

# Florida Small Farms Outreach

<http://smallfarms.ifas.ufl.edu>

## “Sustaining Small farms, Strengthening Florida’s Communities”

- Florida Department of Agriculture and Consumer Services (FDACS)
- Florida A&M University – College of Engineering Sciences Technology and Agriculture (CESTA)
- University of Florida – Institute of Food and Agriculture Science (IFAS)

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These televised workshops can be accessed through County Extension Offices statewide. The training sessions are to help small farm producers get their product to local markets, address obstacles for small producers, and identify new market segments for selling products locally.

Workshop presentations will address and provide information on the following:

### Session 1: September 10, 2009

- Safe Food Handling
- Florida State Food Regulations, Federal Food Laws as they apply to Florida

### Session 2: September 17, 2009

- Assessment of Market Potential and Sales Venues
- Price Discovery – Deciding What to Charge

### Session 3: September 24, 2009

- Interpersonal Skills – The Art of Selling to People
- Packaging Requirements

### Session 4: October 1, 2009

- Basic Merchandising and Marketing
- Cash Flow and Accountability

The programs are free of charge and open to everyone.  
Early registration is recommended for participants. The availability of program notebooks and materials will be based on pre-registration numbers.