PROFESSIONAL DEVELOPMENT FOR FARM-BASED BUSINESSES

October 10, 2012
1-4PM
IWCC
Connecting with Buyers on www.LocalDirt.com
Sometimes farming is the easy part! Do you grow fresh fruits and vegetables? Raise niche pork, poultry, beef, bison, or fish? Looking to develop a web presence to connect with wholesale buyers in our region? This class is for existing local food producers who want to use the www.localdirt.com website to access buyers in the southwest Iowa and southeast Nebraska markets. The class will provide technical assistance to get your listing up and running and ready to make sales as well as guidance on current pricing and value for locally produced food.
Cost: $15 per person
To register: www.iwcc.edu/ce/
For more information call 712-482-6726 ask for the local food information for questions about registration contact Matt Mancuso, Sustainability Coordinator, at 712-325-3448 or by email at mmancuso@iwcc.edu.

November 13
1-4 PM
IWCC
Crop Planning
Whether you are just starting out or have been growing local food for years, this crop planning workshop will help you develop planting matrixes that support year round availability and planning for custom sales, farmers markets, and everything in between.
Cost: $15 per person
To register: www.iwcc.edu/ce/
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December 4, 2012
10AM-4PM
IWCC
Good Agricultural Practices (GAP) Self-Audit Certificate Program
This 6 hour training course will help establish good on-farm food-safety protocols and give you the skills needed to execute a GAP self-audit of your farm. This is an introductory level course that is a pre-requisite for taking more advanced GAP training. This class does not provide you with GAP certification. You will get a certificate from Iowa State University that you have been trained in self-auditing your operation for GAP standards. A great opportunity to explore food safety protocols prior to attempting GAP certification. Lunch Included.
Cost: $45 per farm (includes one lunch) – $15 each additional material packet - $10 each additional lunch

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January 17 – February 7, 2013
5:30-8:30PM
IWCC
Building a Sustainable Farm-based Business for Existing Local Food Producers
Do you run a successful local food production business? Do you have a professional, well-written business plan that includes financial plans and marketing plans?
We understand that sometimes a good business grows from the ground up and doing the paperwork to document and support your successful business can be postponed. No matter how long you have been in business, it's never too late to write your business plan. Having a written business plan will help you grow and sustain your business over the long-term; and may help you access financial capitol. This five week class will ensure you write a business plan that is complete and effective.
Cost: $55
To register: www.iwcc.edu/ce/
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February 19, 2013
10AM-4PM
IWCC
Making the Sale
Ensure a positive selling experience each and every time you make a sale. This class targets wholesale selling in our region. Learn what the buyer expects and how to make sure you exceed their expectations and win their repeat business. This class will focus on aspects of wholesale that include: packaging, invoicing, delivery and follow up. Lunch will be available to purchase from the campus cafeteria during the half hour lunch break.
Cost: $15 per person
To register: www.iwcc.edu/ce/ (will be posted online for registration soon)
For more information call 712-482-6726 ask for the local food information for questions about registration contact Matt Mancuso, Sustainability Coordinator, at 712-325-3448 or by email at mmancuso@iwcc.edu.

March 5, 2013
1-4PM
IWCC
Direct Marketing
Growing and raising local food can be a challenging business; not only do you need to master the art and science of farming – you also have to be your own marketing agency! This workshop will help you build skills that include interacting with media, product and farm promotion, building successful displays, product labeling, and how to brand your products.
Cost: $15 per person
To register: www.iwcc.edu/ce/ (will be posted online for registration soon)
For more information call 712-482-6726 ask for the local food information for questions about registration contact Matt Mancuso, Sustainability Coordinator, at 712-325-3448 or by email at mmancuso@iwcc.edu.