

**PLANNING FOR PROFIT: A SELF-PACED FINANCIAL PLANNING AND DIRECT MARKETING
WORKSHOP
JUNE 15 TO SEPTEMBER 1, 2010
EDUCATIONAL MATERIALS
(PACKET WILL BE MAILED TO REGISTERED WORKSHOP PARTICIPANTS)**

FARM FINANCIAL PLANNING AND DIRECT MARKETING

At Home with Holistic Management: Creating a Life of Meaning by Ann Adams, Holistic Management International, 1999. As a Holistic Management Certified Educator, mediator, and mother, Ann Adams has created a workbook that helps individuals and families easily understand Holistic Management and put it into practice

Farming Alternatives: A Guide to Evaluating the Feasibility of New Farm-Based Enterprises, by Cornell University. Written for producers interested in developing new farm-based enterprises. It is especially helpful for those considering nontraditional enterprises. Includes worksheets to help producers research new enterprises.

[**A Guide to Financial Record Keeping for Farmers and Ranchers**](#) by The Rural Coalition, USDA Risk Management Agency Civil Rights and Community Outreach Program, 2006, Material Type: Website (89 pages). This resource to be provided to workshop participants on a DVD with permission from the Rural Coalition.

Introduction to Risk Management. Understanding Agricultural Risks: Production, Marketing, Financial, Legal, Human Resources, by USDA RMA. This handbook reviews goal setting and risk tolerance and gives insight into the benefits of improved risk management in production, marketing, financial, legal and human resources areas.

Marketing Strategies for Farmers and Ranchers, by USDA Sustainable Agriculture Research and Education Program (SARE). This 20-page bulletin offers snapshots of the many alternatives to marketing commodities through conventional channels. It spotlights innovative, SARE-funded research into a range of marketing options including farmers markets, CSA, tourism, direct-marketing meat, season extension, value-added, sales to restaurants, public campaigns, Internet and more.

Selling Produce to Restaurants: A Marketing Guide for Small Acreage Growers, by Diane Green, Greentree Naturals. A guide for anyone considering expanding his or her marketing strategies to include restaurant sales.

[**How to Direct Market Your Beef**](#) by Jan Holder, Sustainable Agriculture Network through the USDA Sustainable Agriculture Research and Education Program (SARE). This booklet explains how to start out, sell a product and grow a profit through direct marketing beef. It

also offers case studies of entrepreneurs who have made it work. To be provided on a DVD with permission from SARE.

Northwest Direct Farmer Case Studies: by Rural Roots, University of Idaho Extension, and Washington State University. Twelve in-depth case studies describe innovative marketing strategies Implemented by Successful Producers in Idaho, Washington, and Oregon. Provides financial information and examples of how producers might evaluate the profitability of their marketing strategies and farm/ranch business. This series of case studies will be provided on a DVD.

Rural Roots' Local Food Guide: Idaho & Inland Northwest 2009-2010. Directory of over 70 farm direct marketers in Idaho and the easternmost counties of Washington and Oregon. Provides contact information for each farm, products available and how and/or where to purchase them.

RULES AND REGULATIONS FOR OPERATING FARM/RANCH AND DIRECT MARKETING IN IDAHO AND WASHINGTON

The Washington "Green Book" (The Handbook of Regulations for Direct Farm Marketing), by Washington State Department of Agriculture Small Farm and Direct Marketing Program. This Handbook helps farmers become familiar with WA state regulations associated with direct marketing farm products.

Protecting Your Farm or Ranch: A Guide for Direct Farm Marketing in Idaho, by Rural Roots, University of Idaho, and RMA. The handbook provides information and resources to help producers identify and mitigate the legal liabilities related to operating and expanding a farm/ranch business and direct marketing agricultural products within the state of Idaho.

FOOD SAFETY

Good Agricultural Practices educational materials produced by Cornell University. The purpose of GAPs is to reduce the risks of microbial contamination from farm to market.

GAPS Food Safety begins on the Farm brochure summarizes good agricultural practices from pre-planting through post-harvest handling.

GAPS Food Safety begins on the Farm: A Grower's Guide booklet provides an overview of good agricultural practices that can be implemented on farms and in packinghouses as well as background information on foodborne illnesses related to produce consumption.

GAPS Food Safety begins on the Farm: A grower's self assessment worksheet samples: Provides producers with a sampling of GAPS check lists available on-line through Cornell University. The checklists are designed to guide growers through the process of identifying

risks particular to their operation, developing appropriate solutions, implementing good agricultural practices and developing a farm food safety plan. These materials assist growers in evaluating many different parts of their operation. Worksheets are designed so that growers can document their progress and plan for GAPs implementation.

USDA GAPS Audit Verification Checklist is used in the Idaho and Washington departments of agriculture's audit verification programs. In Idaho, this is a voluntary program. In Washington, participation in the program is required to sell to semi-direct markets (such as wholesalers, retailers, restaurants). The checklist is used in reviewing participants' adherence to Good Agricultural Practices. The program was started because of retailers and other buyers asking growers to demonstrate their food safety practices. This checklist is used by independent, third-party auditors and federal and state inspection service staff. Growers who successfully pass the GAPs audit receive certification that they meet GAPs standards under USDA guidelines. They also receive a certificate and can choose to be listed on the USDA GAPS certified website.

Farmers Market Informational Brochure, Idaho Dept. of Health and Welfare,
www.foodsafety.idaho.gov