

UC ANR Urban Agriculture Workshop series

Workshop #3: *Marketing & Business Management for Urban Farmers*

Date: Friday, August 4th, 2017, 9:00AM - 4:00PM

Location: The Growing Experience, 750 Via Carmelitos, Long Beach, CA 90805

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.

Time	Agenda
9:00 – 9:30 am	Registration, Refreshments & Welcome Topic: Welcome from UC ANR & The Growing Experience Speaker: Rachel Surls, Sustainable Food Systems Advisor, UC Cooperative Extension (UCCE) for LA County
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: A Practical Guide to Understanding your Financials Speaker: Penny Leff, Agritourism Coordinator, UC SAREP
12:15 – 1:00 pm	LUNCH – Catering from Company of Khanh
1:00 – 2:15 pm	Topic: Farmer/Marketer Panel Panelists: <ul style="list-style-type: none"> ● Elizabeth Bowman, Manager, Altadena Farmers’ Market ● Sasha Kanno, Founder, Farm Lot 59 ● Neelam Sharma, Executive Director, Community Services Unlimited
2:15 – 2:30 pm	BREAK
2:30 – 3:30 pm	Topic: Labor and Employment Laws for Urban Farmers Speaker: Neil Thapar, Food and Farm Attorney, Sustainable Economies Law Center (SELC)
3:30 – 4:00 pm	Farm Tour at The Growing Experience with Adan & Manuel Cisneros
4:00 – 4:05 pm	Closing