Beginning Farmers Class
Product Planning and Marketing Issues by Outlet

November 11, 2020
Florence Union School District Auditorium
1000 S Main St., Florence AZ 85132

AGENDA

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker/Presenter</th>
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<tbody>
<tr>
<td>9:00 – 9:30</td>
<td>Introductions, Feedback, and Purpose of these Classes</td>
<td>Dr. Russell Tronstad, Ag Economics Specialist</td>
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<tr>
<td>9:30 – 10:30 am</td>
<td>Production and Selling Issues for Farmers Markets, Restaurants, and Wholesale Outlets</td>
<td>Myles Lewis, AZ Vegetable Company</td>
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<td>10:30 – 11:00</td>
<td>Break/ Raffle</td>
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<tr>
<td>11:00 – 11:30</td>
<td>Basic Planning and Record Keeping Tools for Beginning Farmers</td>
<td>Dr. Russell Tronstad, Ag Economics Specialist</td>
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<tr>
<td>11:30 – Noon</td>
<td>Future Forward Foundation’s Local Food Production and Farm Tour Instructions</td>
<td>Lina Austin, 3F Executive Director</td>
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</tbody>
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FARM TOUR

Noon – 1:30
Lina Austin and 3F Staff
See Directions in Separately Distributed Flyer

Hosted by:
Future Forward Foundation

Funded by:
USDA
United States Department of Agriculture
National Institute of Food and Agriculture

Instructed by:
THE UNIVERSITY OF ARIZONA COLLEGE OF AGRICULTURE & LIFE SCIENCES
Cooperative Extension

Partnering with:
ARIZONA’S RURAL RESOURCE CONSERVATION DISTRICT