

Workshop Location

Sheraton Nashua Hotel

11 Tara Boulevard
 Nashua, New Hampshire 03062
 Phone: 603-888-9970
 Fax: 603-888-4179

Points North & Northwest: From Vermont and/or northern New Hampshire follow I-89 South to I-93 South just past Hookset Toll Booth. Go straight on I-293 through Manchester where it becomes US Rt. 3, Everett Turnpike. Follow the Everett Turnpike all the way to Exit 1 (Spit Brook Road). Turn right at bottom of ramp. The hotel is 1/4 mile on right.

Points West: Mass. Pike (I-90) East to I-290 North/East to I-95 North. Take Rt. 3 North to New Hampshire. Take first NH Exit onto Spit Brook Road and turn left at bottom of ramp. The hotel is 1/2 mile on right.

Points South: I-495 North to Rt. 3 North (after Lowell) to New Hampshire. Take NH Exit 1 onto Spit Brook Road. Turn left at bottom of ramp. The hotel is 1/2 mile on right.

Maine Points: I-95 South to Rt. 51 West to Rt. 101 West to Everett Turnpike (Rt. 3 South) to Exit 1 onto Spit Brook Road. Turn right at bottom of ramp. The hotel is 1/4 mile on right.

Manchester Airport: Leaving airport, follow main drive. Turn right on Brown Ave. Turn left on I-293 (& 101 West). Take Rt. 3 (Everett Turnpike) South to Exit 1 (Spit Brook Road). Turn right at bottom of ramp. The hotel is 1/4 mile on right.



This workshop is sponsored by USDA's Risk Management Agency. For more information, please visit our website at www.rma.usda.gov.

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 December 1999

New England: Successful Farming in the New Millennium Workshop

February 2 & 3, 2000
 Nashua, New Hampshire



The Need

Risk Management has always been a part of farming. Increasing globalization of agricultural markets, the changes in managing farm human resources, and the reduced role of government support programs make it even more important today.

Join us at an educational marketing and farm labor workshop and let experts show you how new and current tools work, in addition to identifying agricultural resources that can help you.

The Goals

Our goals are to introduce farmers to the concepts of marketing and farm labor risks. Farmers will receive expert training in areas such as marketing awareness, avoiding common marketing mistakes, market protection through crop insurance, dealing with family and labor relations, preparing for farm transfer, and hiring local/foreign labor.

In addition, agricultural companies will be participating on panels discussing successful large and small business marketing strategies. Come listen to key speakers from Stoneyfield Yogurt, Bread & Circus, Imperial Nursery, Nesenkeag Coop. Farm, Crystal Brook Farm, and Smiling Hill Farm discuss successful marketing plans.

Workshop Agenda

February 2nd

9:00 a.m.

- Registration

10:00 a.m. to Noon

- Welcome and Introduction
- Marketing Risks in a Global Environment

Noon to 1:00 p.m.

- Networking Lunch

1:00 to 3:00 p.m.

- Concurrent Breakout Sessions
- Large Farm Successful Marketing Panel Session
 - Small Farm Successful Marketing Panel Session

3:00 to 5:00 p.m.

- When Things Go Wrong—Dealing With Common Mistakes
- Market Protection and Crop Insurance: Working Together
- Developing a Marketing Website

7:00 p.m.

- Share Fair Exhibit and Reception

February 3rd

8:30 a.m.

- Registration

9:00 a.m. to Noon

- Welcome and Introduction
- Family & Foreign Labor Relations Issues
- Generational Transitions on the Farm

Noon to 1:00 p.m.

- Networking Lunch

1:00 to 3:00 p.m.

- Concurrent Breakout Sessions
- Hiring Local and Foreign Labor: Managing a Team
 - Estate Planning: Transferring the Farm, A Case Study

Workshop Partners

USDA's Risk Management Agency

University of Delaware

USDA's Farm Service Agency

New Hampshire Department of Agriculture

Fairview Farms

Rain & Hail, LLC

Yankee Farm Credit

New Hampshire Association for Women

University of Maine Cooperative Extension

University of New Hampshire Cooperative Extension

University of Connecticut

University of Vermont Cooperative Extension

New England Farmer Publications

First Pioneer Farm Credit

New England National Agricultural Statistics Service

NE Small Farm Institute

Massachusetts Department of Agriculture.

How to Register

Please complete and return with payment by January 21st to: University of Delaware, Attn: Mary Cleveland, Food and Resource Economics, 213 Townsend Hall, Newark, DE 19716.

You may reserve your space by faxing your registration form to Mary Cleveland at (302) 831-6243. Exhibitors are welcome but must identify themselves for additional instructions.

Name _____

Firm _____

Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____

E-mail _____

Please note special accommodations (e.g., dietary, interpreter, etc.)

Cost

Advance registration: \$20 per person
(includes workshop registration, handbook and two lunches.)

On-site registration: \$30 per person.

Payment Information

Please make all checks/money orders payable to University of Delaware. Payment for registration is required. Space is limited. Registration must be received by January 21, 2000. Substitutions may be made at any time. Confirmations will be sent upon receipt of registration.

Amount Paid \$

Check attached in US dollars

Money Order

Purchase Order

For further information concerning registration, please contact Mary Cleveland at 302/831-2512.

For workshop content information, please call Pam Kiessling at 919/875-4894 or Mike Sciabarrasi at 603/862-1700.