

Beginning Grower Workshop: Beginning Berry Production

February 11, 2008
St. Cloud Civic Center
10 Fourth Ave. S., St. Cloud, MN

Sponsored by the Minnesota Fruit & Vegetable Growers Association
University of Minnesota Extension Service
USDA – Risk Management Agency,
Community Outreach & Assistance Partnership Program

Workshop Schedule:

8:00 a.m.	Registration
8:30 – 9:15 a.m.	So, You Want to Start a Berry Farm... Introductions and Goals <i>Dell Christianson</i>
9:15 – 10:00 a.m.	Location, Location, Location Soil, water, drainage, etc. <i>Rod Elmstrand</i>
10:00 – 10:15 a.m.	Break
10:15 – 11:00 a.m.	Assessing and Accessing Your Market Market research, consumer audience, competition <i>Thaddeus McCamant</i>
11:00 – 11:45 a.m.	Being a Business Accounting, licenses, permits, tax numbers, etc. <i>Dell Christianson</i>
11:45 – 12:30	Lunch
12:30 – 1:00 p.m.	Grower Profile: Steve's Strawberries
1:00 – 1:45 p.m.	Getting Ready for Planting Pre-plant preparation, variety selection, planting tips, setting up a field <i>Dave Wildung</i>
1:45 – 2:30 p.m.	Strawberry Production Basics <i>Rod Elmstrand</i>
2:30 – 3:15 p.m.	Raspberry Production Basics <i>Thaddeus McCamant</i>
3:15 – 3:30 p.m.	Break
3:30 – 4:15 p.m.	Blueberry Production Basics <i>Dave Wildung</i>
4:15 – 4:45 p.m.	Marketing Tips & Tricks – Grower Panel
4:45 – 5:00 p.m.	Questions & Answers