

# USU Extension Hosts Start-To-Farm Workshop In Logan

**Shelby Ruud**

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## USU EXTENSION HOSTS START-TO-FARM WORKSHOP IN LOGAN

Utah State University Extension sponsors a farming workshop on September 10 and 11 at the Eccles Conference Center on the USU Logan campus. The workshop will run from 9 a.m. to 5 p.m. on September 10 and from 9 a.m. to noon on September



11.

Speakers from academia, industry and federal agencies will discuss business planning and resources, direct and target marketing strategies, federal grant and loan programs, site selection, soil and water considerations, crop selection and seasonal considerations, and product pricing and distribution strategies.

"This is an ideal workshop for those looking to scale up their gardening to direct sales and those interested in incubator farming and community gardens," said Kynda Curtis, USU Extension agricultural marketing specialist. According to Curtis, the workshop is designed to appeal to a variety of people in the farming world. The topics discussed will be useful for newer farmers and ranchers planning to direct market their products; next generation farmers and ranchers who are returning to the family farm and seeking new or alternative enterprises to enhance existing production; food producers looking to expand into direct sales or expand product offerings; and Master Gardeners looking to expand production or move into direct sales.

The registration fee is \$35, with all materials, breaks and lunch on the first day included. Online registration can be found at <https://starttofarmworkshoplogan.eventbrite.com>.

The workshop is part of the Utah Building Farmers program, with a mission to build agricultural community and capacity through classroom and experiential learning. The program provides courses to help both newer and experienced farmers, ranchers and food producers refine and enhance their business development, management and marketing skills to succeed in direct market sales. For further information, contact Curtis at [kynda.curtis@usu.edu](mailto:kynda.curtis@usu.edu) or 435-797-0444.

Writer: Shelby Ruud [shelby.ruud@usu.edu](mailto:shelby.ruud@usu.edu)

Contact: Kynda Curtis [kynda.curtis@usu.edu](mailto:kynda.curtis@usu.edu)