



**Annie's Project
Madison
January 19 – February 23, 2010
9:30 am – 2:00 pm**

January 19, 2010

- 9:30 am Networking/Registration/coffee
- 10:00 am Introductions, housekeeping, overview of the program
- 10:30 am ***Discover the Color of Your Personality – Joy Kirkpatrick, Outreach Specialist, UW Center for Dairy Profitability.*** What is your most comfortable personality “style”? Learn how this preference affects communications, learning styles and even how you will run your value-added agriculture enterprise. We will also incorporate some workshop touchstones or guidelines as we discuss preferences and learning style.
- 12:30 pm Lunch
- 1:00 pm ***Introduction to Business Planning – Greg Wise, Director, Center for Community Economic Development, Anne Pfeiffer, Agricultural Innovation Specialist, Agricultural Innovation Center***
Greg and Anne will help participants thoughtfully assess their agricultural enterprise plans, starting with describing your business, setting goals, and assessing your skills and resources.

January 26, 2010

- 9:30 am Networking/coffee
- 10:00 am Welcome/intros for new people, review from week 1
- 10:15 am ***Introduction to Business Planning Continued – Greg Wise, Center for Community Economic Development***
Participants will continue their work on business plans and will be introduced to web-based and other resources to help write their plans.
- 12:30 pm Lunch
- 1:00 pm ***Taxes and Business Entities to Consider as You Start Your Farming Enterprise – Todd Pfeil, attorney, Pfeil, Millonzi and Curran, S.C., Black Earth***
This session will give you an overview taxes for farming enterprises and the forms you will need to become familiar with as you start your business. It will also provide information on different business entities to consider as you start your business.

February 2, 2010

- 9:30 am Networking/coffee
- 10:00 am Welcome/intros for new people review from week 2
- 10:15 am ***Conducting and Analyzing Market Research – Bill Pinkovitz, Business Management Specialist, Center for Community Economic Development.***
Business experts say one of the most common mistakes people make when developing a value-added business is doing too little market research. The goal of market research is to learn more about your business's existing market or potential customers so you can make better informed decisions about your business. This session will explain the difference between primary research and secondary research and give you ideas about how to access existing web-based data and approachable and effective ways to conduct primary research.

Lunch break will happen around noon or 12:30

February 9, 2010

- 9:30 am Networking/coffee
- 10:00 am Welcome/intros for new people review from week 3
- 10:15 am ***Financial Management 101 – Nate Splett, Professor, Agriculture Economics, UW-River Falls and Jenny Vanderlin, Assistant Director, UW Center for Dairy Profitability***
This session will provide participants with a beginning foundation on how to construct and analyze the core financial information for their agricultural enterprise. It will also introduce how financial information is a key component of making a holistic, sustainable business that meets your business and personal goals.

February 16, 2010

- 9:30 am Networking/coffee
- 10:00 am Welcome/intros for new people review from week 4
- 10:15 am ***Rules and Regulations –Arthur Ness, Division of Food Safety, WDATCP***
Arthur Ness will discuss the laws and licensing requirements of food handling and direct sales and answer questions from participants regarding food processing and production.
- Noon Lunch

- 12:30 pm ***Good Agricultural Practices (GAP). Tim Leege Program Manager for Fruit and Vegetable Inspection, WDATCP***
Tim Leege will provide a general overview of what Good Agricultural Practices/Good Handling Practices are, who they apply to, what is involved, and how the certification process works.
- 1:30 pm ***Resources for Addressing Food Safety in your Business. Teresa Cuperus, Economic Development Consultant WDATCP***
Teresa will discuss industry safety standards including Good Agricultural Practices (GAP) and resources for implementing GAP on your farm.

February 23, 2010

- 9:30 am Networking/coffee
- 10:00 ***WDATCP – Farm Center Services and Resources and Accessing Land. Paul Dietmann, Director, WDATCP – Farm Center.*** Paul will discuss the resources available through the Wisconsin Department of Ag, Trade & Consumer Protection – Farm Center and resources and strategies for accessing land.
- 10:45 am ***Developing Your Farm Management Team. Joy Kirkpatrick, Outreach Specialist, UW Center for Dairy Profitability.*** We will discuss how to assess management skills of the partners and how to build a management team with members who can complement the management of your business.
- 11:15 am ***USDA Farm Service Agency – Programs, loans and resources. Laurie Makos, Farm Loan Management, USDA Farm Service Agency.*** Laurie will give an overview of the programs, including loan programs, and other opportunities offered through the USDA Farm Service Agency.
- 12:15 pm ***Grant Opportunities for Your Idea. Anne Pfeiffer, Outreach Specialist, Agricultural Innovations Center.*** Anne will discuss grant programs that are available for agricultural projects and are open to individual farm operations.
- 12:30 pm Lunch
- 1:00 pm ***Action Planning*** Now that you have information on business plans, market research, rules, regulations, loan program – how do you put this new knowledge into a plan that moves you forward? The last hour of the session will allow participants to develop their action plan, outlining who to contact next, market research needed, goals for the next month and year to continue moving forward.