

Beginning Specialty Crop Farmer Marketing Guide



A resource guide to improve marketing opportunities
for “Beginning Specialty Crop” Farmers.



A Publication of Pennsylvania Farm Link.

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“Specialty Crops” are defined by the United States Department of Agriculture (USDA) as fruits, vegetables, tree nuts, dried fruits, horticulture, and nursery crops, including floriculture.

This guide will provide the Beginning Specialty Crop Farmer (SCF), as well as the established SCF, a list of resources available to help assist in planning or expanding a farming business.

Included in this guide are:

- Online Resources
- Organizations, Specialty Crop and Educational
- Specialty Crops Oriented Conventions
- Worksheets: Determining Your Local Selling Area; Crops Projections; Household Income Needs.



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Online Resources

❖ **AgBiz Masters, A Learning Series for Young and Beginning Farmers**

Learning sound business concepts has never been more important, especially for today's young and beginning farmers. AgBiz Masters is an interactive learning series designed specifically for young and beginning farmers interested in honing their business and financial management skills. It is a two-year series where participants enroll in one year of the program at a time.

Topics covered in year one include: Megatrends of Agriculture; Strategic Business Planning; Preparing for Your Lender; Constructing a Balance Sheet; and Constructing an Income Statement and Cash Flow Projection.

Topics covered in year two include: Understanding Lending Decisions; Farm Business Management Factors and Benchmarks; Growth and Transition Management; Personal Financial Management; and Communications, Ethics and Leadership.

In addition to the eLearning modules, participants take part in online discussion forums and exams as well as complete individual assignments. Two in-person learning sessions are held regionally each year throughout Pennsylvania and surrounding states to supplement the online material and allow discussions and feedback among participants and facilitators. Regional farm tours are a new component of AgBiz Masters. Tours will be held across the AgBiz Masters area to expose participants to different facets of agriculture.

<http://www.agbizmasters.com/>

❖ **AgPlan, University of Minnesota**

AgPlan is a free online resource designed to help rural businesses successfully write a business plan. AgPlan is specifically designed to help farmers, ranchers, fishermen, and small businesses. The feature-rich type editor acts just like your computer's word processor. For each section of your business plan you will write a concise statement that will let readers quickly understand the key points you want to communicate. For each section of AgPlan, you will find specific tips, resources, and samples to help you create the best business plan possible. AgPlan will also allow you to share your business plan and interact with your business advisors, educators, or consultants.

<https://www.agplan.umn.edu/> 1-800-234-1111 or 612-625-1964, University of Minnesota, Center for Farm Financial Management.

❖ **Beginning Farmers, An Online Resource for Farmers, Researchers, and Policy Makers**

First launched in September of 2008, Beginningfarmers.org is a comprehensive compilation of information resources on farm financing, finding land, business planning, agricultural production and marketing, and much more. It is also a constantly updated blog providing the latest information and news on farm policy, farming jobs and internships, agricultural research, and the changing face of American agriculture. Beginning Farmers provides content relevant to new, experienced, and aspiring farmers, as well as farm educators, activists, and policy makers.

Through core resource pages and frequent blog postings, Beginning Farmers provides a robust and constantly growing forum for sharing information and ideas about starting new farms, and a broad range of content related to the development of sustainable agriculture and food systems.

<http://www.beginningfarmers.org>

❖ **Carolina Farm Stewardship Association “Good Agricultural Practices for Small Diversified Farms”**

The aim of this project was to document real-world examples of how small, diversified farms could co-effectively manage food safety risk, and meet the standards set in the US Department of Agriculture (USDA_ Good Agricultural Practices (GAP) certification program. The goal was to see whether it was possible for these types of farms to actually pass a GAP audit, without breaking the bank and without requiring them to change their crop production practices. The intent of this manual is to share tips and strategies learned from this research that other small, diversified produce farms can employ to meet GAP certification requirements imposed by potential buyers. This manual and research are intended to help you level the playing field when working with a GAP auditor, and to give you the tools you need to show an auditor that you have an effective food safety program. To make the most of this document, it is best to have a copy of the USDA GAP audit checklist at hand. This manual is intended to address only the “General Farm Review and Field Harvest and Field Packing Activities” sections of the USDA GAP audit program. It does not cover the GHP sections, “House Packing Facility” and “Storage and Transportation”.

