



**Extension**

# **2016 - 2017** **Agricultural Business** **Management Events**

**MEETINGS**

**WORKSHOPS**

**CONFERENCES**



# **SUSTAINABILITY** **THROUGH** **PROFITABILITY**

Presented by the UNHCE Agricultural Business Management Team

### Welcome

UNH Cooperative Extension's Agricultural Business Management Team assists agricultural entrepreneurs and business owners with business planning, financial management, marketing decisions, and risk management strategies. Working with our team of experienced specialists, you'll learn how to:

- Create sound business financial plans
- Assess the economic feasibility of production decisions
- Increase sales by understanding market options and customer demand
- Develop strategies to manage business and marketing risks
- Put in effect plans to address estate transfer and business succession

### Meet Your Team

Agricultural Business Management team members include: Pamela Bruss, Nada Haddad, Kelly McAdam, Michael Sciabarrasi and Seth Wilner. This team brings extensive knowledge and years of practical experience to every program, and connects you with state-of-the-art practices currently being developed at the University of New Hampshire and other land grant institutions. When developing and offering educational programs, the Agricultural Business Management team strives to collaborate with State and USDA agencies, Farm Credit Associations, industry organizations, and private firms.

### 2016 – 2017 Programs

Find specific information about this year's meetings, workshops, and conferences on the following pages of this booklet. See page 11 for registration details.

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NOV

2

Wednesday

## NH Direct Marketing Conference for Agriculture and Natural Resource Business: Bringing a New Product to Market

November 2, 2016

Portsmouth Country Club, Greenland, NH

|                              |   |
|------------------------------|---|
| <i>Time:</i>                 | 12:30 p.m. to 6:00 p.m.                   |
| <i>Preregistration cost:</i> | \$20 per person (includes refreshments)   |
| <i>Cost at door:</i>         | \$25 per person (includes refreshments)   |
| <i>Level:</i>                | Beginner to intermediate                  |
| <i>Contact:</i>              | Nada.Haddad@unh.edu or at<br>603-679-5616 |

Do you have a great idea to bring a new product to market? Before investing money good planning and networking are essential. Entrepreneurs and industry professionals will be speaking on expanding your market from product development through product sales. This includes focusing on specialty crops, value added products, services and food preparation. Participants will also learn how to use social media to reach the right customers at the right time.

DEC

10

Saturday

## Women's Farm Equipment and Maintenance Workshop



December 10, 2016

UNH Thompson School: Barton Hall Room 134  
Durham, New Hampshire

|                              |   |
|------------------------------|---|
| <i>Time:</i>                 | 9:00 a.m. to 4:00 p.m.  |
| <i>Preregistration cost:</i> | \$20 per person,<br>(includes lunch)                                  |
| <i>Cost at door:</i>         | Preregistration is required as class size is limited (includes lunch) |
| <i>Level:</i>                | Beginner to intermediate  |
| <i>Contact:</i>              | Elaina.Enzien@unh.edu or at<br>603-545-8216                           |

Tired of always calling and waiting on the mechanic? Join us for this informative, hands-on workshop focused on the educational needs of women when it comes to tractor maintenance and safety. Learn basic equipment maintenance, including how to change the oil, check fluid levels, and preventative steps you should take to avoid breakdowns. Discussion on how to troubleshoot and where to look first when diagnosing problems will be addressed. We will also compare the costs of buying new versus used and some basic considerations when deciding whether to purchase equipment or to hire out the work. This will be a great opportunity for review or to learn the basics from the very beginning. There will be ample opportunity for discussion, so come with any and all questions.

JAN

19

Thursday

### **NH Family Farm Conference: How to Comply with Food, FSMA and Labeling Regulations**

January 19, 2017

Holiday Inn, Concord, NH

|                              |   |
|------------------------------|---|
| <i>Time:</i>                 | 9:30 am to 3:30 p.m.                      |
| <i>Preregistration cost:</i> | \$30 per person (includes lunch)          |
| <i>Cost at door:</i>         | \$35 per person (includes lunch)          |
| <i>Level:</i>                | Beginner to intermediate                  |
| <i>Contact:</i>              | Seth.Wilner@unh.edu or at<br>603-863-9200 |

This event will help farmers understand if they will be impacted by the Food Safety Modernization Act's Produce Safety Rule and Preventive Controls for Human Foods Rule. Speakers will demonstrate interactive web-based tools that allow farmers to input their data and determine if they need to comply and how to do so. Irrespective of whether a farm is forced to comply with some or all of the FSMA regulations, customers are frequently asking farmers about their food safety practices. Hans Estrin from UVM Cooperative Extension will lead participants through an exercise to guide the development of a practical on-farm food safety plan that can be shared internally and externally. A panel of farmers will share how they have implemented food safety plans on their farms, one who got GAP certified and another who simply wanted to implement practical steps. Come join us for a fun, interactive day where you will learn if and how FSMA will impact your farm, as well as how to develop a practical food safety plan.

