



THE UNIVERSITY OF ARIZONA

Cooperative Extension

Beginning Farmer & Rancher Workshop Series

Cochise College, 1025 AZ-90, Benson, AZ 85602

April 4, 2025

- 8:30 am** **Registration**
Coffee and Donuts
- 9:00 am** **Welcome & Introductions**
- 9:15 am** Farming can be Stressful
Gayle Gratop, University of Arizona Cooperative Extension
- 9:45 am** Point of Sale Systems and Marketing
Russ Tronstad, University of Arizona Cooperative Extension
- 10:15 am** **Break**
- 10:30 am** From Farm to Shelf: Strategies for Small-Scale Retail Success
Gabriel Cruz, Cruz Farm
- 12:00 pm** **Lunch**
- 1:00 pm** Business Structure, Taxes, and Recordkeeping
Russ Tronstad, University of Arizona Cooperative Extension



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