

# Organic Business Planning Workshop for Extension Agents



Local Food Program

## TWO LOCATIONS: Newton & Raleigh

**Dates:** January 29, 2018

**Time:** 8:00am – 5:00pm

**Location:** Catawba County Cooperative Extension Office

**Registration Fee:** \$25

**Dates:** January 30, 2018

**Time:** 8:00am – 5:00pm

**Location:** Wake County Cooperative Extension Office

**Registration Fee:** \$25

**Register Online:** <http://go.ncsu.edu/organic-business-planning>

As a result of the growing interest in organic agriculture, Extension Agents are fielding more and more questions from organic and transitioning farmers. Yet many Agents lack the knowledge and experience in this field to be able to effectively counsel their clients. Extension Agents are in great need of “train-the-trainer” opportunities so that they can be a solid resource for this growing clientele.

This workshop will provide Extension Agents with a reference manual which will contain four complete workshops that Agents can deliver to farmers on the topics of: Organic Certification, Record Keeping Product Pricing & Marketing.

Each “workshop” will include an annotated PowerPoint presentation as well as various reference materials and additional readings.

### Speakers:

**Mark Dempsey** (*Carolina Farm Stewardship Association*)

- Introduction to Organic Certification

**Noah Ranells** (*Fickle Creek Farm*)

- Record Keeping for Certified Organic Operations
- Pricing Your Product

**Theresa Nartea** (*Virginia State University*) –

- “Out of the Box” Farm Marketing

*These workshops and resources would not be possible without generous funding from North Carolina Cooperative Extension – Local Foods Program Team.*