

AGENDA

- 8:30-9:00 Welcome and Registration
- 9:00-12:00 Holistic Management Instruction
**break with refreshments between 9:00 and 12:00*
- 12:00-1:00 Lunch
- 1:00-3:30 Holistic Management Instruction
**break with refreshments between 1:00 and 3:30*
- 3:30-4:00 Farewell and Networking

NOTE: *The Wisconsin Rapids session, which is a part of a larger conference, will only run from 1:00-4:30 pm, so this agenda does not apply.*



Upcoming Buy Local Workshops

- Jan.-March: Quickbooks for Farmers
- * January: Post-Harvest Handling
 - * February: Food Safety on the Market Farm
- * *Specific to fresh fruit and vegetable growers.*

For more information, visit

www.datcp.state.wi.us/registration/workshops.jsp

SPONSORS & PARTNERS



Wisconsin Dept of
Agriculture, Trade
and Consumer Protection



Local Fare at UW-Platteville



Madison Area Community Supported
Agriculture Coalition

Connecting Threads—Weaving the
Fabric of Agriculture
A Conference for Women Farmers

Please advise us at least 10 days before event if you are handicapped and require special accommodations. Requests will be kept confidential.



BUY LOCAL BUY WISCONSIN 2009-2010 REGIONAL WORKSHOP ROADSHOWS



November 2009

MAKING DECISIONS ABOUT LOCAL FOOD SALES OPPORTUNITIES

*USING THE HOLISTIC MANAGEMENT
FRAMEWORK*

An intensive, hands-on workshop to help you achieve success not only on your farm, but in your life. This heavily participatory workshop will give you the tools you need to successfully manage all aspects of your farm.

- Wed., November 11th: Platteville
9:00 am - 4:00 pm
- Thur., November 12th: Madison
9:00 am - 4:00 pm
- Fri., November 13th: Wisconsin
1:00 pm - 4:30 pm
Rapids

THE WORKSHOP

Local Foods and Local Sales Opportunities – Are You Ready?

An Introduction to a New Framework for Decision Making

You've chosen to farm for various reasons – maybe for fun, profit, and/or lifestyle. New sales opportunities are now becoming available through Local Foods and Buy Local programs. Are you and your farm ready to take action? How can you organize your ideas, make the right management decisions, and still keep your sanity? And furthermore, reduce your risk?

* Evaluate new markets and new enterprises *BEFORE* spending time and money on them.

* Learn to make consistently sound decisions that simultaneously deal with money, people, and place.

* Develop a sense of direction, create and implement a successful action plan, and sleep better with more confident decisions.

This introductory course, appropriate for both beginning and veteran farmers, will provide an overview of a new framework for decision making called “holistic management.” We encourage multiple farm partners to attend together to better apply the concepts and techniques introduced to the overall management of their farm.

THE SPEAKERS

Larry Johnson is the manager of the Dane County Farmers' Market in Madison, grows cut flowers for sale to florists in southern Wisconsin, and has extensive business management experience. He has taught Holistic Management since 1994 and became a Certified Holistic Management Educator in 1996.

Andy Hager is a retired UW-Extension agent with 20 years of experience working with Wisconsin farmers and ranchers. He began exploring Holistic Management in 1986, and has taught Holistic Management since becoming a Certified Holistic Management Educator in 2002.

LOCATIONS

Wednesday, November 11th, 9-4

Pioneer Student Center-UW Platteville
855 Greenwood Ave
Platteville, WI 53818
Contact: April Fuhr
608-778-7998, fuhrap@uwplatt.edu

Thursday, November 12th, 9-4

Warner Park Community & Rec Center
1625 Northport Dr.
Madison, WI 53704
Contact: Kiera Mulvey
608-226-0300, kiera@macsac.org

This workshop will also take place as a part of the following larger conferences (registration prices may vary)

Friday, November 13th, 1-4:30

Connecting the Threads—A Conference for Women Farmers (*Scholarships may be available)
Hotel Mead
451 East Grand Avenue
Wisconsin Rapids, WI 54494
Contact: Kathy Schmitt
608-224-5048, kathy.schmitt@wi.gov

For more information, and to register, visit:
www.datcp.state.wi.us/registration/wfarming.jsp

Wednesday, January 20th, 9-4

12th Annual Midwest Value Added Agriculture Conference, 4th Annual Wisconsin Local Food Summit
205 S Barstow St.
Eau Claire, WI 54701
Contact: Lindsay Raab
612-309-9932, raablk@gmail.com

For more information, and to register, visit:
www.rivercountryrccd.org/valad.html

REGISTER ONLINE

(Encouraged) at:

www.datcp.state.wi.us/registration/workshops.jsp

See below to register by mail.

Name: _____

Business/
Organization: _____

Address: _____

City, State, Zip _____

Phone: _____

Email: _____

**COST: \$50/first farm partner;
\$20/each additional farm partner**

Mail registration and check payable to:

ATTN: Kenneth Monroe

**The Wisconsin Dept. of Agriculture,
Trade, & Consumer Protection**

Division of Agricultural Development

2811 Agriculture Drive

PO Box 8911

Madison, WI 53708-8911

Questions Regarding Registration:

Kenny Monroe, kenneth.monroe@wisconsin.gov
(608) 224-5112

Teresa Cuperus, teresa.cuperus@wisconsin.gov
(608) 224-5101

I plan on attending the following session:

___ Platteville (registration cap: 30 people)

___ Madison (registration cap: 60 people)

If you plan on attending the Eau Claire or Wisconsin Rapids section, please refer to the websites listed at left. (prices may vary)