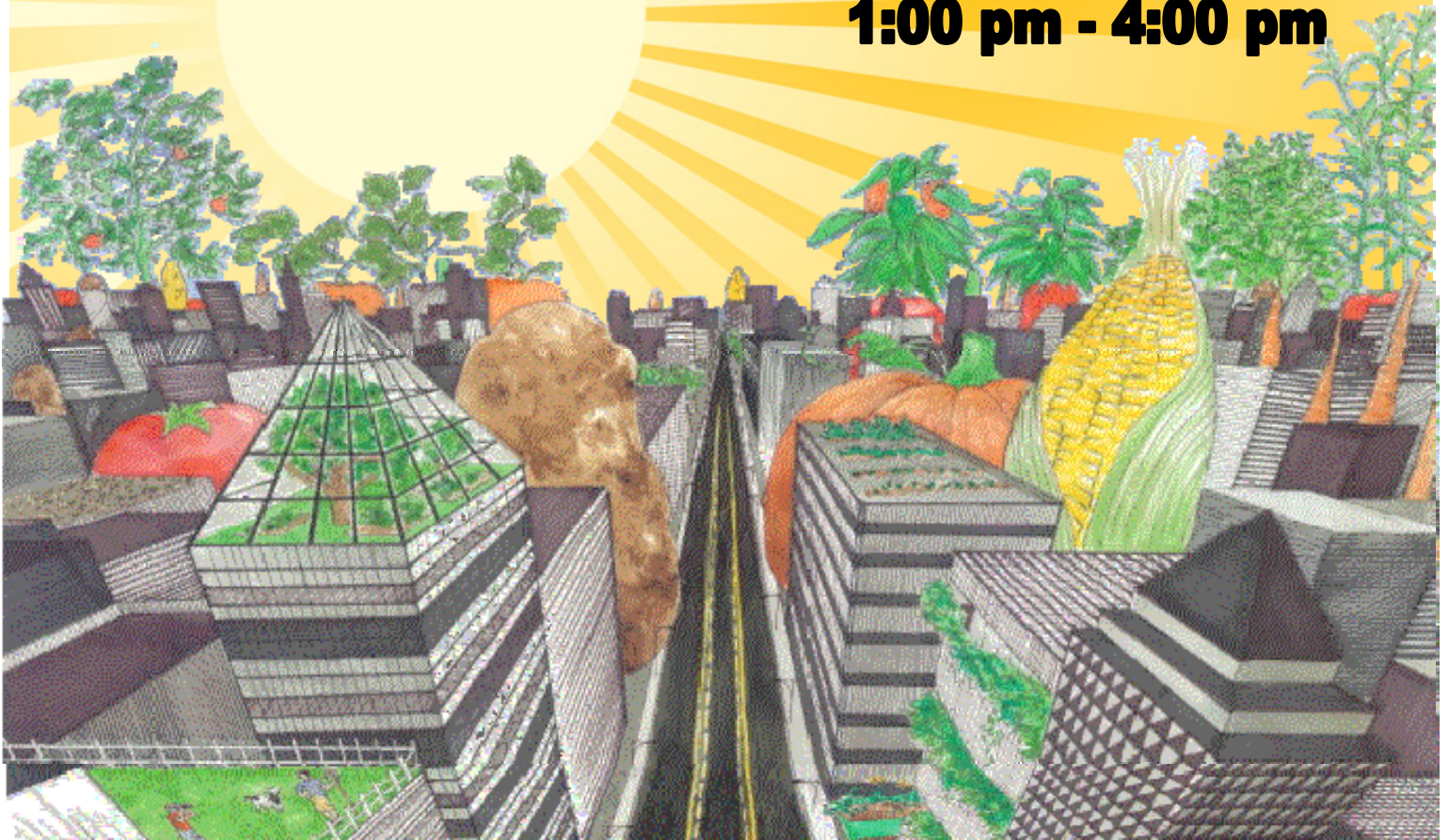


Urban Farms & Value Added Marketing

August 27, 2016
1:00 pm - 4:00 pm



Central Florida, once an agricultural cornucopia, now imports most of its food. If the trucks stop delivering, there is only a 30 day supply of food on hand in warehouses and grocery stores for the 5 million people living within 100 miles of Orlando. The creation and successful operation of sustainable farms in and around urban areas requires focusing on intensive crop production practices and networking with the local food culture so that fruits and vegetables can be marketed as close to retail pricing as possible. Opportunities and challenges in the implementation of sustainable urban farms and value added marketing is the focus of this workshop.

UF | **IFAS Extension**
UNIVERSITY of FLORIDA

An Equal Opportunity Institution

AT THE
**UF IFAS EXTENSION ORANGE COUNTY
EDUCATION CENTER**
6021 S CONWAY RD ~ ORLANDO FL 32812
407-254-9200



Urban Farms & Value Added Marketing Workshop

Saturday August 27, 2016

**Session from 1:00pm-4:00pm in our
Magnolia Classroom**

Cost: \$25 per participant

Register online at: oclivingwell.eventbrite.com

**(A minimum of ten (10) registrations are required or the workshop
will be canceled/rescheduled)**

What is Value Added?

You can sell your carrot for 5 cents or you can sell carrot juice for \$8.00 a bottle, pickled carrots for \$5.00 a jar or carrot cake for \$30.00. You could even have carrot farm tours where school children come learn about their carrots for \$5.00 a person. There are rules and regulations and extra labor involved.



Is 5 cents a carrot best for you?

Agenda

- ◆ 1:00 - 1:30 Introduction to Urban Farming - plan what you do and do what you plan
- ◆ 1:30 - 1:55 Intensive Crop Production Techniques - Part 1
- ◆ 1:55 - 2:05 Break I
- ◆ 2:05 - 2:30 Intensive Crop Production Techniques - Part 2
- ◆ 2:30 - 3:00 Begin at the End - marketing your fruits and vegetables
- ◆ 3:00 - 3:10 Break II
- ◆ 3:10 - 4:00 Increase Income with Value Added Techniques

PRESENTED BY:

**RICHARD TYSON, PHD, ORANGE COUNTY EXTENSION DIRECTOR
LUANN DUNCAN, FAMILY & CONSUMER SCIENCES AGENT III**