http://www.carolinafarmstewards.org/wp-content/uploads/2013/07/CFSA_GAPS-web.pdf

❖ **Good Agricultural Practices, GAP**

GAP (Good Agricultural Practices) certification is a certification farms and packing houses can receive to verify they are taking precautions to keep their crops safe and free of contaminants. The USDA or another third party auditor performs an audit on the farm or at the packing house. If there is a passing score, the farm or packing house receives GAP certification. More and more consumers are starting to request or demand that farms/packing houses go through a GAP audit and become GAP certified before they will buy from them.

Smaller sized and diversified farms are vital for the functioning of a healthy economy, but they often have a difficult time competing in a market that rewards huge businesses. GAP certification is a good way for some farms to prove to their customers that they are taking precautions to keep their produce safe, and being certified may enable them to compete with larger businesses. ***Also refer to “USDA Good Agricultural Practices, Good Handling Practices Audit Verification Checklist” and “Carolina Farm Stewardship Association” in this guide for information on GAP.

www.agriculture.pa.gov/Protect/FoodSafety/Egg%20Fruit%20and%20Vegetables/Pages/GAP-GHP-Program.aspx

❖ **Marketing SWOT Analysis, Risk Management Agency**

“Strengths, Weaknesses, Opportunities, & Threats” Analysis is a quick yet thorough, hyper-objective look at your organization’s strengths and weaknesses as well as the opportunities and threats you may be facing. A SWOT is an abbreviated analysis, a rapid “check-up” for your business so that you’ll hit the ground running. A SWOT is the fastest, most efficient, and most cost effective way to get a solid understanding of the current realities of a business. It is a synthesis of where your business is today, where it can head, and ideas on how it can get there. This is a tool for making better business decisions.

www.rma.usda.gov/pubs/2011/swot_brochure.pdf

❖ **Penn State Extension**

Marketing website: <http://extension.psu.edu/business/farm/marketing>

Farm & Food Business website: <http://extension.psu.edu/business/farm>

❖ **Pennsylvania Farm Link**

Pennsylvania Farm Link is a 501c3 non-profit dedicated to “creating farming opportunities for the next generation.” PFL accomplishes this mission through a land linking database which matches landowners with perspective entering farmers. Entering farmers are looking for land to establish their business; landowners are seeking someone to lease or purchase their farm and desire the land remain in farming. Through Pennsylvania Farm Link’s database, both goals may be met. This process positively impacts Pennsylvania Agriculture as well as economic and business and industry throughout the Commonwealth.

Assisting both entering farmer and landowners to make these links possible is accomplished through educational workshops for new/beginning farmers to educate them on the necessities to enter the business. PFL seeks to paint a realistic picture of farming and encourages them to research and gain experience in farming as they develop a business plan. Being prepared is a key factor to success.

Farm owners are encouraged to work through important succession questions as they consider the future of their farm operation. Behind every strong farm operation is a solid succession plan. Farming is a complex business which requires much wisdom, aptitude, and knowledge not only in Agriculture but business & marketing as well. Without all three a farm operation may not succeed with today’s markets and economic challenges. Pennsylvania Farm Link seeks to provide a vast array of web resources through our online library and materials.

For more information call 717-705-2121, email at info@pafarmlink.org, or visit www.pafarmlink.org

❖ **USDA Good Agricultural Practices Good Handling Practices Audit Verification Checklist**

www.ams.usda.gov

❖ **USDA Commodity Areas – Specialty Crop Block Grant Program**

Program Description

The purpose of the Specialty Crop Block Grant Program (SCBGP) is to solely enhance the competitiveness of specialty crops. Specialty crops are defined as “fruits, vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture).”

The agency, commission, or department responsible for agriculture within any of the 50 States, the District of Columbia, the Commonwealth of Puerto Rico, Guam, American Samoa, the U.S. Virgin Islands, and the Commonwealth of the Northern Mariana Islands is eligible to apply directly to the U.S. Department of Agriculture for grant funds. Organizations or individuals interested in the SCBGP should contact their state department of agriculture for more information.

