

**Your answers to these questions help us prepare for the class**

**Registration form**

Name \_\_\_\_\_

Farm/Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

**We'd like to know more about you in order to prepare for the course!**

Years growing vegetables (at any scale)

\_\_\_\_\_

Amount of land you garden or farm

\_\_\_\_\_

Years growing vegetables as a business

\_\_\_\_\_

Do you currently have access to land for your market garden or farm? \_\_\_\_\_

What are your goals as a vegetable grower? (full-time, part-time, etc.)

\_\_\_\_\_

Do you consider yourself an organic gardener/farmer? \_\_\_\_\_

\_\_\_\_\_

Any special interests? \_\_\_\_\_

\_\_\_\_\_

Dietary preference for lunches:

Vegetarian\_\_\_\_ Vegan\_\_\_\_ None\_\_\_\_

\_\_\_\_\_

**What past students say**

*"Terrific course...very helpful and motivating. I felt the first day easily paid for the tuition."*

*"The grower-instructors were all fantastic; the diversity in their farm sizes and modes of farming and marketing were excellent."*

*"The most useful aspect of the course was all the real-life experiences of the instructors and how farming has affected their lives."*

*"The course notebook has proven to be a very useful resource. I've used it again and again."*

**Location**

The 2012 school will be held on the University of Wisconsin-Madison campus. Directions, parking information and a map will be sent after you enroll.

**Meals and lodging**

Lunches and snacks are provided and coffee, tea and water will be available throughout the day. Lodging arrangements must be made on your own. Options include:

*On Campus:*

Lowell Hall, (866) 301-1753

Wisconsin Union, (608) 262-1583

Short Course Dorm (space limited), (608) 262-2270

*Near Campus:* (some with free shuttle service)

Doubletree, (608) 251-5511

Best Western, (608) 233-8778

Madison Youth Hostel, (608) 441-0144

Check the internet for other options.

**Registration deadline**

Please sign up by January 2<sup>nd</sup>.

**For more information**

Contact John Hendrickson, (608) 265-3704 or [jhendric@wisc.edu](mailto:jhendric@wisc.edu)

**The 2012**

**Wisconsin School for Beginning Market Growers**

**Emphasizing organic production methods and direct marketing**



**Helping you get started in small-scale vegetable production and marketing**

Intensive three-day school demonstrates what it takes to set up and run a successful organic market garden or small farm. Topics include:

*soil fertility an crop rotations  
greenhouses  
pest management  
tools and equipment  
post-harvest handling  
labor and economics  
marketing....and more!*

**January 13, 14, 15, 2012**

**9:00 a.m. to 4:30 p.m. Friday**

**8:00 a.m. to 4:30 p.m. Saturday**

**8:00 a.m. to 2:00 p.m. Sunday**

**University of Wisconsin-Madison  
Center for Integrated Agricultural  
Systems**



**You bring your gardening background, interest and hopes for your own market garden or small vegetable farm. We expose you to what you need to know and plan for as you set seeds and grow.**

### **What do we offer?**

- ☞ A unique program that combines knowledge from experienced growers and UW faculty
- ☞ Opportunities to understand basic concepts in organic market farming and what it takes to organize and succeed in this type of business
- ☞ Extended time with three experienced growers, each offering unique perspectives, invaluable tips and practical know-how
- ☞ A chance to network and learn from fellow market gardeners, farmers and entrepreneurs
- ☞ In addition to this course, we occasionally offer separate, focused workshops.  
For details, contact John Hendrickson, [jhendric@wisc.edu](mailto:jhendric@wisc.edu) or (608) 265-3704.

Our intensive, three-day course gives you a realistic picture of what it takes to run a successful small-scale produce operation—including capital, management, labor and other resources. Topics include soil fertility, crop production (from seed starting to harvest), pest management, cover crops, equipment and labor needs at different scales of operation, and marketing and economics.

### **2012 instructors**

Sharing their expertise and enthusiasm this year are Michael Racette of Spring Hill Community Farm, Tricia Bross of Luna Circle Farm and Jenny Bonde of Shooting Star Farm. These accomplished organic growers are all excellent speakers. Each will bring a unique perspective as well as some of their favorite tools for our popular show-and-tell tables. Their marketing strategies include farmers' markets, community supported agriculture (CSA) and selling to restaurants and retail stores.

The growers will be joined by additional speakers who will help cover topics such as insects, economics and more!



### **Is this workshop right for you?**

The course attracts a variety of people. Some want to start small market gardens while others see this as a part-time job on a few acres. Other participants aspire to grow 10 or more acres of vegetables for retail and wholesale markets. The grower-instructors, whose farms range in scale and marketing strategy, meet the diverse interests and needs brought by participants. To learn more about whether this class is a good fit with your experience and goals, contact John Hendrickson at the Center for Integrated Agricultural Systems, UW-Madison, (608) 265-3704 or [jhendric@wisc.edu](mailto:jhendric@wisc.edu).

## **Wisconsin School for Beginning Market Growers**

January 13, 14, 15, 2012 in Madison, WI

- Individual Fee:** \$325
- Individual "paperless" Fee:** \$295  
Go Paperless! Instead of a 3-ring binder, receive most written materials on a USB drive.
- Partner/spouse:** Add \$160  
Note: Partner/spouse does not receive a second binder or USB drive.

### **Register on-line:**

[www.cias.wisc.edu/wisconsin-school-for-beginning-market-growers/](http://www.cias.wisc.edu/wisconsin-school-for-beginning-market-growers/)

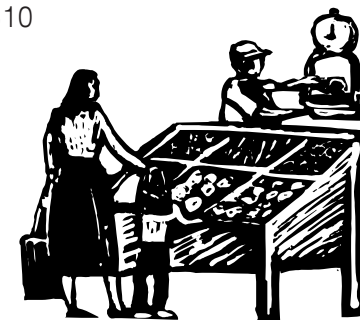
### **Send registration form and payment to:**

Center for Integrated Agricultural Systems  
Attn: Market Grower Workshop  
University of Wisconsin-Madison  
1535 Observatory Drive  
Madison, WI 53706

Make checks payable to the University of Wisconsin

### **Registration questions?**

[mbanaszak@wisc.edu](mailto:mbanaszak@wisc.edu)  
(608) 262-1510



**(over, please)**