

Growing Farm Profits In-Service Training

January 13, 2015 — Mobile, AL



Funded by:

The USDA's Southern Sustainable Agriculture Research & Education Professional Development Program.

Hosted by:

Southern Sustainable Agriculture Working Group (www.ssawg.org), in cooperation with agricultural economists Tim Woods (U.KY.) and Kim Morgan (VA Tech), and Farm Credit Council's Gary Matteson.

Purpose:

Equip Extension personnel, Non-profit leaders, Farm Service agents, Lenders, and other service providers with knowledge, techniques and tools that will allow you to assist small and mid-scale producers of diversified vegetable crops with tracking key farm data, analyzing the data, and making business decisions that help these producers increase farm profitability.

We have adapted our very successful Growing Farm Profits farmer training for this In-service training. You will learn:

1. Differences/Overlaps in profit management vs financial management.
2. Uniqueness of profit management for diversified vegetable crop vs commodity production.
3. The important drivers to profitability for diversified vegetable crop producers.
4. What data needs to be tracked.
5. Methods and tools these farmers can use to collect and store key pieces of data.
6. How these farmers can determine the true costs of production.
7. How these farmers can evaluate profitability of their various crops.
8. How these farmers can evaluate profitability of their various markets.
9. How these farmers can analyze the data to determine impacts of their decisions.
10. How these farmers can manage for profitability.

Trainers:

Jim Munsch and Ellen Polishuk both own and operate farms, and have led numerous trainings for farmers and agriculture professionals.

Jim is a graduate of Purdue University in Agriculture and Business. He is a long-time Wisconsin farmer and an expert in farm finances. He has helped both conventional and organic vegetable and beef producers nationwide to improve their profits. Jim specializes in whole farm profitability and was instrumental in developing the Veggie Compass Whole Farm Profit Management program with the University of Wisconsin.

Ellen, co-owner and manager of Potomac Vegetable Farms in Virginia, has an agricultural degree from Virginia Tech University and has led several trainings for Southern SAWG over the past six years. She has employed various tools and techniques to increase profitability on her own diversified vegetable farm. She will provide data from her farm and illustrate real-life decisions points for her farm to help participants gain a better understanding of how to put management strategies into practice on the farm.



Location:

Mobile Bay Ballroom
Renaissance Riverview Plaza Hotel
64 South Water Street, Mobile, Alabama

Lodging:

Renaissance Riverview Plaza Hotel
Southern SAWG group rate: \$90.00 plus taxes, if reserved before January 3, 2015
Click here for: [Riverview Plaza Online Reservations](#)
or call 1-800-922-3298.

Schedule:

January 13, 2015
9:00 a.m. – 5:00 p.m. CT

Fee:

\$0 (but lunch is on your own)

Travel Scholarships:

We have funds to provide \$150 travel scholarships to a limited number of participants. To request an application, email gfp@ssawg.org. **Scholarship applications are due December 1, 2014**

To Register:

You must pre-register for this training by January 5, 2015. To register, email gfp@ssawg.org the following information:

Name
Institution/Organization
Address
Phone
Email Address

Note: This training is geared specifically for service providers – professionals who assist farmers. It is not intended for individual farm owners.

More...

This face-to-face training will be followed with 3 webinars over the next year and the development of online educational materials for continued professional development. Information will be provided about these opportunities at a later date.