<http://www.ams.usda.gov/services/grants/scbgp>



Organizations

❖ **AgChoice Farm Credit**

AgChoice Farm Credit is an Agricultural Credit Association with approximately \$1.6 billion in gross loan assets. Through 10 branch offices, they provide a broad range of financial services to farms and forest products business owners in a chartered territory consisting of 52 counties in central, western and northern Pennsylvania, as well as four counties in West Virginia.

AgChoice Farm Credit's mission is to create maximum value for their customer-owners. While the primary focus for loans and services is Pennsylvania's largest industry, agriculture, a secondary and closely related focus is to offer country home loans, forest product loans, agri-business loans and small farm loans in rural communities. AgChoice Farm Credit can service all of the credit needs of the part-time and full-time farmer, as well as the mortgage credit needs of the rural homeowner.

<http://www.agchoice.com/> (800) 349-3568

❖ **Farm Service Agency**

With over 7.8 million acres of farmland, 58,000 farms, and \$1.9 billion in agriculture exports annually, Pennsylvania has a thriving and vibrant 'ag' industry. FSA County Offices located throughout the Commonwealth deliver a variety of congressionally authorized credit and commodity programs to all of Pennsylvania's farmers and producers. For fiscal year 2013, the Pennsylvania FSA provided over \$148 million in farm assistance program and loan payments. Through the administration of these programs FSA works to increase economic opportunity and improve the quality of life for rural Americans.

Pennsylvania's State Office is located in Harrisburg with 38 county offices serving the needs of local farmers and ranchers. The staff work diligently in support of the FSA mission: equitably serving all farmers, ranchers and producers, and agricultural partners through the delivery of effective, efficient agricultural programs for all Americans. Visit the website periodically to obtain the most up-to-date agriculture information affecting farmers in Pennsylvania.

www.fsa.usda.gov/pa 717-237-2117

❖ **Natural Resources Conservation Service**

NRCS, Natural Resources Conservation Service, provides America's farmers and ranchers with financial and technical assistance to voluntarily put conservation on the ground, not only helping the environment, but agricultural operations as well. Farmers can receive financial assistance from NRCS to make improvements to their land. NRCS conservations provide technical expertise and conservation planning for farmers wanting to make conservation improvements. Programs for eligible agricultural producers: Construct or improve water management or irrigation structures (Agricultural Management Assistance, [AMA](#)) ; Improve resource conditions such as soil quality, water quality, water quantity, air quality, habitat quality, and energy (Conservation Stewardship Program, [CSP](#)) ; and Implement conservation practices, or activities, such as conservation planning, that address natural resource concerns on their land (Environmental Quality Incentives Program, [EQIP](#)) . Currently the Seasonal High Tunnel Initiative is an example of a NRCS beneficial program.

<http://www.nrcs.usda.gov>

❖ **PA Preferred**

Pennsylvania has a rich history: Fought for freedom; Pioneered new industries; and served as the Keystone of America. Throughout our history, Pennsylvania has always been an agricultural state and continues to be known for its quality agricultural products today.

PA Preferred was created to ensure that Pennsylvanians are supporting fellow Pennsylvanians, neighbors, friends, family. By purchasing products made in PA consumers are making a difference by restoring pride in PA homegrown products and helping the economy.

PA Preferred is a public-private partnership between the Pennsylvania Department of Agriculture and many companies throughout the commonwealth. The program is working with thousands of companies and stores to support and promote Pennsylvania products.

<http://papreferred.com/>

❖ **PASA, Pennsylvania Association for Sustainable Agriculture**

PASA works to bring farmers together to learn from each other, and to build relationships between those farmers and consumers looking for fresh, wholesome, locally and sustainably produced food. As the largest statewide, member-based sustainable farming organization in the United States, we seek to improve the economic viability, environmental soundness and social responsibility of food and farming systems in Pennsylvania and across the country. Great value is placed on efforts to build bridges between broadly diverse participants in the agricultural industry, from "farm to fork."

PASA grew out of the need for an educational and support system for farmers - both experienced and beginning - interested in non-traditional agricultural practices, such as organic, biodynamic and grass-based farming, as well as the desire to create local markets for sustainably produced food.