JAN  
**17**  
Tuesday

JAN  
**24**  
Tuesday

**Financial Management Workshop:  
How to Develop a Balance Sheet  
and Income Statement So That  
You Can Measure and Achieve  
Farm Success**

January 17 and 24, 2017

Location TBD

|                              |  |
|------------------------------|--|
| <i>Time:</i>                 | 10:00 a.m. to 2:00 p.m.                                |
| <i>Preregistration cost:</i> | \$25 per person; \$40 per farm<br>(lunch not provided) |
| <i>Cost at door:</i>         | \$30 per person; \$50 per farm<br>(lunch not provided) |
| <i>Level:</i>                | Beginner to intermediate                               |
| <i>Contact:</i>              | Seth.Wilner@unh.edu or at<br>603-863-9200              |

As a farm owner, you have likely seen several versions of business financial statements and listened to a number of presentations on the balance sheet and income statement, yet you commonly end up with questions about why should I bother and what does all this work on record keeping do for me? This two part, hands-on session will help you understand the essential components of these key financial statements and help you tailor them for your business. With well-prepared statements, you'll be able to answer questions such as: Can the farm support my family? Is there sufficient returns to take on my child as a partner? What am I earning for my labor and management responsibilities? Do farm sales justify my hired payroll expense? Is my level of debt healthy? Should I expand? Should I take on more debt or consolidate my current loans? For answers to these and similar questions, join us in late January for this interactive workshop.

**JAN**  
**30**  
**Monday**

**Jan**  
**31**  
**Tuesday**

## **Labor Management Sessions Developing Leadership and Human Resource Management Skills**

**Same program at two locations, different dates**

**January 30, February 6, 13 and 27, 2017**

**Kilton Library, West Lebanon, NH**

**January 31, February 7, 14 and 28, 2017**

**NH Urban Forestry Center, Portsmouth, NH**

***Time:*** 10:00 a.m. to 3:00 p.m.

***Preregistration cost:*** \$25 per person, per session;  
(includes lunch)

***Cost at door:*** \$30 per person, per session;  
(includes lunch)

***Level:*** Intermediate to Advanced

***Contact:*** Seth.Wilner@unh.edu or at  
603-863-9200

Come join us in this four-session, intensive workshop to better understand how to bring labor management to a whole new level. Working with industry professionals we will guide you through the legal aspects of employment law, training employees to create efficient teams and operations, setting clear expectations for daily goals, understand yourself as a leader enabling you to deliver effective communication and performance management skills while increasing employee satisfaction and productivity. And finally we will wrap up the series with how to find good employees, new hire training and job descriptions.

FEB

1

Wednesday

## Advanced Marketing Workshop: Discovering Your Best Markets for Sales

February 1 and 8, 2017

Nackey S. Loeb School of Communications, Manchester, NH

|                              |  |
|------------------------------|--|
| <i>Time:</i>                 | 10:00 a.m. to 2:30 p.m.  |
| <i>Preregistration cost:</i> | \$40 per person; \$60 per farm<br>(includes refreshements)                       |
| <i>Cost at door:</i>         | Preregistration encouraged,<br>class size is limited<br>(includes refreshements) |
| <i>Level:</i>                | Intermediate to advanced   |
| <i>Contact:</i>              | Nada.Haddad@unh.edu or at<br>603-679-5616  |

As markets and customers change, it is important to understand who purchases your products and why. Do the same facts hold if you expand and grow your business? In this advance workshop, we will review the importance of business strategic management using the “business model canvas” to help you develop marketing growth strategies. During this two week course we will look into how to refine a marketing initiative that will speak to your customers. We will be covering practical approaches to segmenting your market, forecasting sales, exploring potential markets and better understanding your current one as well. Careful and constant market planning must be a part of your business planning in this shifting and competitive environment to ensure the maximum sale levels for your farm.

**MAR**

**9**

**Thursday**

**Annie's Project I™:  
Managing for Today and Tomorrow**

**March 9, 16, and 23, 2017  
UNH Manchester, Manchester NH**



**ANNIE'S PROJECT**  
EMPOWERING WOMEN IN AGRICULTURE

|                                     |  |
|-------------------------------------|--|
| <b><i>Time:</i></b>                 | 9:00 a.m. to 3:00 p.m.   |
| <b><i>Preregistration cost:</i></b> | \$60 per person; \$90 per farm<br>(includes lunch and snacks)                        |
| <b><i>Cost at door:</i></b>         | Preregistration encouraged,<br>class size is limited.<br>(includes lunch and snacks) |
| <b><i>Level:</i></b>                | Beginner to intermediate   |
| <b><i>Contact:</i></b>              | Kelly.McAdam@unh.edu or at<br>603-527-5475   |

Creating a transition plan to make sure a farm continues as a productive business can be challenging. Planning for the future involves knowing what questions to ask and having adequate information about your options. The growing number of women farm operators in New Hampshire, together with the important role farm women play in bringing together older and younger generations of the family farm provide a unique learning opportunity for farm businesses as they look to the future.

