

The Pennsylvania Women's Agricultural Network
in collaboration with
The University of Scranton Small Business Development Center &
Pennsylvania Department of Agriculture's Risk Management Agency
presents

GROW YOUR BUSINESS

BUSINESS & MARKETING STRATEGIES FOR SUCCESSFUL FARM ENTERPRISES
SPRING HILLS FARM DALTON, PA LACKAWANNA COUNTY

November 15, 2010 10:00 a.m.—4:30 p.m.

Understanding Financial Statements

Marketing your Farm Business

Join PA-WAgN at Spring Hills Farm where Margaret Hull will lead us on a farm tour and discuss how they have successfully applied business and marketing strategies to improve the farm's business ventures. Follow-through with an afternoon of educational and planning sessions aimed at your farm business.

Session 2 offers a greater emphasis on developing a marketing plan. Attendance of Session 1 is not required.



AGENDA

- 10:00 a.m. **Registration & Welcome**
- 10:30 a.m. **Farm Market Tour**
Margaret Hull, Spring Hills Farm
- 11:30 a.m. **Understanding Basic Financial Statements**
Maria Montenegro, Agri-Business Consultant
The University of Scranton Small Business Development Center
- 12:30 p.m. **Working Lunch**
Insurances Related to Direct Marketing, The New Pasture Policy
Lynn F. Kime, Senior Extension Associate
The Pennsylvania State University Department of Agricultural
Economics and Rural Sociology
- 1:15 p.m. **Marketing Your Farm Business: Includes 4 P's of Marketing,
Social Media, Group Marketing Plan Activity, and Individual
Marketing Plan Activity Evaluation**
Maria Montenegro, Agri-Business Consultant
The University of Scranton Small Business Development Center
- 4:15 p.m. Evaluation
- 4:30 p.m. Adjourn

REGISTRATION

Registration Fee: \$15 (fee includes lunch and materials)

Additional Details & Online Registration:

<http://bit.ly/Nov15Registration>

For additional details contact:

Linda Stewart Moist

lsm9@psu.edu or 814-865-7031

All are welcome to participate in events sponsored by PA-WAgN.

DIRECTIONS

Directions Available Online at:

<http://www.springhillsfarm.org/directions.htm>

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DEPARTMENT OF AGRICULTURE



United States
Department of
Agriculture

National Institute
of Food and
Agriculture

Pennsylvania Women's Agricultural Network is a partnership of Penn State Cooperative Extension & Outreach, Penn State College of Agricultural Sciences, PA Association for Sustainable Agriculture, PA Certified Organic, PA Department of Agriculture, PA Department of Environmental Protection, Natural Resources Conservation Service, and The Rodale Institute

Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce.