A Workshop for Farmers Interested in Making More Money

December 3, 2011
Duval County Extension Office
1010 N McDuff Avenue
Jacksonville, FL

Name ________________________________
Mailing Address ________________________
City/State/Zip __________________________
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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.

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

Payment By Check:
Amount Enclosed $ ________________
Make checks out to: DCOHAC
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.

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/](http://smallfarms.ifas.ufl.edu/)