

9 AM Welcome and opening remarks

9:15 Setting yourself up for success in farming

- The importance of your farm mindset
- Limiting beliefs that are holding you back
- Apps and programs to double your effectiveness
- Making sure that you have a winning enterprise
- What they don't tell you when buying a farm
- And much, much more.

10:30 Break (snacks, coffee)

10:40 Hiring employees and setting them up for success

- What are you looking for?
- How to know if you have the right hire
- Crew management without stress
- Adding a middle management layer
- How to stay sane, implementing Standard Operating Procedures (SOP)'s
- Creative compensation, how not to break the bank

11:45 Lunch Provided

12:30 Marketing your business- selling more of your farm

- What story are you telling?
- Who is your customer and what is the best way to reach them?
- The 3 principles for sales success
- Social media- is it worth it?
- Setting up your farm website
- What marketing channels are for you?
- Selling to chefs
- Innovative marketing systems across the country.

2:30 Season extension- growing longer means you can sell more.

- Learn about the different terminology used, basic propagation techniques, and intercropping for higher production.
- Learn about the different seeders on the market, different spacings, and tips and techniques to get maximum production.
- Discover the exciting possibilities of overwinter crops for super early spring harvest. Bedding, seeding, and different protection techniques such as mini-tunnels, rowcover and plastic will be discussed
- We'll go into detail on individual crops and discuss the specific culture, relevant varieties, seeding densities, transplant strategies, and more to cultivate them year-round.
- Specific disease problems, and harvest techniques will be covered.

3:50 10 minute break (snacks, coffee)

#### 4:00 Wash and Pack

- Discover how to set up your washing area for best flow
- The 4 main types of washing setups to cover most vegetables
- How we wash a wide variety of vegetables.
- Efficiency hacks for harvesting in the field and greenhouse.
- Vegetable storage- design and best practices.
- What is food safety and how it affects you.
- Major threat areas to be aware of.
- Record keeping software that saves you time and money.

#### Dinner 5:30

Dinner is not provided, but we are going to suggest to eat together at a local restaurant to continue the conversation and networking.