PASA's mission is the underlying theme of all programs offered- *promoting profitable farms that produce healthy food for all people while respecting the natural environment.*

<http://www.pasafarming.org/>

❖ **Pennsylvania Apple Board**

The Pennsylvania Apple Marketing Program (PAMP) is a commodity marketing program established by the Commodity Marketing Act of 1968. The program is funded by apple growers and governed by a Board of Directors. The Board is composed of growers from various regions of the state and a representative from the Pennsylvania Department of Agriculture.

The program's goal is to promote the sale and consumption of Pennsylvania's fresh apples and processed apple products. PAMP works with Pennsylvania retailers, direct marketers, apple processors, and apple shippers to provide point of sale, promotions, and marketing support across various distribution channels. In addition, a portion of PAMP's annual budget is dedicated to horticultural and/or marketing research.

PAMP is also an active member in both the U.S. Apple Association and the U.S. Apple Export Council. Membership in these organizations allows apple growers, shippers, and processors in Pennsylvania the opportunity to work directly on issues and policies affecting the apple industry, both domestic and international.

<http://www.pennsylvaniaapples.org/>

❖ **Pennsylvania Certified Organic**

Mission: To ensure the integrity of organic products and provide education, inspection, and certification services that meet the needs of our members. PCO provides services to operations based in Pennsylvania, Delaware, District of Columbia, Maryland, New Jersey, New York, Ohio, North Carolina, Virginia, and West Virginia. Pennsylvania Certified Organic (PCO) is a USDA-accredited organic certifying agency that educates and certifies growers, processors and handlers of organic crops, wild crops, livestock and livestock products in Pennsylvania and adjoining states.

<http://www.paorganic.org>

❖ Pennsylvania Christmas Tree Growers Association

Webinar Series: One-hour educational webinars with pesticide credits offered from the convenience of your home or office.

Buyer/Seller Hotline – Advertise your tree inventory year-round online via the PCTGA website for FREE.

Quarterly Newsletter – *The Bulletin* is a quarterly publication that provides the most current research and industry news.

Website – FREE farm listing on the PCTGA website so both wholesalers and the public can find you. Information on research, important links, and up-to-date news items are available for your use.

Farm Show Tree Contest – Enter and display your tree at the PA Farm Show. The winner moves on to the National competition to see which tree will grace The White House. Trees representing Pennsylvania must come from a member farm.

Wreath Contest – Compete on the state level to move on to the National competition. Wreaths representing Pennsylvania must come from a farm that is a member of the PCTGA.

Annual Summer Meeting – Visit member farms and hear talks in the field while obtaining pesticide credits. PCTGA members can register at reduced rates.

Annual Winter Meeting – Top-notch speakers share vital information with the industry at this meeting. Pesticide credits are available. PCTGA members receive a registration fee discount.

Legislative Activity – Members receive the most current information on proposed and enacted legislation affecting the industry. PCTGA membership helps you stay in compliance.

Research Information – PCTGA funds research projects that enable the industry to grow better trees. Results are shared with members before anyone else sees them.

Public Relations – PCTGA supplies trees to state office buildings to promote the use of Real Trees.

Representation – PCTGA is represented on the Penn State Agricultural Council.

<http://www.christmastrees.org/>

❖ Pennsylvania Co-Operative Potato Growers

Located in Harrisburg, PA, the Pennsylvania Co-Operative Potato Growers, Inc. is a non-profit organization serving as a vital link between the state's potato growers and buyers. The group has been directly benefiting members across the state since its inception in 1922. The major objectives of the Co-Operative are to:

- Increase growers' abilities to market their potatoes.
- Ensure a high quality potato product reaches the buyer.
- Reliable Delivery (Trucking).

