



The "Tilling the Soil of Opportunity" course is aimed at those individuals who have started or are thinking about starting an agricultural-based venture that is not tied to large-scale commodity-style production. The materials are specifically designed for the individual who is searching for innovative ideas and enhanced marketing opportunities in the area of agriculture. This class is specifically developed to support organic and sustainable farming and to increase farming success and marketing.

NOFA-NJ will be offering 3 classes in Tilling the Soil of Opportunity—beginning with the February/March course at Duke Farms. Additional classes will be offered in Northern NJ and Southern NJ later this year. If you are interested in a future class, please contact NOFA-NJ.

NOFA-NJ
334 River Road
Hillsborough, NJ 08844
Phone: 908-371-1111 ext. 3
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NOFA-NJ offers support and resources to new, non-traditional farmers looking to begin or expand a farming operation—including production, processing and marketing.

NOFA-NJ also is offering a beginning class series—*Exploring the Small Farm Dream: Is Starting and Agricultural Business Right for You?* It is designed to help aspiring farmers learn what it takes to start and manage a commercial agricultural business, and decide whether this is a path they really want to take. It will help you identify and assess personal motivations, business and farming skills, and



available resources. It will help you clarify values. The goal is to help you decide whether starting an agricultural business is right for you, and-based on that decision-to help you plan practical next steps.

Exploring the Small Farm Dream class will be held at Duke Farms in Hillsborough, NJ on **Wednesdays nights from 6-9pm on February 17, 24 and March 3 and 10th.** Contact NOFA-NJ if you are interested.

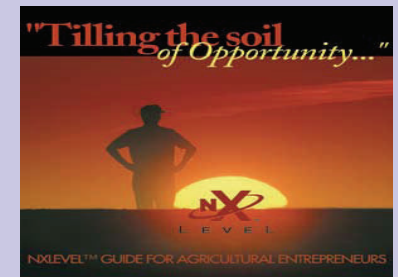


NOFA-NJ

Healthy Farms Healthy Land Healthy Food

Tilling the Soil of Opportunity

A NxLevel course for Agricultural Entrepreneurs that will provide new and experienced farmers with the tools to develop agricultural business plans to start or grow their businesses



Sponsored by:



For more information call: 908-371-1111 ext. 3



Tilling the Soil of Opportunity

The course includes the following topics:

1. Take Stock of your Resources

Importance of entrepreneurship; Ongoing self-assessment

2. Basic Equipment Required: Planning & Research

The importance of planning; Research - what, why, how

3. The Legal Terrain

Legal structure of your business; Government regulations and taxes; Contracts and Leases. Contract terms and leases.

4. Manage from the Ground Up

Communication, Identifying Activities and Allocating Tasks, Managing Human Resources, Managing Risk, Insurance and other operations controls.

5. Plant It, Grow It, MARKET IT

What is Marketing? Determining the right price; Public Relations & Networking

6. Reap the Benefits—Marketing Strategies

The Four P's: Product, Pricing, Promotion, Placement

7. Get Your Budgets in Line

Importance of Bookkeeping, Record-keeping and Accounting Systems. The basics of budgeting; Feed back from your budgets and sensitivity analysis

8. Analyze THESE: Cash Flow and Financial Statements

Understanding and Managing the Cash Flow Cycle, Establishing Internal Controls, Introduction to Financial Statements, Financial Statement Analysis

9. Cultivate Your Money Resources

Choosing the right financing; Debt financing; Equity financing; Sources; Keys to obtaining financing, Financial Challenges for Agricultural Businesses

10. Harvest Your Future

Negotiating in the Business World, Managing Growth, Estate Planning, Business Succession and Exit Strategies Barriers and Pitfalls

Course Details

Who: Small, sustainable, organic farmers—new or experienced. Those looking to expand or get started, this course helps explore, in a complete and structured format, all aspects of a business plan. New, non-traditional farmer participants are encouraged.

When: Begins Saturday February 13 through Tuesday March 9.
(Actual dates are Feb 13, 16, 20, 23, 27 & March 2, 9)

The Saturday sessions will be from 9AM—4PM and the Tuesday sessions will be from 6-9PM.

Guest speakers will be invited to discuss and interact with the participants (Farm Credit, FSA, SBDC, marketers, etc)

Where: Coach Barn at Duke Farms—80 Route 206 South Hillsborough, NJ 08844 (enter through security gate)

Cost: \$600 per person or \$750 for two (with a farming partner is encouraged!)

(As an incentive, each participant/couple that develops a complete business plan will be refunded up to \$200.)

Class limit is 20 people!

- Enroll me in **Grow Your Small Market Farm**, \$600 per person or \$750 per couple/partners.

February 13– March 9 2010 includes one set of materials (Also available in Spanish)

- Enroll _____ other business partner(s) & order _____ extra materials at \$100.



To register please call:

908/722-3700

between 11 am and 2 pm
Sunday through Saturday.

Payment is by credit card only.

For more information or if you have any questions contact :

David Glenn at 908.371.1111 or
david.glenn@nofanj.org