Featured Workshop
Farming Smarter, Not Harder: Planning for Profit
January 6th, 8:30 am – 4:00 pm
Middlesex County Extension Center – 1066 Old Saybrook Road, Haddam

Led by Richard Wiswall, nationally recognized consultant and expert on farm business management, owner of Cate Farm in VT, growing organic produce for over 33 years. Cost: $25. Make check out to University of Connecticut, and enclose with full name of attendee, phone, farm business name, and mail to: UConn Extension, 24 Hyde Avenue, Vernon, CT 06066.

8:30 – 9:00 am Registration, Coffee
9:00 – 9:30 am Welcome, Crop Insurance Update:
Whole Farm Revenue Protection, NAP
9:30 – 10:45 am Farming Smarter, Not Harder
Profit = Income Expense macro and micro views, setting net income goal and hourly wage, timeline to achieve goal and sales needed for desired net. Sales spreadsheet, Production Plan, Field maps, seedling calendar. Analysis of Sales and Expenses macro and micro. Crop journal, crop budgets, overhead and marketing expenses.
11:00 am to 12:15 am Determining Your Costs of Production
Enterprises explained, set parameters, group input into practice budget of 50 laying hens, lessons learned. Budget making tips, more complicated budgets: multiyear, value added, cow/calf. Quick budgets with group. Figure tractor cost/hour, discuss CSA profitability.
12:15 – 1:00 pm Lunch - featuring locally grown ingredients of course!
1:00 – 2:30 pm Mind Your Business!
2:45 – 4:00 pm Group Discussion
Discussion will be tailored depending on desires of attendees. Discussion could include marketing, setting price, CSA pricing, living wages, leasing vs. owning, starting a farm, effective employee management, farm mechanization efficiencies.

For additional information, contact Mackenzie.White@uconn.edu or Jiff.Martin@uconn.edu, or call 860-875-3331