# Beginning Farmers Class

**Business Planning Strategies and AACD Resources**

March 17, 2021  
Florence Union School District Auditorium  
(registration 8-9am)  
1000 S Main St., Florence AZ 85132

## AGENDA

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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</thead>
<tbody>
<tr>
<td>9:00 – 9:10</td>
<td>Welcome and Announcements</td>
<td>Lina Austin &amp; Dr. Russell Tronstad</td>
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<tr>
<td>9:10 – 10:00</td>
<td>Business Model Canvas, Business Planning, and SWOT Tools</td>
<td>Dr. Russell Tronstad, Ag Economics Specialist</td>
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<tr>
<td>10:00 – 10:30</td>
<td>USDA Programs for Beginning Farmers and FSA Microloan Assignment</td>
<td>Dr. Russell Tronstad, Ag Economics Specialist</td>
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<td>10:30 – 11:00</td>
<td>Raffle &amp; Break</td>
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<td>11:00 – 12:00</td>
<td>Resources available through the Arizona’s Association of Conservation Districts</td>
<td>Sharma Torrens and Brooke Gladden, Arizona Association of Conservation Districts</td>
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**Farm Tour**

Noon – 1:45  
Steadfast Farms (5111 Inspiria Pkwy, Mesa, AZ. 85212) – Erich Schultz. Steadfast Farm is a two acre bio-intensive market farm in Mesa, AZ. They grow year round using organic practices and offer produce, cut flowers and eggs through their CSA program, farm store, farmers markets and local restaurants.

**Hosted by:**

![Future Forward Foundation](image)

**Funded by:**

- USDA
- National Institute of Food and Agriculture

**Instructed by:**

![The University of Arizona Cooperative Extension](image)

**Partnering with:**

![Arizona Association of Conservation Districts](image)