

MARKET FARM WORKSHOPS WITH ATINA DIFFLEY



Part 1: Recordkeeping Made Easier: Strategies and Systems

Presented in two sessions

\$5 for both sessions in Part 1

Register by [clicking here](#)

Concise records that collect the right information are critical to farming success. In this training, we'll discuss recordkeeping systems, what records to keep, strategies to minimize the work, and how to create records that improve staff performance and accountability. Records relating to production, crew/labor, food safety, and finances will be among the many types of records discussed.

- **Session 1:**
January 13
6–8 p.m. CST
Two-hour Zoom webinar with homework to complete before the next session
- **Session 2:**
January 20
6–7 p.m. CST
One-hour Zoom discussion with time for questions on the work completed

Part 2: Crop Planning for Market Needs and Profitability

Presented in two sessions

\$5 for both sessions in Part 2

Register by [clicking here](#)

A key component of produce marketing success is timing your production to market need and accurately forecasting maturation and yield. Crop planning benefits include maximizing space and fertility, extended harvest windows, farm profits, continuous supply, and optimum quality and yield. Learn how to design a sequential planting/harvest plan, including when to plant, which cultivars to use, and how to adjust plantings based on weather and markets.

- **Session 1**
January 27
6–8 p.m. CST
Two-hour Zoom webinar with homework to complete before the next session
- **Session 2**
February 3
6–7 p.m. CST
One-hour Zoom discussion with time for questions on the work completed

As part of your registration, **you will receive either the Wholesale Success Manual or Direct Market Success Manual, an \$80 value**, published by Family Farmed.



Atina Diffley is an organic vegetable farmer, public speaker, and author of the award-winning memoir, *Turn Here Sweet Corn: Organic Farming Works*. Her areas of expertise include postharvest handling, brand-name marketing, food safety, and organic farming systems. She is FamilyFarmed's lead trainer and co-author/editor of their training manuals, *Wholesale Success*, *Direct Market Success*, and *Food Safety Template*.

Presented by McHenry County College Center for Agrarian Learning

This workshop is offered in partnership with Family Farmed, and with their generous support

For more information, contact Sheri Doyel, Director of the Center for Agrarian Learning, at (815) 479-7618 or sdoyel@mchenry.edu.

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