



December 3, 2011

Duval County Extension Office  
1010 N McDuff Avenue  
Jacksonville, FL

Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

Payment By Check:

Payment Information

Amount Enclosed \$ \_\_\_\_\_

Make checks out to: DCOHAC

Return to: IFAS  
Duval County Extension Office  
1010 N. McDuff Avenue  
Jacksonville, FL 32254

For more information:

Contact the Small Business Development Center at  
904-620-2476. Or the Duval County Extension Office  
at 904-255-7450.

Detach Here



Small Business Development Center at UNF  
12000 Alumni Dr.  
Jacksonville, FL 32224



**A Workshop for Farmers Interested  
in Making More Money**

December 3, 2011  
Duval County  
Extension Office





This program is designed for individuals who are interested in small-scale or urban agricultural production. This course is open to interested citizens, new or aspiring farmers, rural or urban landowners, small farmers, and farm families looking for new ideas. The goal of this course is to help individual's develop real-life expectations for their agricultural business. The topics include developing a business plan for your operation, marketing, financial considerations and regulations for selling products in Florida.

## Event Details

**Date** | December 3 | 8:30 am-2:30 pm

**Place** | Duval County Extension Office  
1010 N McDuff Avenue  
Jacksonville, FL 32254-2083

**Cost** | \$20 per person includes morning refreshments and lunch

**Register** | 904.254.7450

## Agenda

8:30 | Registration

9:00 | Tools for Small Farms

10:30 | Marketing

11:15 | Legal Forms of Organization

11:45 | Lunch

12:45 | Taxes & Recordkeeping

1:30 | Rules & Regulations

2:15 | Wrap-up

All participants will receive a copy of the Beginning Farmers Resource Guide to help assist them in getting started.

## Class Descriptions

**Tools for Small Farms** | for new and aspiring farmers, access to production skills, knowledge and technical assistance starts with developing an awareness of the various agricultural outreach and educational programs available.

**Taxes & Recordkeeping** | People are often overwhelmed by taxes and recordkeeping requirements. In this session, you will learn how to make taxes and recordkeeping more manageable for your business.

**Marketing** | It is very important to learn how to get the attention of potential customers so that they can buy your product or service. In this sections, you will learn more about market research, co-ops, direct sales, and social media.

**Legal Forms of Organization** | The key issues you need to consider in selecting the best legal structure for your business are taxes and liability. We'll discuss other factors in your decision including number of owners and whether or not you have employees.

**Rules & Regulations** | This session will address regulations and best practices for selling fruits and vegetables, eggs and meat and the regulatory basics related to the processing and selling value-added agricultural products like jam and jellies.

## Agribusiness Center

### Farming For Profit: Growing your bottom line

The Small Business Development Center (SBDC) at the University of North Florida developed the Agribusiness Center to help small farmers grow their bottom lines. Starting a farm, buying or selling an existing operation or growing your farm to the next level, we can help!

[www.floridasmallfarms.org](http://www.floridasmallfarms.org)

Presented By:

## UF/IFAS Duval County Extension

The small farms program in Duval County provides resources and programs highlighting opportunities for residents to participate in the local food system of Northeast Florida. This program seeks to assist small and mid-size landowners who are considering growing crops and animals for profit or personal use. It makes available the latest information designed for both beginning and experienced small farmers and ranchers. Visit the small farms and alternative enterprises webpage at:

<http://smallfarms.ifas.ufl.edu/>