

Speakers

GAPs Training March 9/10

Erik Schellenberg, Association Resource Educator with the ENYSCHP (Eastern NYS Commercial Horticulture Program) and will prepare you fully for GAPs certification and inspection.

Business Plan Development March 24/25

Bob Weybright, Extension Associate with the ENYSCHP will be our presenter for both classes and will help you begin to develop and improve your existing business plan.

Labeling Your Products April 2

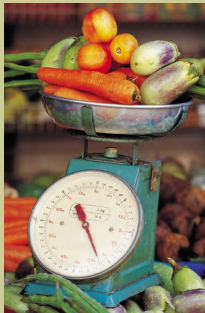
John M. Luker, Assistant Director, Division of Food Safety and Inspection for New York State Department of Agriculture and Markets.

Marketing Strategic Planning April 7

Matt LeRoux, Agricultural Marketing Specialist, South Central NY Agriculture Team, Cornell Cooperative Extension. In 2008 Matt developed the Marketing Channel Assessment Tool to assist producer decision making and improve marketing performance.

Value Added Product Development April 22

Elizabeth Sullivan is an Extension Associate serving as process authority for state-regulated products in concert with Dr. Olga Padilla-Zakour, and anticipates serving as process authority for federally regulated foods beginning in 2015.

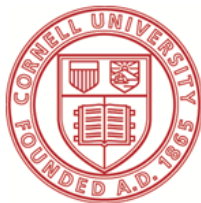


The Farmer's MBA* Program

** Not a degree program*



**All programs will be held at the
Farm and Home Center
2715 Route 44
Millbrook, NY 12545**



**Cornell Cooperative
Extension
Dutchess County**

"Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities"
The County of Dutchess partially funds Cooperative Extension programming in Dutchess County.

Please contact the Cornell Cooperative Extension Dutchess County office if you have any special needs

The Farmers' MBA Program

Cornell Cooperative Extension Dutchess County is pleased to offer a series of programs for those with a desire to grow their agricultural business. The idea behind this series of programs is to provide Hudson Valley farmers with the business tools they need in order to foster and expand their wholesale and retail markets.

Whether you are raising livestock, vegetables, hops, poultry or something different, we can help you define goals, set marketing and business strategies, and assist you with the necessary skills to expand your enterprise with a business-like approach.

We look forward to your participation in this program.

Sincerely,

Jennifer E. Fimbel
Senior Resource Educator
CCE Dutchess County
Agriculture

DIRECTIONS:

From Poughkeepsie: Route 44 East, approximately 2 miles east of the Taconic State Parkway.

From Points north: Taconic State Parkway South to Millbrook/Route 44 exit. East off the exit ramp, approximately 2 miles.

The Dutchess County Farm and Home Center is located on the north side of Route 44 and is a one story, brick building.

GAPs Training

In an effort to provide fruit and vegetable growers with the tools they need to comply with Food Safety Modernization Act (FSMA) and to enter the realms of wholesale and retail markets, we are hosting a GAPs certification Training (Good Agricultural Practices) on March 9th and 10th. The goal of the National GAPs Program is to reduce microbial risks in fruits and vegetables by developing a comprehensive extension and education program for growers and packers.

Business Plan Development

A solid business plan is one of the first pieces of information that lenders will want to see. Creating, updating and putting into practice a solid Business Plan is the focus of this course. Whether you have an existing Business Plan that needs some updating or you just don't know where to begin, this is the class for you.

Labeling Your Products

This course offers a presentation on the requirements for starting a food business. The information will concern the current laws and regulations relating to food manufacturing, approved source, food labeling, retail sale, etc.



#1 GAPs Training—March 9 & 10, 2015

8:30 AM—Registration 9 AM—4 PM

Cost for the training is \$50/person (a second person from the same farm may be added at \$24). Lunch is included. Participants are strongly encouraged to bring a laptop and a map of their farm (showing buildings is ideal - try Google Maps). Please register no later than March 5, 2015. For more information and to register please contact Nancy Halas, 845-677-8223, ext. 115 or nh26@cornell.edu Pre-payment is required.

#2 Business Plan Development

March 24, 2015 7 PM—9:30 PM

March 25, 2015 8 AM—10:30 AM

Fee is \$25/farm (up to 2 people) and includes light refreshments. Participants are requested to bring their existing Business Plan **IF** they have one. To register please contact Nancy Halas, 845-677-8223, ext. 115 or nh26@cornell.edu Pre-payment is required.

#3 Labeling Your Products

April 2, 2015 10AM—Noon

Fee is \$30/farm (up to 2 people) and includes light refreshments. Participants are requested to bring their existing label **IF** they have one. To register please contact Nancy Halas, 845-677-8223, ext. 115 or nh26@cornell.edu Pre-payment is required.

#4 Marketing Strategic Planning

April 7, 2015 10 AM—1 PM

Fee is \$35/person and includes light refreshments. Participants are requested to bring examples of their marketing efforts if available. To register please contact Nancy Halas, 845-677-8223, ext. 115 or nh26@cornell.edu Pre-payment is required.

#5 Value Added Product Development

April 22, 2015 10 AM—1 PM

Fee is \$40/person and includes light refreshments. Participants are requested to bring their value-added product ideas (not the actual product). To register please contact Nancy Halas, 845-677-8223, ext. 115 or nh26@cornell.edu Pre-payment is required.

Marketing Strategic Planning

Is your marketing strategy “we sell whatever we have to anyone that will buy it”? Learn how a focused strategy and specific efforts can reduce your marketing labor needs and make every step count. If you want to sharpen and focus your marketing skills or just don't know where to begin developing a marketing plan, this is the course for you!

Value Added Product Development

Elizabeth Sullivan has worked in Extension at the New York State Food Venture Center since 2008 where her main activities include: evaluating the safety and stability of fruit & vegetable-based food products for small-scale processing companies and individuals; troubleshooting problems in small-scale food manufacturing; and addressing safety and stability questions from both processors and regulatory personnel.

For Courses #2 -#5 only:

Save when you register for multiple classes.

Save \$10 when you take 2 courses.

Save \$20 when you take all 4 courses.

