“Conducting a Small & Beginning Farmer Series”

John Clendaniel
Ag Program Leader
Delaware State University
Reasons Why to have a SBFS

- New landowners are not farmers yet
- Learning curve for each farm enterprise
- Limited experience around equipment
Planning

- Talk with new land owners in your area
- Think about the basics
- Diversity is the key...
Advertising

• Place brochures in local Ag stores

• Mail out cards to client mailing lists

• Make sure PSA’s are in multiple papers

• Electronic distribution
Save the Date Card Sample

Small Farms Program

2009 Small & Beginning Farmer Series
This workshop will cover...
“Funding, Grant Opportunities & Other Resources”
February 12, 2009 @ 6:00 PM
Learn about USDA programs and other funding opportunities.

Held at the DSU Outreach & Research Center
884 Smyrna—Leipsic Rd, Smyrna DE 19977

If you have any questions or special needs, please contact
Michael Wasylkowski at 302-857-6438 or mwasylkowski@desu.edu
The goal of the Delaware State University Small Farms program is to improve the income levels and economic viability of small farm enterprises across Delaware. Our program specializes in assisting small farm families through one-on-one farm visits, workshops, research and demonstrations. We are the Delaware resource for alternative markets such as, Aquaculture, Ethnic Vegetables, High tunnels, Meat Goats, Pole Lima Beans, Profiting from a Few Acres, as well as, Small Flock Poultry. The program staff can assist with any of the topics listed above plus; farm management, USDA program services, financial management, direct marketing, sustainable agriculture practices and on-farm research.

Program Funded by:

CSREES  
RMA

Kent County Levy Court

NRCS Natural Resources Conservation Service

Delaware State University Cooperative Extension Programs

Cooperative Extension Education in Agriculture, Youth Development and Home Economics, Delaware State University, University of Delaware and the United States Department of Agriculture cooperating, Dr. Dwayne Marsh, Administrator. Distributed in furtherance of the Food and Agricultural Act of 1977. It is the policy of the Delaware Cooperative Extension System that no person shall be subjected to discrimination on the grounds of race, color, sex, disability, age or national origin.
2008 Series


Using Small Scale Tillage Equipment and Mowers. See and have the chance to operate a variety of equipment that is just the right size for small acreage. April 10.

Irrigation for Your Crops and Water Quality. We never know how much rain we will get during the growing season. Learn about effective ways to provide water to your plants and keep your well protected. May 15.

Tractor Driving 101. Here is the opportunity to attend a hands-on training on how to safely operate and drive a compact tractor. June 12.

Open House—Come see our Research and Demonstration Projects for 2008! We have pole lima beans, ethnic vegetables, a high tunnel, small fruits and many more. July 10.

Niche Market Opportunities. Learn about specialty crops to meet the needs of diverse populations in the Mid-Atlantic region. August 14.

Farm Planning 101. Create a business plan for your farming enterprise. Includes record-keeping and tax information. September 11.

Introduction to Sheep and Goats. Do you want to get started in the sheep and goat business? Come and learn about housing, feeding, and breeding sheep and goats as well as common diseases. October 16.

Marketing and Value Added Products. Opportunities with retail sales with unique and common Vegetables and processing to create products for market. November 13.

Year End and Year Ahead. We invite you to be a part of the 2008 review and help us plan for 2009 Small/Begning Farm Series. December 11.

For your convenience, please use this workshops list as a helpful reminder of the events:

____ Aquaculture, March 11, 6:00 p.m. Thursday
____ Using Small Equipment, April 10, 6:00 p.m. Thursday
____ Irrigation, May 15, 6:00 p.m. Thursday
____ Tractor Driving 101, June 12, 6:00 p.m. Thursday
____ Open House, July 10, 6:00 p.m. Thursday
____ Niche Markets, August 14, 6:00 p.m. Thursday
____ Farm Planning, September 11, 6:00 p.m. Thursday
____ Intro to Sheep & Goats*, October 16, 6:00 p.m. Thursday
*(To be held at Hickory Hill, Rt. 42)
____ Market Opportunities, November 13, 6:00 p.m. Thursday
____ Year end and 2009 Planning, December 11, 6:00 p.m. Thursday
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2009 Small/Beginning Farm Series

Compact Tractor Driving & Maintenance Workshop
July 8, 2009 at 6:00 PM

Space is limited for this workshop, so please call to register today.

The workshop will be held at Delaware State University’s Outreach and Research Center (884 Smyrna-Leipsic Road Smyrna, DE 19977)

There are no fees to attend any of the SBFS workshops. However, registration is required by calling 302-857-6424.

If you have special needs, please let us know at registration.

Light refreshments will be served.

Tractor Driving -
This hands-on training workshop will use multiple stations to teach you how to safely operate and drive a compact tractor.

Tractor Maintenance -
Learn from a tractor service technician how to keep your tractors running and when you should call for professional assistance.

Upcoming 2009 Series Events
Field Day—Come talk to the Extension Professionals and see our 2009 Demonstration Projects! We have pole lima beans, ethnic vegetables, a high tunnel, small fruits and many more. August 12.

Niche Market Opportunities: Learn about production, post harvest handling and marketing of ethnic crops to meet the needs of growing diverse populations in our region. September 9.

Farm Management 101. Understand the creation, marketing (including websites) and risk of your farming enterprise. October 14.

Opportunities with Value Added Products. Come learn about retail sales of unique and common vegetables and how to process products for market. November 11.

Year end and Year ahead. We invite you to be a part of the 2009 review and help us plan for the 2010 Small/Beginning Farm Series. December 9.
During Workshop

- Classroom education
- Hands-on experience
- Handouts
- Follow up
Small & Beginning Farmer Series
“Funding Opportunities”

1) Please rate your overall knowledge of the current funding opportunities BEFORE coming to this session (1 being not very knowledgeable, 5 being very knowledgeable).

   1  2  3  4  5

2) Please rate your overall knowledge of current funding opportunities AFTER coming to this session (1 being not very knowledgeable, 5 being very knowledgeable).

   1  2  3  4  5

3) Are you currently involved in Agriculture? Yes / No If yes, in what capacity?
a) Small farm operator   b) Thinking about farming
c) Beginning farmer     d) Other ___________

4) Would you be interested in getting additional information about funding opportunities?

   Yes / No

5) What topic(s) would you like to see us address during the 2010 SBFS Workshop series?

   __________________________________________________________________________

6) How did you hear about tonight’s workshop? (circle all that apply)
a) Direct Mailing   b) Phone call
c) Extension Personnel   d) E-mail
e) Newspaper     f) Other ___________

7) Please provide your contact information

   Name ________________________________

   Address ________________________________

   Phone ________________________________

   E-mail ________________________________

8) Would like to join our small farms newsletter mailing list?

   Yes / No
Media Can Help Spread the Word
Both Before & After...

- Let local news know in advance
- See if local radio station has PSA spots
- A small clip during the news will increase interest in program
Any Questions?

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