

# Farm Start Up

Do you want to start another business on your farm to make extra money? Consider attending this program to identify what it takes to start another enterprise on your farm.

## WHEN AND WHERE

**Monday, March 11, 2019,  
9:30am-3pm**

## COST

\$20/ person if registered by March 4th, \$30 after this date



**Extension**  
UNIVERSITY OF WISCONSIN-MADISON

**Marshfield Ag Research Station  
2611 Yellowstone Dr.  
Marshfield, WI**

Agenda:

**9:30:** Registration

**10: 00:** Kevin Bernhardt from UW-Platteville: Kevin will speak with us about thinking through the decision to add an enterprise. He will get us thinking about how our idea is unique from what others may already be doing. Along with this he will bring up things to consider when marketing your new product.

**Noon:** Lunch catered by Baum's

**12:30—1:30:** Health Department Sanitarians Keith Baine and Matthew Lillie: The Marathon County Health Department will provide an overview of State regulations pertaining to food facility licensing and equipment requirements. They can answer questions about food items and provide guidance for whether your project requires working with the Department of Ag Trade and Consumer Protection or your local Health Department.

**1:30—3:00:** Ken and Joellen Heiman of Weber's Farm Store and Nasonville Dairy. The couple will discuss with the group their challenges and success of starting an on farm business. This will be a time for participants to ask questions.

An EEO/AA employer, University of Wisconsin-Extension provides equal opportunities in employment and programming, including Title VI, Title IX, and the Americans with Disabilities Act (ADA) requirements.

## Farm Start Up

Mail Registration to: **Marathon County Extension**— 212 River Dr. Suite # 3 Wausau, WI 54403

Register by March 4th 2019 or online at: <http://bit.ly/FarmStartUp>

Name \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Email: \_\_\_\_\_

Dietary Restrictions: \_\_\_\_\_ Enterprise you are interested in starting: \_\_\_\_\_