

UC ANR Urban Ag Bay Area Workshop Series

Workshop #4: Marketing & Business Management for Urban Farmers

Date: Thursday, June 22nd, 2017, 9:30AM-4:30PM

Location: Urban Tilth – North Richmond Farm, 323 Brookside Dr., Richmond, CA 94801

Description: From business planning to labor laws, basics to help you succeed. Marketing and business management for urban farms, which will cover business planning, and will touch on labor laws and risk management.

A g e n d a	
9:30 – 9:45 am	Welcome, Intros & Refreshments Welcome from UC ANR – <i>Rob Bennaton</i> , Bay Area Urban Ag Advisor, UC Cooperative Extension (UCCE) for Alameda and Contra Costa County. <i>Reyna Yagi</i> , Urban Ag Program Coordinator, UCCE Welcome from Urban Tilth
9:45 – 11:15	Business Planning & Marketing Strategy for Urban Farms <i>Penny Leff</i> , Agritourism Coordinator, University of California Sustainable Agriculture Research & Education Program (UC SAREP) <i>Gwenaël Engelskirchen</i> , Sustainable Supply Chain Analyst, UC SAREP
11:15 – 11:30 am	BREAK
11:30 – 1 pm	Bookkeeping & Cash Flow <i>Poppy Davis</i> , Small Farm Business & Policy Consultant
1 – 1:45 pm	LUNCH – Catering from Phat Beets
1:45 – 2:45 pm	Labor and Employment Laws for Urban Farmers <i>Neil Thapar</i> , Food and Farm Attorney, Sustainable Economies Law Center (SELC)
2:45 – 3 pm	BREAK
3 – 4:15 pm	Farmer/Buyer Panel – Bay Area Urban Farmers & Buyers – moderated by Gail Feenstra, SAREP Panelists: <i>Trish Johnson</i> , Executive Director - WOW Farms/Game Theory Academy <i>Mariela Cedeño</i> , Director, Business Development & Lending - Mandela Marketplace <i>David Ceaser</i> , Owner/Operator - Green Skies Vertical Farm <i>Dan Miller</i> , Executive Director – Spiral Gardens <i>Lead Youth Employee</i> – Phat Beets
4:15 – 4:30 pm	Closing
4:30 – 5:00 pm	Optional Farm Tour with Urban Tilth

To access digital copies of materials from all four workshops in this series and other urban agriculture resources, please visit:

http://ucanr.edu/sites/UrbanAg/Urban_Ag_Workshops/Bay_Area_Workshop_Series/