
This six week workshop series is for beginning farm women or farm women considering adding a direct marketing or value-added component to their current farm business.

It will help participants:

- Evaluate goals, skills and resources to determine farm business feasibility.
- Learn how to gather market research
- Prepare to write a business plan
- Learn about state and federal regulations and industry practices for direct marketing farm products and safe food handling.
- Become familiar with valuable agencies, organizations & resource personnel as you continue writing & implementing your business plans.



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.

Sponsors

NORTH CENTRAL
RISK MANAGEMENT
EDUCATION CENTER



AGRICULTURAL INNOVATION CENTER

Wisconsin's Support Network for Agricultural Entrepreneurs



UW
Extension
Cooperative Extension



Directions

- Take South Towne Dr. Exit (264) off the 12/18 Beltline.
 - Turn south on South Towne Dr.
 - Pass through 1 roundabout.
 - S. Towne Dr. becomes Raywood Rd.
 - Turn left onto Moorland Rd.
 - Moorland Rd. becomes Lake Farm Road.
 - Lussier Family Heritage Center on the left.
-



Annie's Project

A program for beginning farm women or farm women considering a direct marketing enterprise



Tuesdays

January 19 and 26 &
February 2, 9, 16, & 23, 2010

10:00 a.m.—2:00 p.m.
Lussier Family Heritage Center
3101 Lake Farm Road
Madison, WI

Annie's Project Agenda

Tuesday, January 19 10:00 a.m. -2:00 p.m.

- Intro to workshop series
- Discover the Color of your Personality
- Got Risk?
- Introduction to Business Planning

Tuesday, January 26 10:00 a.m.—2:00 p.m.

- Business Planning (cont.)
- Business Entities & Tax Considerations as You Start Your Farming Enterprise

Tuesday, February 2 10:00 a.m.—2:00 p.m.

- Conducting and Analyzing Market Research

Tuesday, February 9 10:00 a.m.—2:00 p.m.

- Financial Management 101

Tuesday, February 16 10:00 a.m.—2:00 p.m.

- Rules & Regulations—What are the laws of food handling and direct sales?

Tuesday, February 23 10:00 a.m.—2:00 p.m.

- Moving Forward with Your Plan
- Agencies, organizations and key resources

What is Annie's Project?

Annie's Project is an opportunity for farm women to learn about farm management skills and strategies in a comfortable setting.

- Provides resources and information to improve your farming operation
- Classes are small
- Participants are other farm women from your county/area
- Opportunities to network with other farm women in similar situations

For more information contact:

Joy Kirkpatrick, joy.kirkpatrick@ces.uwex.edu
608.263.3485

Anne Pfeiffer, anne.pfeiffer@ces.uwex.edu
608.890.1905



Advise us at least 10 days before event if you are handicapped and desire special accommodations. Requests will be kept confidential.

Name

Address

Phone

E-mail

Registration is \$30.00 per person. This provides materials, lunch, and instructors for the 6-day workshop series.

Deadline: Tuesday, January 12, 2010

Make checks payable to:
UW CDP

Mail registration and payment to:

UW Center for Dairy Profitability

Attn: Joy Kirkpatrick
266 Animal Sciences Bldg.,
1675 Observatory Dr.
Madison, WI 53706-1205

608.263.3485