

Your answers to these questions help us prepare for the class!

Online registrants do not need to fill out this form; these questions will be on the registration website.

Years growing vegetables (at any scale) _____

Amount of land you garden or farm _____

Years growing vegetables as a business _____

Do you currently have access to land for your market garden or farm? _____

Circle your business goal as a grower:

Full-time Part-time Not sure

Do you consider yourself an organic grower?

Any special interests?

Circle your dietary preference for lunches:

Vegetarian Vegan None

If registering via mail, send registration form and payment to:

CALS Conference Services
Attn: Market Grower Workshop
University of Wisconsin-Madison
640 Babcock Drive
Madison, WI 53706
FAX: (608) 262-5088

Registration questions?

Contact CALS Conference Services:
conference@cals.wisc.edu
(608) 263-1672

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."

Location

The 2013 school will be held on the University of Wisconsin-Madison campus. Directions, parking information and a map will be sent after you enroll.

Meals and lodging

Lunches and snacks are provided and coffee, tea and water will be available throughout the day. Lodging arrangements must be made on your own. Options include:

On Campus:

Lowell Hall, (866) 301-1753
Wisconsin Union, (608) 262-1583
Short Course Dorm (space limited), (608) 262-2270

Near Campus: (some with free shuttle service)

Doubletree, (608) 251-5511
Best Western, (608) 233-8778
Madison Youth Hostel, (608) 441-0144

Check the internet for other options.

Registration deadline

Please sign up by January 2nd.

For more information

Contact John Hendrickson, (608) 265-3704 or
jhendric@wisc.edu

The 2013

Wisconsin School for Beginning Market Growers

Emphasizing organic production methods and direct marketing



Helping you get started in small-scale vegetable production and marketing

☞ Intensive three-day school demonstrates what it takes to set up and run a successful organic market garden or small farm. Topics include:

*soil fertility and crop rotations
greenhouses
pest management
tools and equipment
post-harvest handling
labor and economics
marketing....and more!*

January 18, 19, 20, 2013
9:00 a.m. to 4:30 p.m. Friday
8:00 a.m. to 4:30 p.m. Saturday
8:00 a.m. to 2:00 p.m. Sunday

**University of Wisconsin-Madison
Center for Integrated
Agricultural Systems**



You bring your gardening background, interest and hopes for your own market garden or small vegetable farm. We expose you to what you need to know and plan for as you set seeds and grow.

What do we offer?

- ☞ A unique program that combines knowledge from experienced growers and UW faculty
- ☞ Opportunities to understand basic concepts in organic market farming and what it takes to organize and 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
- ☞ In addition to this course, we occasionally offer separate, focused workshops. For details, contact John Hendrickson, jhendric@wisc.edu or (608) 265-3704.

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.

2013 instructors

Sharing their expertise and enthusiasm this year are Michael Racette of Spring Hill Community Farm, Tricia Bross of Luna Circle Farm and Jenny Bonde of Shooting Star Farm. 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, meet the diverse interests and needs brought by 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.

Register and pay online or through the mail

Register and pay online:
www.cias.wisc.edu/wisconsin-school-for-beginning-market-growers/

Or complete and mail this form to the address shown on reverse

Name _____
 Farm/Business _____
 Address _____
 City _____
 State _____ Zip _____ Phone _____
 Email _____

- Individual Fee:** \$325
- Individual "paperless" Fee:** \$295
Instead of a 3-ring binder, receive most written materials on a USB drive.
- Partner/spouse:** Add \$160
Note: Partner/spouse does not receive a second binder or USB drive.

Please enclose 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 _____

(over, please)