

Marketing workshop for small farms

“You can grow it, now sell it” is the message of Western Nevada College Specialty Crop Institute’s workshop for small farms. The workshop is April 2, 9am-5pm at the WNC Carson City Campus, 2201 West College Parkway.

Cost is \$35 if registered by March 23 or \$45 if registered after March 23.

Lunch is included and seating is limited.

With increased demand for local food, more farmers are building hoop houses to increase their food production and extend their growing season. New sales strategies need to be developed for yearlong sales that extend beyond the traditional summer harvest season. The workshop explores several sales and marketing options, including Community Supported Agriculture, farmers markets, farm stands, restaurants and institutional sales, and forming collaborative marketing groups.

Featured speaker Christof Bernau is garden manager and instructor at UC Santa Cruz, Center for Agroecology and Sustainable Food Systems.

Workshop participants will tour hoop houses at Hungry Mother Organics Farm along with the retail farm stand that opened in 2010. The stand features plant starts, fruit trees, fresh eggs and produce, and products from several local farms.

For workshop registration or details, contact Ann Louhela at (775) 351.2551 or email louhela@wnc.edu.