



# Get Farming! Keep Farming!

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

## The Business and Science of Farming

Classes to help startup farmers

If you're dreaming about farming—and actually making money at it—then the **Get Farming! Entrepreneur Series** is the place for you starting this March.

**We can help your ideas take root!**

For only \$75 (\$100 for couples) you receive:

- Eight classroom sessions
- Field trips to successful farm and food businesses
- One-on-one business plan counseling

Classes start March 3, 2010  
Wednesdays and Thursdays  
6:30 - 8:30 p.m.  
Michigan Works Conference Room  
1209 Garfield, Traverse City

### Class Schedule\*

#### March 3

##### Business Basics: Where to Start

Learn the basics of business planning and financial projections.

*Chris Wendel, Small Business and Technology Development Center (SBTDC)*

*Wendy Wieland, Northern Lakes Economic Alliance*

#### March 4

##### Pricing Strategies in a Value Chain

Learn how to get the price right for the market and your farm's financial security.

*Chris Wendel, SBTDC*

*Evan Smith, Cherry Capital Foods*

#### March 10

##### Marketing in the New Economy

Learn about traditional marketing, plus new ways to sell via the Internet and social media.

*Chris Wendel, SBTDC*

*Timothy Young, Food for Thought*

#### March 11

##### Disease in the Field

Learn plant disease basics, general guidelines on diagnostics, and control considerations

*Dr. Roberta Dow, MSU Extension Groundwater Educator*

#### March 17

##### All Things Bugly

Insects can be some of your worst enemies and best friends: We talk about both!

*Presenters to be announced*

#### March 18

##### Legal and Accounting Considerations

Learn down-to-earth accounting practices, business structures, liability, and other legal issues.

*Shelly Bedford CPA, MST*

*Andy Blodgett, Attorney*

*Ellen Fred, Attorney*

#### March 24

##### Smart Farming: Building Soil

Learn ways to build your soil through compost, cover crops and rotation while also meeting the needs of your markets.

*Vicki Morrone, MSU Extension*

#### March 25

##### Growing Organically

See examples of organic methods that will produce quality vegetables. We will also discuss the process to become certified and some benefits of this certification.

*Vicki Morrone, MSU Extension*

**\* Schedule and speakers subject to change  
Scholarships are available**

#### Field Trips

We have our ideas, but will make final plans according to participants' needs and interests.

*Instruction provided by guest experts and the Michigan Small Business and Technology Development Center*



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**Get Farming!** is part of the Michigan Land Use Institute's **Taste the Local Difference** program.

This workshop is produced in collaboration with USDA Risk Management Agency, Michigan State University Extension, Telamon Corporation, NW Michigan Council of Governments, Michigan Small Business and Technology Development Center, Northern Lakes Economic Alliance.