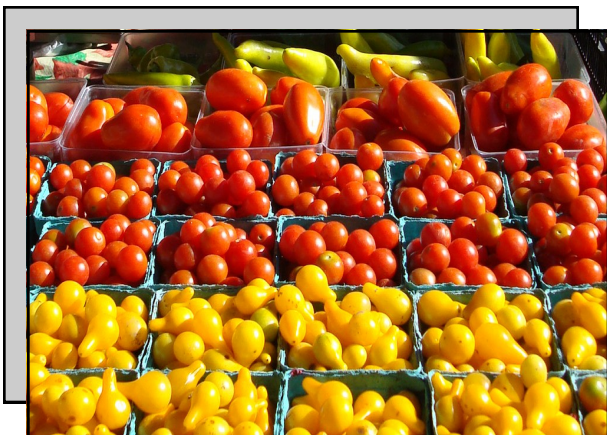


AGENDA

- 9:30-10:00 Welcome & Introductions
- 10:00-11:00 Starting Your CSA & Planning the CSA Season
- 11:00-12:00 Harvest and Post-harvest Handling
- 12:00-12:45 Lunch
- 1:00-2:00 Distribution, Season Extension, Labor
- 2:00-3:00 Managing Membership, Marketing Pricing
- 3:00-3:30 Questions



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Vermont Valley
Community Farm

Please advise us at least 10 days before event if you are handicapped and require special accommodations. Requests will be kept confidential.



BUY LOCAL BUY WISCONSIN 2011 REGIONAL WORKSHOP ROADSHOWS



January 2011

THE ABC'S OF CSAs

Are you interested in starting, expanding, or improving your own CSA? Join Barb Perkins of Vermont Valley and Laura Friedrichs of Loon Organics. These two farmers will touch upon start-up considerations, financial management, share planning, marketing, succession planting, member involvement, distribution, communication, member retention, balancing multiple markets and more.

Mon., January 17th East Troy
9:30 AM-3:30 PM

Tues., January 18th Viroqua
9:30 AM-3:30 PM

Wed., January 19th Menomonie
9:30 AM-3:30 PM

THE WORKSHOP

The ABCs of CSAs

For Successful CSA Management

Are you interested in starting, expanding or improving your own CSA (Community Supported Agriculture)? Join Barb Perkins of Vermont Valley and Laura Frerichs of Loon Organics as they share many years of CSA experience and knowledge. Laura brings a beginners perspective of starting and growing Loon Organics CSA over the past 6 years. Barb is a CSA veteran, having owned and operated Vermont Valley Community Farm since 1994. These two farmers will touch upon start-up considerations, financial management, share planning, marketing, succession planting, member involvement, distribution, communication, member retention, balancing multiple markets and more. The combination of Barb and Laura's perspectives will provide a full picture of the unique challenges and considerations of running viable, successful CSA operations.

THE SPEAKERS

Barb Perkins along with her husband David own and operate Vermont Valley Community Farm, a 2000+ member CSA located 30 miles west of Madison, WI. Forty acres of certified organic vegetables are grown and distributed through their CSA. Vermont Valley Community Farm was established in 1994 and is entering its 17th season. Barb farms with not only the focus of growing great food, but to educate their members and the community.

Laura Frerichs co-owns and operates Loon Organics, a 40-acre certified organic vegetable farm in Hutchinson, MN. After graduating from Grinnell College in Iowa, Laura worked on over five different vegetable and fruit farms across the country before starting Loon Organics in 2005. Loon Organics grows vegetables, herbs, and flowers for a 125+ member CSA, local retailers, restaurants and the Mill City Farmers Market in Minneapolis. She is a farm consultant and presenter on a wide variety of issues from vegetable production budgets to post-harvest handling.

LOCATIONS

Monday, January 17th, 9:30-3:30

Michael Fields Agricultural Institute
W2493 County Road Es,
*East Troy, WI 53120
Contact: Ginger Goral
ggoral@centurytel.net
(262)370-4789

Tuesday, January 18th, 9:30-3:30

Viroqua Area Medical Clinic - Lower Level Conference Rooms A & B
407 S Main St
Viroqua, WI 54665
Contact: Nicole Penick
vsnnicole@gmail.com
(608)637-3615

Wednesday, January 19th, 9:30-3:30

TBA
Menomonie, WI 54751
Contact: Tracey Mofle
tracey.mofle@uwc.edu
(715)790-9177

Upcoming Buy Local Workshops

February: Selling to Retail

March: Institutions

For more information, visit
www.datcp.state.wi.us/registration/workshops.jsp

REGISTER BY MAIL

OR

ONLINE (Starting Early Jan.) at

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Name: _____

Business/
Organization: _____

Title: _____

Address: _____

City, State, Zip _____

Phone: _____

Email: _____

Vegetarian? **YES** _____ **NO** _____

I plan on attending the following session:

___ **Menomonie (\$30/person**)**

___ **Viroqua (\$30/person**)**

___ ***East Troy**

Amount Enclosed: _____

Mail registration and check payable to:
WI DATCP

Buy Local Buy Wisconsin Workshops
2811 Agriculture Drive
PO Box 8911

Madison, WI 53708-8911
ATTN: Theresa Feiner

Questions Regarding Registration:

Theresa Feiner, theresa.feiner@wisconsin.gov (608) 224-5112

***To register for the East Troy session, please visit:**
<http://michaelfieldsagainst.org/work/education>
****Groups can purchase one registration at \$30/person, and any additional registrations at \$15/person**