Through the Co-op, members have access to a widespread network of key buyers and sellers to help them efficiently and effectively market and purchase high-quality potatoes. To better advise our members, PCPG is actively involved in the latest trends and processes in the world of potatoes. We are active members of the National Potato Council, United States Potato Board, Pennsylvania Department of Agriculture, and the Produce Marketing Association. PCPG also participates in the Penn State University Potato Research Program. Another essential role PA Co-Operative Potato Growers plays is assisting potato growers and buyers as they market their products. To learn more, call us today at (717) 232-5300

<http://pacoopotatoes.com/>

❖ Pennsylvania Department of Agriculture

The Pennsylvania Department of Agriculture encourages, protects and promotes agriculture and related industries throughout the commonwealth while providing consumer protection through inspection services that impact the health and financial security of Pennsylvania's citizens. Pennsylvania's 62,000 farm families continue to be the stewards of more than 7.7 million acres of farmland. With \$6.8 billion in cash receipts annually from production agriculture, Pennsylvania farmers and agribusinesses are the leading economic driver in our state. In addition to production agriculture, the industry also raises revenue and supplies jobs through support services such as food processing, marketing, transportation, and farm equipment. In total, production agriculture and agribusiness contributes nearly \$68 billion to Pennsylvania's economy.

Pennsylvania Department of Agriculture, 2301 North Cameron Street, Harrisburg, PA 17110
General Information: (717) 787-4737

<http://www.agriculture.pa.gov>

❖ **Penn State Extension**

Vegetable, Small Fruit, and Mushroom Production <http://extension.psu.edu/plants/vegetable-fruit>

Tree Fruit Production <http://extension.psu.edu/plants/tree-fruit>

❖ **Penn State Extension – Master Gardener Program**

Master Gardeners are volunteers trained by the Penn State Cooperative Extension. Once they complete their training, Master Gardeners help the Extension better serve the home gardening public by answering questions, speaking to groups, working with 4-H horticultural projects, participating in civic beautification, maintaining demonstration gardens, teaching plant sciences and horticulture, maintaining this web site, and in many other ways. Master Gardeners are willing and able to educate individuals and groups in gardening topics such as plant selection, composting, soil improvement, pest control, vegetable and flower gardening, pruning, and more.

For more information contact Nancy Knauss, PSU State Master Gardener Coordinator at 412-482-3453 or by email at njk12@psu.edu. www.extension.psu.edu/plants/master-gardener

❖ **Pennsylvania Farm Bureau**

Pennsylvania Farm Bureau is a general farm organization made up of members providing legislative support, information, and services to Pennsylvania's farmers and rural families since 1950.

Monthly publications and newsletters are produced to keep members informed as to legislative and organizational changes. Community education programs outlining the importance of agriculture to everyone is pursued by programs in schools, ag days, farm shows and county events. Six "Mobile Ag Ed Science Labs" travel across the state taking agriculture education to classrooms for grades K-12. Ag scholarships are available for the Penn State School of Ag and Delaware Valley School of Ag through the PA Friends of Ag Foundation.

<http://www.pfb.com/> 717-761-2740

❖ **Pennsylvania Landscape & Nursery Association**

The Pennsylvania Landscape & Nursery Association (PLNA) is the leading trade association representing Pennsylvania's \$6.8 billion green industry. Founded in 1904, its member landscape contractors, retail garden centers, wholesale nurseries and greenhouses produce outdoor living environments that improve economic value, air quality, water quality and human health. PLNA is Pennsylvania's green industry association that advocates for the green industry and its members while building and demonstrating professionalism. PLNA is a leader in Pennsylvania for the environmental, health, and aesthetic benefits of the green industry.

PLNA continues to strengthen the current programs for Membership, Professional Development and Government Relations to maximize the benefit to all current and potential stakeholders.

www.PLNA.com 800.898.3411

❖ **Pennsylvania Maple Syrup Producers**

There are many different kinds of trees in the Pennsylvania's forests, but the sweetest tree in Pennsylvania is the sugar maple. The sap from this tree is used to make pure maple syrup. Sugar maple trees are unique to North America and grow naturally only in the northeastern United States and southeastern Canada. This makes maple syrup a very special product that we get from Pennsylvania forests.

The Pennsylvania Maple Syrup Producers Council Inc. is made up of five member associations. They are: Northwest Maple Syrup Producers Association; Potter-Tioga Maple Syrup Producers Association; Endless Mountains Maple Syrup Producers Association; Northeastern PA Maple Syrup Producers Association; and Somerset County Maple Syrup Producers Association.

