

# Because

- The local food movement is growing in New Mexico.
- Local farmers' markets are thriving and can provide an excellent inroad for new farmers.
- The average age of farmers in the US continues to rise and is now just over 55 years of age.
- Fewer individuals are choosing farming as an occupation.
- Entry costs into farming have never been higher.
- Those interested need an opportunity to sort through the realities of farming and determine if they should pursue a career in farming.

# Why Not Farm?

**This program is intended for people with experience in ag production who are serious about starting, expanding, or enhancing a direct-marketing operation in the coming year.**

Registration forms  
are available online at:  
[www.farmtotablenm.org](http://www.farmtotablenm.org)  
or by request at 505-473-1004 x 10

**APPLICATIONS MUST BE RECEIVED BY  
WEDNESDAY, OCTOBER 20, 2010**  
Class is limited to 30 participants.

**All classes held at**  
Bernalillo County Extension Office  
1510 Menaul NW  
Albuquerque, NM 87107

**Questions ?  
Contact Le Adams ?  
505-473-1004 x10 •  
ladams@cybermesa.com**

**CERTIFICATES OF COMPLETION  
WILL BE AWARDED AFTER  
PRESENTATION OF A  
BUSINESS PLAN.**

THIS PROGRAM IS SPONSORED BY FARM TO TABLE,  
NMSU COOPERATIVE EXTENSION, AND THE US  
DEPARTMENT OF AGRICULTURE.



United States  
Department of  
Agriculture

National Institute  
of Food and  
Agriculture

# B U I L D I N G F A R M E R S O F T H E W E S T

## 2010 CLASS SCHEDULE

**Albuquerque,  
New Mexico**

**Building Capacity  
Building Community**



# Farmers teaching Farmers

The New Mexico Building Farmers program builds farm community and farmer capacity through classroom and experiential learning for beginning and more seasoned farmers. The course is a series of 8 evening classes designed to help new farmers explore agriculture as a business. It will also provide more experienced producers with tools and ideas to refine and enhance their business management, production, and marketing skills.

**Who should participate?** YOU! If you...

- ✓ want to learn from experienced producers,
- ✓ have never written a business plan, but do want to,
- ✓ want to meet and network with other producers in your area, and
- ✓ are eager to learn about new marketing strategies.

*The Building Farmers program is based on the idea that learning happens best in a community. In this program, new farmers get to learn formally and informally from more experienced producers, while sessions explore issues relevant to producers at all levels of experience.*

**The program thrives with your participation!**



## CLASS SCHEDULE

All classes held on Tuesday Evenings  
Light supper—5:30 to 6:30 pm  
Class—6:30 to 8:30 pm



**TUESDAY, OCTOBER 26**

- ✓ Introductions
- ✓ Marketing—Part I
- ✓ Value-Added Production/Marketing



**TUESDAY, NOVEMBER 2**

- ✓ Marketing—Part II
- ✓ Farmer Panel—Selling face to face, to schools, restaurants, stores, and CSAs



**TUESDAY, NOVEMBER 9**

- ✓ Financial Planning
- ✓ Resources Panel— Land & water, equipment, financing



**TUESDAY, NOVEMBER 16**

- ✓ Record-keeping
- ✓ Financing
- ✓ Food Safety
- ✓ Organic Certification



**TUESDAY, NOVEMBER 23**

- ✓ Business Plan Basics—Part I
- ✓ Business Plan Example



**TUESDAY, NOVEMBER 30**

- ✓ Business Plan—Part II
- ✓ Business Planning—Your turn



**TUESDAY, DECEMBER 7**

- ✓ Business Plan Presentations



**TUESDAY, DECEMBER 14**

- ✓ Business Plan Presentations
- ✓ Closing



### COST

**\$100 for all 8 sessions.**

This covers the cost of dinner, great presentations, and a notebook full of useful information.