

# **COURSE OVERVIEW**

**SESSION 1      PLANNING FOR SUCCESS FOR YOU AND  
YOUR FAMILY**

**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

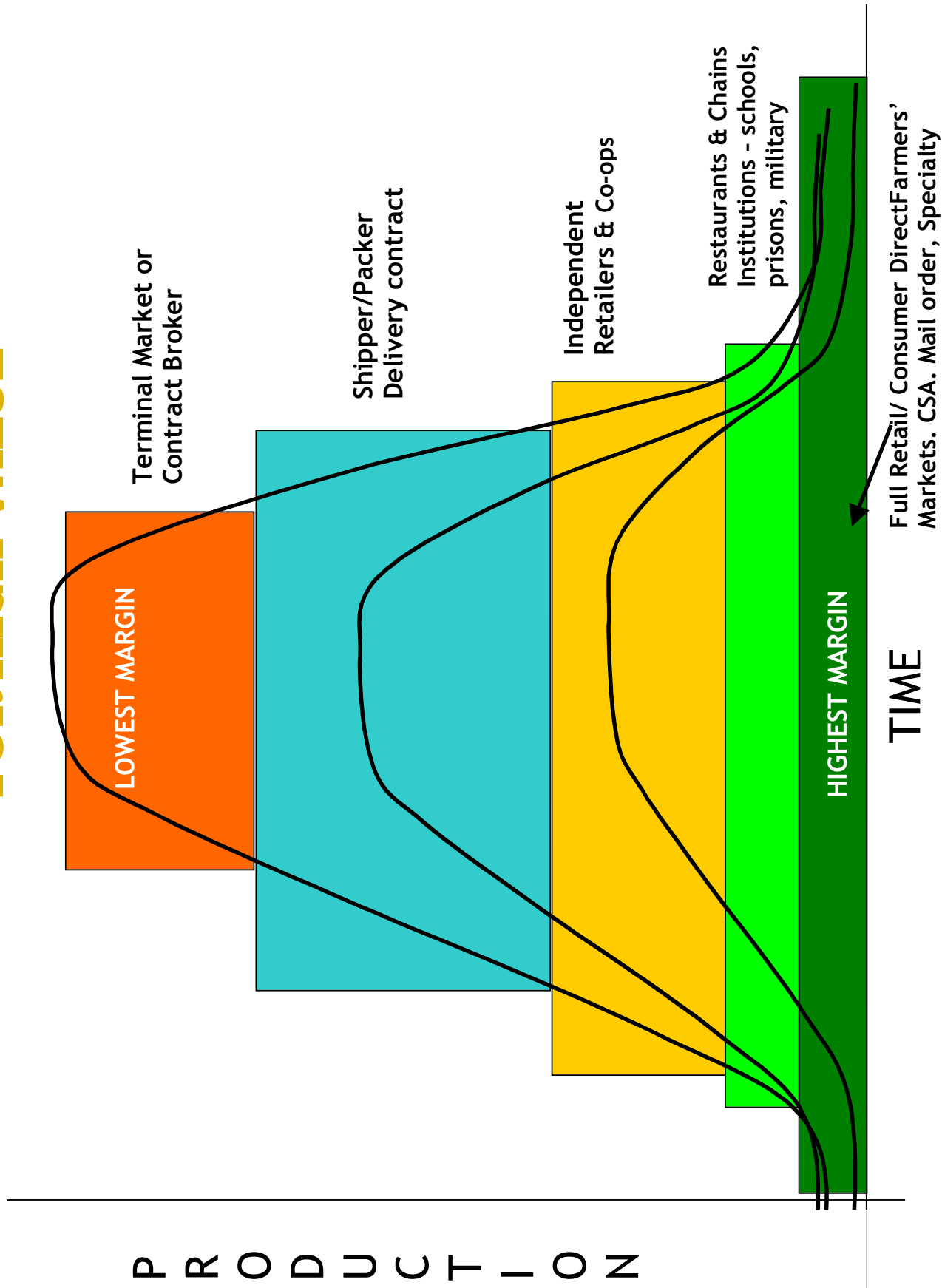


# The Markets



# **Your Market Segments**

# CHANNEL DIVERSIFICATION STRATEGY FOR HIGH-VALUE



## Basic Budget

	Farm/Ranch		Home	
<b>Income</b>				
<b>Variable Costs</b>				
<b>Fixed Costs</b>				
<b>Profit or Loss</b>				

## Partial Budget

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







S-Crop Plan Ex Yr2 Rows 17- 24

TIME AND TEMPERATURE CROPLINES

Assume 100 ft rows and 12 shares

☰ In flats    🌱 Growing    🍷 Harvest

Month	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
week												
soil temp												
Crop												
17 Broccoli 1/2,	🌱		🍷		🌱 Pole beans		🍷		🌱 Squash		🍷	
Cauliflower 1/4,	🌱		🍷									
Cabbage 1/4	🌱		🍷									
18 Broccoli	🌱		🍷		🌱 Pole beans		🍷					
							☰		🌱 Lettuce & radish			
							🌱		🍷		🌱 Beets	
19 Broccoli 1/2,	☰		🌱		🍷		🌱 Pole beans		🍷			
Cauliflower 1/4,	☰		🌱		🍷				☰		🌱 Lettuce & radish	
Cabbage 1/4	☰		🌱		🍷				🌱		🍷	
20 Broccoli	☰		🌱		🍷		🌱 Pole beans		🍷			
Carrots					🌱		🍷		☰		🌱 Lettuce&radish	
									🌱		🍷	
21 Summer Squash					🌱 Squash		🍷		☰		🌱	
			🌱 carrots		🍷				☰		🌱	
									☰		🌱	
22 Summer Squash					🌱 carrots		🍷		☰		🌱	
							🌱 Squash		🍷			
23 Summer Squash			🌱 carrots		🍷		🌱 Squash		🍷		🌱 Spinach	
											🍷	
24 Beets - plant	🌱		🍷						🌱 Chard		🍷	
1/4 row in succession	🌱		🍷		🌱				🌱 Spinach		🍷	
					🍷							
					🌱							

B	CROPPING AND SUCCESSION TIMELINES												
				In flats				Growing			Harvest		
Month	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	
Week date													
Soil temp													
Field/Row													



# **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?**

