March 3, 2010

Exploring the Small Farm Business Venture
Is Starting An Agricultural Business Right For You?

You are invited to register for the upcoming “Exploring the small farm business venture” training series that will be held in Lincoln City on Friday April 9\textsuperscript{th} - 10\textsuperscript{th}, 2010 from 10 am to 5 pm at the Oregon Coast Community College – North Campus located at 3788 SE High School Drive Lincoln City, OR 97367. This will be a two-day workshop, with April 9\textsuperscript{th} being class room discussions and Saturday dedicated to field day with a visit to three farms in the Willamette valley. This workshop is aimed at those that are either already farming or those that have a desire to start a small farm business. Our 2007-9 survey among businesses along the coastal cities indicated a very big demand for locally grown products. This would be a good time to start or strengthen your small farm business.

We have scheduled four topics for discussion as follows:

1. **Asses yourself**: Do you want to be an agricultural business owner?, what other opportunities exist in the agricultural field?, rewards & risks in Ag business, personal traits assessment, knowledge and skills assessment, quality of life considerations, and financial and time commitment considerations.

2. **Research the landscape**: Why research?, how to conduct research, learning from other farmers, identify opportunities & challenges in the landscape, identify products, customers, and market options, and research the market & revenue potential of your operation.

3. **Assess your resources**: What do you have & what will you need to begin or sustain your Ag business, financial resource inventory, and physical resource inventory.

4. **Make decisions & create a plan**: Review your research and plan your next steps and take those next steps.

5. **Locally available resources**: Discuss and review what local resources are available to support your Ag business

Registration for this class workshop series is $50 and the registration deadline is Friday April 2\textsuperscript{nd}, 2010 at 4 pm. The class is limited to only 20 participants. A resource book will be provided, plus lunch for the two days. Two vans will used for the field day on Saturday April 10. Please make checks payable to OSU Extension and mail them to 29 SE 2\textsuperscript{nd} St. Newport Oregon, 97365. Our telephone number is 541-574-6534 if you need further information.