



CSA Planning Course - Improve, Improve, Prosper!

Spend this winter creating or improving your CSA program from the ground up! This Course is designed for:

- Those looking to expand their farms to incorporate a CSA enterprise
- Those running CSAs, but who want to step back and create better plans
- Those wanting new ways to plan, market, execute, document and evaluate their CSA enterprise
- Those looking to network with and learn from other growers

The CSA Planning Course assumes that participants have vegetable growing experience and a general knowledge of the CSA concept. It is open and valuable to both those contemplating a CSA and those who have started a CSA program but would like to learn new planning and decision-making tools.

Course Dates

Friday and Saturday, January 20th & 21st 2012 8:30am-5pm
Friday and Saturday, January 27th & 28th 2012 8:30am-5pm

Cost The full cost of this course (4 days) is \$350. Through generous funding from the Beginning Farmer and Rancher Development Program, scholarships for up to \$175 are available. Register on line at www.michaelfields.org.

Location Michael Fields Agricultural Institute W2493 County Rd. ES, East Troy, WI 53120

Lodging and Food Box lunches and snacks are provided at each session. Dorm-style lodging is available at Michael Fields for those who would like to stay overnight during these 2-day sessions of the course at a rate of \$25 per night. Please indicate your lodging needs on the registration form.



CSA Course Topics Include:

- Core values of your CSA
- Business and risk management
- Capitalization and growth
- Marketing, pricing, and communication
- Production planning from seeds to harvest
- Harvest, post-harvest handling and distribution

Sessions are taught by successful CSA farmers and business professionals, integrating personal stories with technical knowledge. For additional information about course content, Jodie Janovec, at (920) 723-8085 farmandfood@michaelfields.org
This course is supported by the Beginning Farmer and Rancher Development Program of the National Institute of Food and Agriculture, USDA, Grant # 2009-49400-05943.

For other workshops and information on how you can be a part of sustainable agriculture visit: [Angelic Organics Learning Center](#), The Farm Business Development Center at [Prairie Crossing Farm](#), the [Madison Area Community Supported Agriculture Coalition](#) and of course visit us at [Michael Fields Agricultural Institute](#)



Mail or email all applications to:

MICHAEL FIELDS
AGRICULTURAL INSTITUTE



PO Box 990, East Troy, WI 53120
email: farmandfood@MichaelFields.org

CSA Course Costs: \$350
(4 days)
All students are eligible for a \$175 tuition reduction through our scholarship fund.
Lodging at Michael Fields \$25 per night.
Cancellation policy, we offer no refund.

A \$175 deposit is required to hold you place.

Registration and Scholarship Application Form

FARM NAME _____

NAME(s) (a couple from same farm may apply together) _____

ADDRESS _____

CITY, STATE, ZIP CODE _____

PHONE _____

CELL PHONE _____

FARMING ORGANIZATION AFFILIATION (if applicable) _____

WEBSITE (if applicable) _____

EMAIL (Scholarship recipients will be notified by email) _____

1. How many years have you been farming? _____
2. If you are currently a CSA farmer, how many years have you had a CSA? _____
3. If you are not currently a CSA farmer, when do you plan to implement a CSA? _____
4. What barriers are you experiencing as a farmer? _____

5. Besides CSA subscribers, how and where do you market your farm goods? _____

6. Do you work full time as a farmer? _____

7. Do you need overnight accommodations? _____ For how many persons? _____