This three-week course is a discussion-based workshop to connect women and subject-matter experts as they work through important discussions in the areas of business, estate, retirement and succession planning. Participants will find many opportunities for questions, sharing, and connecting with the presenters and other participants.

SEP

2017

DEC

## Agriculture and Natural Resource Business Institute (ANRBI)

Thirteen weekly sessions, beginning September 2017

Location, TBD

|                              |   |
|------------------------------|---|
| <i>Time:</i>                 | 6:00 p.m. to 9:00 p.m.  |
| <i>Preregistration cost:</i> | \$200 per person;<br>\$300 per farm<br>(includes refreshments)                  |
| <i>Cost at door:</i>         | Preregistration encouraged,<br>class size is limited<br>(includes refreshments) |
| <i>Level:</i>                | Beginner to intermediate  |
| <i>Contact:</i>              | Kelly.McAdam@unh.edu or at<br>603-527-5475                                      |

The **Agricultural and Natural Resource Business Institute** helps beginning and established farmers and landowners develop an operational plan for their business proposal. Advisors and technical experts will discuss how to turn your business dream into reality. Learn about the interdependency of human, biological, and financial resources in creating a successful business and how government agencies and financial institutions work with new ventures. Sign up early—class size is limited.

### Event Registration

These educational programs will be listed on the UNH Cooperative Extension calendar prior to the date scheduled. This calendar can be found at [extension.unh.edu/events](http://extension.unh.edu/events). Information on how to register will be available on the calendar listing. If an event is not listed and you wish to preregister early, please email or phone the individual identified as the contact.

Preregistration periods usually end three to seven days before the event date. Please be considerate of preregistration deadlines since it helps us and our collaborators better estimate program needs. Note that preregistration fees may be less than the registration fee charged at the door. It's also important to note that several events encourage preregistration since class size is limited.

Many of the events are offered with support from USDA grant funds and with assistance provided by our partners and cosponsors. Registration fees cover out-of-pocket costs which may include room rental, materials, refreshments, outside speaker fees, and lunch/refreshments (if offered). None of the registration fees are used to cover salary costs of UNH Cooperative Extension, USDA, or NH State employees.

### USDA Farm Service Agency Borrower Training

The USDA Farm Service Agency may require new, beginning or existing borrowers to pursue further training in agricultural production and/or financial management. Borrowers can meet these training requirements by enrolling and satisfactorily completing coursework approved by the FSA Farm Loan Program staff.

The Agriculture and Natural Resource Business Institute (ANRBI) has been accepted as meeting requirements for the FSA Borrower Training Program in financial management. This requirement can be met by satisfactorily by completing the ANRBI course. The program contact can supply you with more details.

Production training requirements may be fulfilled by satisfactorily completing pre-approved educational events offered by UNH Cooperative Extension or other accepted vendors. Selection of production specific courses must be approved by the FSA Farm Loan Program staff.

For more information about FSA Borrower Training, please contact [Rebecca.Davis@nh.usda.gov](mailto:Rebecca.Davis@nh.usda.gov) or call 603-223-6003.



### Risk Management Educational Programs

UNH Cooperative Extension, in partnership with the USDA Risk Management Agency, NH Department of Agriculture, USDA Farm Service Agency, and producer organizations will offer a variety of educational events in 2016 and 2017 addressing strategies and techniques for managing farm production, marketing, financial and human resource risks.

Planned events include full and half-day workshops and conferences, multi-day intensive training sessions, and seminars. Many of the events described in this brochure are part of this effort.

Programs will cover the diverse enterprises and markets found in NH. Many aim to help farmers converting production and marketing systems to reach new markets. Targeted audiences include conventional farmers, beginning farmers, women operators, and immigrant farmers.

For other resources related to managing farming risks go to extension. [unh.edu/Ag-Natural-Resource-Businesses/Risk-Management](http://unh.edu/Ag-Natural-Resource-Businesses/Risk-Management). Information about the USDA Risk Management Agency and crop insurance options can be found at [www.rma.usda.gov](http://www.rma.usda.gov).

## Acknowledgments

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Risk Management Agency, United States Department of Agriculture  
Raleigh Regional Office, 4405 Bland Road, Suite 160,  
Raleigh, NC 27609 | 919-875-4880 | [rma.usda.gov](http://rma.usda.gov)



Yankee Farm Credit, 52 Farmvu Drive  
White River Junction, VT 05001 | 800-370-3276 | [yankeeaca.com](http://yankeeaca.com)



Farm Credit East, 2 Constitution Drive  
Bedford, NH 03110 | 800-825-3252 | [farmcrediteast.com](http://farmcrediteast.com)



NH Community Loan Fund, 7 Wall Street  
Concord, NH 03301 | 603-2246669 | [communityloadfund.org](http://communityloadfund.org)



**Agricultural Business Management**  
Meetings, Workshops, Conferences  
2016-2017

**Questions? Contact:**  
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