<http://pamapleassociation.com/>

❖ **Pennsylvania Nut Growers**

The Pennsylvania Nut Growers association is dedicated to assisting Pennsylvania Nut Growers in developing better quality nut trees. Through the use of tree grafting we have had success in assisting nut growers in providing stronger trees and higher quality nuts.

For information contact Don Jackson, 717-244-1834 or via email at bluenutdj@yahoo.com www.pnga.net

❖ **Pennsylvania State Beekeepers Association**

Produces a Newsletter 10 times per year in an effort to keep us all informed and provides a link between the miles. Meets twice each year. At both meetings, business is conducted, seminars are held, friendships renewed and ideas are shared. Operates a booth at the Pennsylvania Farm Show and Ag Progress Days to promote honey and beekeeping and to support our annual Honey Queen Program. Maintains an education committee to inspire new beekeepers and to continue to look at ways to provide information to more accomplished beekeepers. Visits our state legislators on an annual basis to distribute honey as a goodwill gesture. Meets with the Pennsylvania Department of Agriculture to voice concerns of Pennsylvania Beekeepers. Operates the Honey Queen Program to promote honey and to provide beekeepers across the state with a resource person who can assist them in promoting honey in their local areas. Promotional materials such as leaflets on bees and honey, recipe booklets, patches, decals, Honey Queen brochures, etc. are made available from time to time for members for free or at cost.

www.pastatebeekeepers.org

❖ **Pennsylvania Vegetable Growers Association,**

Serving PA's commercial vegetable, potato and berry growers through education, research, advocacy, and promotion.

<http://www.pvga.org/>

❖ **Pennsylvania Wine Grape Network**

The purpose of this website is to give commercial wine growers in Pennsylvania and the non-western wine states access to current and relevant viticulture news, information, and events that will enable them to grow high quality wine grapes. It will be a source of locally produced materials but also a portal to the amazing wealth of viticulture information available on the internet. The resources that reside on this site are carefully selected by the viticulture educator. It is central to our extension mission to discover and transfer practical research-based knowledge to the grape growing industry, but we also seek the best new ideas and technologies from innovative grower/practitioners. Information for Beginner grape growers is available on this site.

<http://www.pawinegrape.com/>

❖ **Pennsylvania Women's Agricultural Network (PA WAgN)**

The primary purposes of PA-WAgN are to encourage and support women in agriculture; provide and strengthen networks for women in agriculture; provide educational and mentoring opportunities for women in agriculture; raise community awareness of agricultural related issues and concerns; and sustain farming livelihoods. Membership is open to any person supporting the mission and purpose of PA-WAgN. The network is comprised of women farmers, agricultural professionals, agricultural educators, and informed consumers

committed to supporting and providing educational opportunities to women working in agriculture and related businesses.

PA-WAgN offers on-farm education, hands-on workshop, conferences, networking opportunities, mentoring, and online information sharing tools.

PA-WAgN programming is based on member needs and requests and includes business planning, farm management, production practices, direct marketing, farm equipment and safety, and health.

Visit: www.agsci.psu.edu/wagn or Contact: pawagn@psu.edu

❖ **SARE**

Northeast SARE (Sustainable Agriculture Research and Education) is a regional program of the nationwide SARE effort; SARE is part of the USDA National Institute of Food and Agriculture, or NIFA. SARE offers competitive grants to projects that explore and address key issues affecting the sustainability and future economic viability of agriculture. An example of one grant offered is a “**Farmer Grant**”: For commercial farmers who want to test a new idea using a field trial, on-farm demonstration, marketing initiative, or other technique. Applications are submitted on line in late November or early December for awards the following spring.

The Northeast region is made up of Connecticut, Delaware, Maine, Massachusetts, Maryland, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, West Virginia, Vermont, and Washington, D.C.

<http://www.nesare.org/>



Conventions

❖ **Growing PA’s Organic Farmers Conference**

Held annually in December in the Harrisburg, PA area

You are invited to attend this annual educational farm conference focused on advanced organic production practices. In-depth presentations on current organic farming issues will be provided by speakers from universities with accomplished organic research programs, successful organic farmers and farm industry representatives dedicated to organic production. Sessions will include topics relating to all aspects of organic farming. The intent of this conference is to annually support PA’s organic farms with information and discussion on the best of the available organic farming practices.

The conference is being coordinated by PA Dept. of Agriculture with support from personnel from Rodale Institute, PA Certified Organic (PCO), Organic Valley Cooperative, USDA Natural Resource Conservation Service (NRCS), PSU Extension, Perdue AgriBusiness, GMOFree PA, USDA Certified organic farmers and PA Farm Link. The conference program and registration information will be available by visiting www.gpofconference.org or by contacting PA Farm Link at info@pafarmlink.org or 717-705-2121.

❖ **Mid-Atlantic Fruit & Vegetable Convention**

Held annually in January in Hershey, PA

The Mid-Atlantic Fruit and Vegetable Convention has become the premier grower meeting in the Northeast combining three days of six or more concurrent educational sessions with a large industry trade show and numerous networking opportunities - all designed to enable fruit, vegetable and berry growers as well as direct marketers to stay on the cutting edge of their industries. About 2,200 persons from throughout the mid-Atlantic region and beyond gather each year at the Hershey Lodge and Convention Center for the Convention. Registration is open to all interested commercial fruit, vegetable and berry growers, direct marketers and allied industry personnel.

For information on exhibiting at the Convention, contact Maureen Irvin, Convention Coordinator at 717-677-4184 or shap@embarqmail.com. <http://www.mafvc.org>

❖ **PASA, Pennsylvania Association for Sustainable Agriculture, “Farming for the Future Conference”**

Held annually in February in State College, PA

The annual *Farming for the Future* Conference is PASA's signature event and the main vehicle for community building. Widely regarded as the best of its kind in the East, this event brings together an audience of over 2,000 farmers, processors, consumers, students, environmentalists and business and community leaders annually.

For more information visit www.pasafarming.org, call (814) 349-9856 or email info@pasafarming.org.

❖ **Pennsylvania Herb and Garden Festival**

Held annually in April in York, PA

The 2 day event is held each April and features nationally known speakers, workshops and numerous vendors of plants, herbal crafts, products for the gardener, cook and crafter.

<http://www.paherbfest.com/>



Knowing Your Local Area

Consumers

1. What are your local markets? Or who are the potential buyers for your products?
 - a. How many people are there?
 - b. What is their level of income?
 - c. What are their age demographics?
 - d. Where do they purchase their food?
2. Consumer trends that will play a role.
3. What group of people does your product appeal too?

Distribution

4. What marketing avenues will reach your potential customers?
5. Is your farm in a location that allows a roadside stand?
6. Does it lend itself to a destination farm? Or agritourism?
7. Are there other possible sales locations?
8. Other marketing avenues? Online options?
9. What about value added products?
10. Special label options?

Partners and/or Competition

11. How many other farmers are there within driving distance?
12. What do they grow?
13. How do they market their products?
14. Have their methods been successful?
15. Will it enhance your opportunities?

Funds provided through USDA's Specialty Crop Block Grant Program

Crop Projections	Quantity	Type Crop:	\$/Unit	Total
Category		Unit of measure		
Receipts				
Crop produced or calculated production				
Related sales (by products)				
Total Income				
Supplies Needed				
Seeds, Seed Stock, Plants, Seedlings, etc.				
Fertilizer				
Soil Amendments				
Chemicals				
Herbicide				
Insecticide				
Fungicide				
Growth aids				
Total Supply Costs				
Labor				
Cover crop				
Field/Bed Preparation				
Fertilizer Spreading/Chemical Additions				
Planting				
Watering/Irrigation				
Weeding				
Total Costs Prior to Harvest				
Harvest Labor				
Packaging Labor				
Total Harvest & Post-Harvest Labor				
Packaging				
Packaging Materials				
Total Post Harvest Materials				
Overhead				
Land				
Machinery (include fuel)				
Irrigation				
Water Costs				
Structure				
Utilities				
Repairs				
Total Overhead Costs				
Miscellaneous				
Crop Insurance				
Transportation/Shipping				
Storage/Processing				
Check off/Assessment				
Miscellaneous Costs				
TOTAL COSTS				
Yearly				
Per crop unit (lb. /etc.)				
Net Income				

