USU Extension Farm Shop Marketing Workshop

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Update on June 11th, 2015: This workshop has been cancelled

Along with the USDA, the workshop is sponsored by the Washington State University Western Extension Risk Management Education Center, USU Extension and the University of Nevada Cooperative Extension.

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Photo: Photo was taken by Natalie Maynor. Brightness adjustments were made.

University Extension partners with USDA to sponsor a workshop on farm shop business and marketing opportunities on June 19 from 8:30 a.m. to 5 p.m. at the Clark County Cooperative Extension building in Las Vegas, Nevada.

According to Kynda Curtis, USU Extension agricultural marketing specialist, the workshop is designed for growers and small food producers looking to expand or diversify their direct marketing activities by taking advantage of the growing tourist demand for local foods and food-based experiences.

Extension, tribal, government agency and industry representatives assisting growers and small food producers are also encouraged to attend.

Workshop topics focus on farm shop development and marketing; assessing profitability; selecting products and pricing; cottage food processing and labeling requirements; federal and private financing; and business ownership regulations and permits. Workshop speakers include a variety of academic and industry professionals.

The registration fee of $30 includes all materials, as well as lunch and breaks. Online registration is available at http://farmshopslv.eventbrite.com.

For further information, contact Curtis at kynda.curtis@usu.edu or 435-797-0444.