

University of California

Agriculture and Natural Resources

UC ANR Urban Agriculture Workshop Series

Workshop #3: Marketing & Business Management for Urban Farmers

Date: Thursday, April 19th, 2018, 9:00AM - 4:00PM

Location: IRC Youth FarmWorks at St. Luke's Episcopal Church, 3725 30th Street, San Diego, CA 92104

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

Time	Agenda
9:00 – 9:30 am	Registration, Refreshments & Welcome from UC ANR, UCSD CCH, IRC <ul style="list-style-type: none"> ● Rachel Surls, Sustainable Food Systems Advisor, UC Cooperative Extension (UCCE) for LA County ● Anchi Mei, International Rescue Committee ● Colin Mathewson, St. Luke's North Park ● Elle Mari, Urban Food Environments Director, Center for Community Health, University of California, San Diego
9:30 – 9:45 am	Participant Introductions
9:45 – 11:00 am	Topic: Business Planning and Marketing Strategy Introduction Speakers: Gail Feenstra, Deputy Director, University of California Sustainable Agriculture Research & Education Program (UC SAREP) Penny Leff, Agritourism Coordinator, UC SAREP
11:00 – 11:15 am	BREAK
11:15 – 12:15 pm	Topic: Labor and Employment Laws for Urban Farmers Speaker: Neil Thapar, Food and Farm Attorney, Sustainable Economies Law Center (SELC)
12:15 – 1:00 pm	LUNCH
1:00 – 2:30 pm	Topic: Exploring Your Marketing Channels-- Farmer & Restaurateur Panel Moderator: Elle Mari, UCSD CCH Panelists: <ul style="list-style-type: none"> ● Stepheni Norton, Dickinson Farm ● Coral Strong, Garden Kitchen ● Ellee Igoe, Solidarity Farm
2:30 – 2:40 pm	BREAK
2:40 – 3:40 pm	Topic: A Practical Guide to Understanding your Financials Speaker: Penny Leff, Agritourism Coordinator, UC SAREP, <i>featuring Stepheni Norton, Dickinson Farm</i>
3:40 – 4:00 pm	Closing before onsite farm tour of Youth FarmWorks, a job training social enterprise operated by the International Rescue Committee

Don't Forget! Make sure you signed in, signed the film/photo waiver, and filled out an evaluation. Thank you!

This workshop is hosted in partnership with:

