

# Wisconsin School for Beginning Market Growers

## Emphasizing organic production methods and direct marketing

Our intensive, three-day course gives you a realistic picture of what it takes to run a successful, small-scale produce operation—including capital, management, labor and other resources. Topics include soil fertility, crop production (from seed starting to harvest), pest management, cover crops, equipment and labor needs at different scales of operation, and marketing and economics.

- ☞ A unique program that combines knowledge from experienced growers and UW faculty
- ☞ Opportunities to understand essential concepts in organic market farming and what it takes to succeed in this type of business
- ☞ Extended time with three experienced growers, each offering unique perspectives, invaluable tips and practical know-how
- ☞ A chance to network and learn from fellow market gardeners, farmers and entrepreneurs



**WHEN:** January 12, 13 and 14, 2018  
**TIMES:** 9–4:30 Friday; 8–4:30 Saturday; 8–2 Sunday  
**LOCATION:** University of Wisconsin-Madison  
**COST:** \$345 or \$315 “paperless” option

### Instructors

Michael Racette of Spring Hill Community Farm, Tricia Bross of Luna Circle Farm and Jenny Bonde of Shooting Star Farm will share their expertise and enthusiasm. These accomplished organic growers are all excellent speakers. Each will bring a unique perspective as well as some of their favorite tools for our popular show-and-tell tables. Their marketing strategies include farmers' markets, community supported agriculture (CSA) and selling to restaurants and retail stores. The growers will be joined by additional speakers who will help cover topics such as insects, economics and more!

### Is this workshop right for you?

The course attracts a variety of people. Some want to start small market gardens while others see this as a part-time job on a few acres. Other participants aspire to grow 10 or more acres of vegetables for retail and wholesale markets. The grower-instructors, whose farms range in scale and marketing strategy, address the diverse interests and needs of participants. To learn more about whether this class is a good fit with your experience and goals, **contact John Hendrickson at the Center for Integrated Agricultural Systems, UW-Madison, (608) 265-3704 or [jhendric@wisc.edu](mailto:jhendric@wisc.edu).**



### What past students say...

*“Terrific course...very helpful and motivating. I felt the first day easily paid for the tuition.”*

*“The grower-instructors were all fantastic; the diversity in their farm sizes and modes of farming and marketing were excellent.”*

*“The most useful aspect of the course was all the real-life experiences of the instructors and how farming has affected their lives.”*

*“The course notebook has proven to be a very useful resource. I've used it again and again.”*

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Register and pay online: [www.cias.wisc.edu/wisconsin-school-for-beginning-market-growers/](http://www.cias.wisc.edu/wisconsin-school-for-beginning-market-growers/)

Or complete and mail this form, with payment, to: CALS Conference Services, 640 Babcock Drive, Madison, WI 53706

**Preregistration is required; we apologize, but walk-ins cannot be accommodated**

Name: \_\_\_\_\_ Partner/spouse (if attending): \_\_\_\_\_

Vegetarian  Vegan  Gluten-free  Dairy free

Vegetarian  Vegan  Gluten-free  Dairy free

Farm/Business \_\_\_\_\_

Address \_\_\_\_\_

(Street)

(City)

(State)

(Zip)

Phone \_\_\_\_\_ Email \_\_\_\_\_

**NOTE:** Please provide a functional email address as we will use it to communicate with you prior to the class.

**Individual fee:** \$345 \_\_\_\_\_

**Individual "paperless" fee:** \$315 \_\_\_\_\_

Instead of a 3-ring binder, receive most written materials on a USB drive

**Partner/spouse fee:** \$150 \_\_\_\_\_

Note: Partner/spouse does not receive a second binder

**TOTAL:** \_\_\_\_\_



Please enclose total fee. Payment must be made at time of registration.

\_\_\_\_\_ Check enclosed (payable to University of Wisconsin)

\_\_\_\_\_ Please charge. Circle one: Visa          MasterCard          Amer Exp          Discover

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on card \_\_\_\_\_ Signature \_\_\_\_\_

**Location:** The 2018 school will be held on the University of Wisconsin-Madison campus. Details and a map will be sent to you after you enroll.

**Parking:** Weekday parking is restricted on campus, but weekend parking is free. It will cost \$12 to park on campus on Friday. You will receive weekday parking information after you enroll.

**Meals and lodging:** Lunches and snacks will be provided. Lodging arrangements need to be made on your own. On-campus options include: Lowell Hall (866-301-1753), Wisconsin Union (608-262-1583), or the Short Course Dorm (608-262-2270). Check online for options near campus (some with free campus shuttles).

**Scholarships:** A limited number of \$100 scholarships are available for aspiring organic growers in need of financial assistance. To apply, contact John Hendrickson at [jhendric@wisc.edu](mailto:jhendric@wisc.edu) or (608) 265-3704.

**Registration questions?** Contact CALS Conference Services:

[conference@cals.wisc.edu](mailto:conference@cals.wisc.edu)

(608) 263-1672

FAX: (608) 262-5088

**Program questions?** contact John Hendrickson at the Center for Integrated Agricultural Systems:

[jhendric@wisc.edu](mailto:jhendric@wisc.edu)

(608) 265-3704