determined?
- 3. When will you be paid or when is payment due if you are buying something?
- 4. Who will decide if you have satisfied the terms of the contract?
- 5. What will happen if a dispute arises, will it go to court or does the contract include some form of alternative dispute resolution such as mediation or arbitration?
- 6. If there is a dispute, where will it be heard and which state's laws will be used?
- 7. How long will the agreement run and how can it be terminated or extended?
- 8. Can the agreement be modified once it is signed?
- 9. Are you considered a merchant under the agreement and held to a higher commercial standard or will you be treated as a farmer?
- 10. Can the contract be assigned to another person or is it personally to you?

Code		Farm Name			
		Organic Farm	Input Report		
	Data	- Organio i anni	Присторого		
Date Applied	Rate Applied	Material	Source/Brand	CCOF Status	Field Location