



Get Farming! Keep Farming!

The Business of Farming

FastTrac® Classes help new grower and entrepreneurial startups
If You Can Dream It, You Can Do It

This intensive, 10-week program helps you develop an action plan for owning your farm or other local, food-related business. FastTrac® New Venture™ Entrepreneurial Training provides the resources, support, and motivation to prove to yourself that your dreams are within reach.

Mondays, 2:30 - 5:30 p.m.
from February 21 through April 25
Michigan Works Conference Room
1209 S. Garfield Avenue, Traverse City

Key Objectives

- Test your business idea
- Broaden your understanding
- Plan for avoiding cash flow problems
- Structure your business for efficiency
- Develop entrepreneurial skills
- Learn financial and bookkeeping skills

Program Features

- Ten weekly three-hour sessions
- Industry and market research assistance
- Small-group activities, hands-on coaching at each session
- Individually assigned MI-SBTDC "coaches" for post-sessions assistance
- Nationally recognized FastTrac® New Venture™ training materials
- Guest experts on the business of agriculture

Participants Will...

- Complete the steps to launch your business with confidence
- Apply new concepts to your business every week
- Focus on individual planning needs

To register
or for information,
contact Jim Sluyter,
231-941-6584, ext. 15,
or jimsluyter@mlui.org
or visit
[localdifference.org/
getfarming](http://localdifference.org/getfarming)

Cost:
Was \$700
Now \$100

*(\$150 for business
partners sharing materials),
thanks to a grant
from MSU's
Broadband Technology
Opportunity Program*

**MICHIGAN STATE
UNIVERSITY**

*Space is limited
and pre-registration
is required.*

*We will schedule
a short orientation
meeting before the
first session.*

*Reasonable arrangements
for persons with disabilities
are available if requested
two weeks in advance.*

REMINDER: **Upcoming Get Farming! Events**

Local Food Resources Open House

February 23, 4–6 p.m.—Cadillac Public Library

March 23, 3–5 p.m.—Benzonia, Grow Benzie

Hoop for the Future

Hoophouse Management Workshop

March 19, 10 a.m.–3 p.m.—Benzonia, Grow Benzie

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