

# Alternative Direct Marketing Methods for Small Farmers

## CORTEZ— INDIVIDUAL CONSULTATIONS:

**January 23, 2014—Lewis-Arriola Community Building ( 2 pm until 8 pm)**

<u>Topic</u>	<u>Consultant</u>
Recordkeeping	Beth LaShell
Wholesale Marketing/Survey results	Gabe Eggers
Cover Crop selection	Gus Westerman
FTS bids and Food Safety Plans	Kim Lindgren
Crop Planning	Dave Banga
Taxes (Schedule F) and accounting	Natalie Greer
Business structure (LLC)	Katrina Busick
Branding your business	Neil Hannum
Livestock production pricing/marketing	Malisha Sutherlin

**February 6, 2014—Lewis-Arriola Community Building (2 pm until 8 pm)**

<u>Topic</u>	<u>Consultant</u>
Recordkeeping	Beth LaShell
Wholesale Marketing/Survey results	Gabe Eggers
Cover Crop selection	Gus Westerman
FTS bids and Food Safety Plans	Kim Lindgren
Crop Planning	Dave Banga
Taxes (Schedule F) and accounting	Natalie Greer
Business structure (LLC)	Katrina Busick
Branding your business	Neil Hannum
Livestock production pricing/marketing	Malisha Sutherlin
Liability insurance for your operation	Lu Boren

### **How to sign up for individual consultations:**

Go to [oldfortathesperus.appointy.com](http://oldfortathesperus.appointy.com)

Select topic and default consultant;

Select date and time you would like to meet (most are 60 minute slots)

January 22nd or February 5th between 2 pm and 8 pm

To book appointment, you'll need to enter name, email and a password to create account

You can book appointments with additional consultants

You'll receive an email confirmation and another reminder 24 hours prior to appointment

If you are unable to make your appointments, please use [appointy.com](http://appointy.com) to cancel them so other producers can take advantage of this opportunity

**Project Director: Beth LaShell**

**Phone: 970-385-4574**

**Website: [tinyurl.com/4CMarketing](http://tinyurl.com/4CMarketing)**

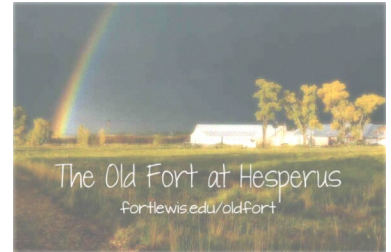
**E-mail: [theoldfortathesperus@gmail.com](mailto:theoldfortathesperus@gmail.com)**



United States Department of Agriculture  
National Institute of Food and Agriculture



# Meet the Community Partners who make it all possible!



United States Department of Agriculture  
National Institute of Food and Agriculture

## Thank You!

This material is based upon work supported by  
USDA/NIFA under Award Number 2012-49200-20030