



Planning for Organic Webinars January 2020 via Zoom

Farmers and growers, are you thinking of going organic? Learn what is involved to go organic and the resources available during three – 1-hour webinar segments with unlimited Q & A..

Economics of Organic Production and Marketing

01/26/2021

6:30pm – 7:30 pm

Program outline:

- Welcome
- Estimating production costs
- Where to find markets?
- Understanding pricing
- Q&A

Guest Speakers

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Host

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RESOURCES

The National Organic Program <http://www.ams.usda.gov/nop/>

Crop Enterprise budgets

- MarketReady Enterprise budgets <https://ncmarketready.org/enterprise-budgets/vegetables.php>
- Iowa State University <https://www.extension.iastate.edu/agdm/crops/html/a1-18.html>
<http://www.veggiecompass.com/tools/spreadsheet/>
- Carolina Farm Enterprise budgets <https://www.carolinafarmstewards.org/enterprise-budgets/>
- Michigan State University <https://www.canr.msu.edu/news/organic-grain-crop-enterprise-budgets-are-available>
<https://www.canr.msu.edu/resources/beginning-farmers-demand-series-bulletin-e-3410-understanding-enterprise-budgets-and-economic-profit>
- Oregon State University <https://appliedecon.oregonstate.edu/oaeb>

Good Agricultural Practices / Food Safety

- Produce Safety Alliance (PSA) is a collaboration between Cornell University, FDA, and USDA to prepare fresh produce growers to meet the regulatory requirements included in the United States Food and Drug Administration's Food Safety Modernization Act (FSMA) Produce Safety Rule.
<https://producesafetyalliance.cornell.edu/>

Business Mgt and Business Plans

- Illinois Direct Farm Business Guide: <https://farmlandinfo.org/publications/illinois-direct-farm-business-a-guide-to-laws-affecting-direct-farm-business-in-illinois/>
- Fearless Farm Finances <https://mosesorganic.org/fearless-farm-finances-online-course/>
- Farm Production Recordkeeping Workbook <https://mosesorganic.org/publications/farm-production-recordkeeping-workbook/>
- Risk Management for Organic Producers
https://organicriskmanagement.umn.edu/sites/organicriskmanagement.umn.edu/files/risk_management_publication.pdf
- Documenting Forms for Organic Crop and Livestock Producers
<https://www.carolinafarmstewards.org/wp-content/uploads/2012/05/ATTRA-Organic-Field-Crops-Documentation-Forms.pdf>
- Building a Sustainable Business: A Guide to Developing a Business Plan for Farms and Rural
<https://www.sare.org/resources/building-a-sustainable-business/>
Purdue University Conventional And Organic Enterprise Net Returns
<https://ag.purdue.edu/commercialag/home/resource/2020/09/conventional-and-organic-enterprise-net-returns/>

Organic Crop Prices

- Retail Organic Prices www.ams.usda.gov/mnreports/wa_lo100.txt
- National Specialty Crops Organic Summary – daily www.ams.usda.gov/mnreports/fvdorganic.pdf
- Weekly USDA Certified Organic Poultry & Eggs (Mon)
www.ams.usda.gov/mnreports/pyworganic.pdf
- National Organic Grain and Feedstuffs Report – Wed. www.ams.usda.gov/mnreports/lbnoof.pdf
- AMS Weekly Retail Organic Price Comparison vs. Conventional
www.ams.usda.gov/mnreports/wa_lo101.txt

Farmers' Market Resources

Illinois Farmers Market Association <https://www.ilfma.org/>

Tools for rapid market assessments, Oregon State University Extension Service.

http://smallfarms.oregonstate.edu/sites/default/files/small-farms-tech-report/eesc_1088-e.pdf

Marketing

- Food Alliance, www.foodalliance.org
- Agricultural Marketing Resource Center Business Development, www.agmrc.org
- Keys to Success in Value-Added Agriculture, <https://attra.ncat.org/product/keys-to-success-in-value-added-agriculture/#:~:text=The%20keys%20to%20their%20success,long%2Dterm%20relationships%20with%20customers.>
- Marketing Strategies for Farmers and Ranchers <https://www.sare.org/resources/marketing-strategies-for-farmers-and-ranchers/>
- North American Farmers' Direct Marketing Association, <http://www.nafdma.com>
- Farmers Guide to Organic Contracts <http://www.flaginc.org/wp-content/uploads/2013/03/FGOC2012.pdf>
- Organic Trade Association, <http://www.ota.com/>

CSA Resources

- Community supported agriculture <https://www.cias.wisc.edu/community-supported-agriculture-growing-foodand-community/>
- Community Supported Agriculture - LocalHarvest. <http://www.localharvest.org/csa/>
- Entrepreneurs and Their Communities Community of Practice. eXtension. <https://entrepreneurship.extension.org/>

Restaurant Marketing Resources

- Selling to restaurants. J. Bachmann. 2004. National Center for Appropriate Technology <https://attra.ncat.org/attra-pub/download.php?id=266>

Direct Marketing Resources

- Creating a farm web site <https://university.upstartfarmers.com/blog/how-to-build-a-farm-website>
- Alternative Farming Information Systems Center (AFISC) USDA <https://www.nal.usda.gov/afsic>
- North American Farmers Direct Marketing Association (NAFDMA) <http://www.nafdma.com/>
- Value-added agriculture & Western Extension Marketing Committee www.valueaddedag.org/nichemarkets.html