

Farmers can learn how to better connect with consumers

Subscription services are not limited to magazines and newspapers. Farmers have discovered the popularity of offering weekly subscriptions to consumers for local, seasonal produce.

Area growers can learn more about this trend at a Western Nevada College Specialty Crop Institute workshop. "Subscription Farming for the Small Farm" meets Dec. 17 from 9am-3:30pm at WNC Fallon campus, 160 Campus Way. Cost is \$35 for registrations by Dec. 9 and \$45 afterward. Lunch is included.

The workshop is directed to small-acreage farmers to teach them how to make a profit in this alternative direct marketing enterprise. Participants will learn about recruiting and retaining customers, planting schedules, recordkeeping, benefits and challenges of working with other farms, and more. The workshop will include a roundtable discussion on farm successes and challenges.

Subscription farming, also known as Community Supported Agriculture or CSA, employs a system of weekly delivery or pick-up of farm-fresh, seasonal produce, and sometimes includes dairy products and meat. Customers pre-pay during planting season for a set number of weekly shares of produce to be delivered during harvest season. Customers enjoy the benefits of fresh produce delivered directly from the farm and often receive varieties that cannot be found in retail outlets or farmers markets.

For information/registration, contact Ann Louhela at (775) 351.2551 or louhela@wnc.edu.