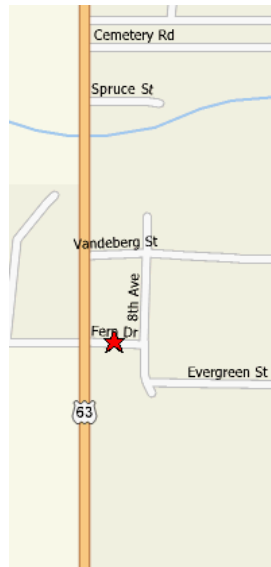


Directions

- From I-94 take Exit 19 for Baldwin
- Turn north onto Hwy. 63
- Proceed 1/2 mile north and turn right onto Fern Drive (between the tall communications tower and the Ford dealership)
- At stop sign turn right onto 8th Ave.

The Ag Service and Education Center is on the right.



Interstate 94

UW
Extension

715-684-3301, ext. 5
Ruth.hilfiker@ces.uwex.edu

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.

UW
Extension
St. Croix County Office
Agricultural Service and Education Center
1960 8th Ave.
Baldwin, WI 54002

Direct Marketing 101

A Workshop for Rural Landowners & Small Farm Business Owners



March 17, 2007

Saturday

8:30 am - 3:30 pm

UW-Extension Auditorium
Agricultural Service and
Education Center
1960 8th Ave.
Baldwin, WI

Direct Marketing 101 Workshop

Saturday, March 17

Agenda

8:30 am Registration

8:45 am Conducting Your Own Farm Market Research -

Greg Lawless

9:30 am Wisconsin Food Licensing & Regulations - Erin Nutter

10:30 am Break

10:45 am Marketing Strategies to Improve Profits - Greg Lawless

11:15 am Catered Lunch

12:15 pm Surviving the Financial Statement Challenge -

Ruth Hilfiker & Glen Wachtler

1:30 pm How We Grew - capital, equipment, labor & customers -

Kay Jensen

2:00 pm Break

2:15 pm Making Decisions for Your Small Farm Business -

Kay Jensen

3:30 pm Adjourn

Outstanding Speakers

Greg Lawless - Co-director for the Agricultural Innovation Center at the UW-Madison. Greg's work has focused on the development of agriculture marketing niches. Learn how to understand your target market customers through market research before you plant. Greg will provide practical marketing tips to increase profits.

Erin Nutter - Regional Food Safety Supervisor, Eau Claire, WI Dept of Agriculture, Trade and Consumer Protection. Erin has worked with the Division for 20 years. Time will be dedicated in Erin's talk for you to ask food safety and farm marketing regulation questions. If you process vegetables or fruit or make beef jerky, do you need a license? Can you use your own kitchen to process food for sale at a farmers market?

Ruth Hilfiker - Commercial Horticulture Educator, UW-Extension, St. Croix & Pierce Counties. Ruth has helped commercial vegetable and fruit producers with production and market planning for 10 years.

Glen Wachtler - AgStar Loan Officer, Baldwin, WI. Glen has analyzed and provided loans to small farm businesses north of the Twin Cities and in Western WI for many years. Even if you don't have a business degree, you can develop financial statements to help you and your banker analyze your small business performance. Ruth and Glen will guide you through the basics and will provide a hands-on activity.

Kay Jensen - Owner and Operator with her husband Paul Ehrhardt of JenEhr Family Farm near Madison, WI

Kay's family makes a full-time living on 35 acres growing vegetables, strawberries, pastured chickens and heritage turkeys. They market to 200 CSA families, sell at 3 farmers markets and several grocery stores and through a marketing cooperative to upscale restaurants in Chicago. She has an MBA and is originally from a dairy farm in St. Croix County.

Registration Form Due by March 11

Name _____

Address _____

City/State _____

Zip code _____

County _____

Phone _____

E-mail (for cancellation purposes) _____

What do you produce or plan to produce?

vegetables tree fruit berries
 beef poultry cut flowers

Mail registration form and check payable to :

UW-Extension

Direct Marketing 101

St. Croix County UW-Extension

Agricultural Service and Education Center

1960 8th Ave., Suite 140

Baldwin, WI 54002

Registration Cost:

**\$40/person or \$60 for 2 people
from the same farm/business**

Sponsored by the

**UW
Extension**

St. Croix County

And the Emerging Ag Markets Team

715-684-3301, ext. 5

Ruth.hilfiker@ces.uwex.edu