

THE FIELD SCHOOL



A foundation for
successful farm
entrepreneurship

Who is the Field School for?

Open to the public!

Less than \$10 per course — or \$55 for all nine.

Registration and location info:

www.ARCD.org
423-979-2581 / apprcd@gmail.com

Evening sessions held at Jonesborough location and include a fellowship meal. Field sessions will be hosted by area mentor farms in the region.

Se Habla Español: Spanish translation available.

Receive:

+A network of peers and mentors, fun interactions over training and fellowship.

+Handouts & resources at each session.

+Additional opportunities for those enrolled for the whole series.

Especially seeking:

- Those with one-year of experience growing for market.
- Those who need to work full-time off the farm.
- Those ready to take their passion to the next level.
- Those ready to complete a business plan by the end of the program.
- Veterans.
- Those historically underserved by government programs.

Sponsors needed for the Field School

When you donate to the Field School you build the next generation of motivated farmers in East Tennessee. Your sponsorship is perfect for reaching farmers, farm-supporting clients, and food lovers with your information. And it shows your support for farmers who protect our land and water and serve our communities.

Given the average age of a farmer in our region is 60-years...who will grow our food and manage our lands 20 years from now?

Farming is not for everyone. But everyone needs Farmers. And every new farmer needs the right resources tailored for today's challenges. The Field School is the right step towards training knowledgeable and prepared agricultural entrepreneurs for East TN.

A foundation for successful farm entrepreneurship in East Tennessee

Beginning Farmers! Take your passion to the next level with this affordable program of applied and interactive whole farm planning led by area experts up-to-date with the latest innovations and information.

Tailored to regional environment, soils, markets, regulations, resources. One-on-one mentoring /Peer-to-peer learning.



Contact to learn more:
423-979-2581
apprcd@gmail.com
www.ARCD.org
3211 N. Roan St.
Johnson City, TN 37601

*Escuela de Campo ...
Spanish Translation Available*

Field School offerings will be led by more than 20 mentor farmers and business experts.

Say hello to a few of them:



Karen Childress - Karen will share her insights on regulations, customers, and area markets. Karen professes to have a black thumb. Yet we know that what she touches turns to gold: She is co-founder of two important nonprofits that support locally-grown, including most recently the Boone Street Market which in its first year is on track to make \$250,000 for local farmers.



Adam Hopkins - As Area Farm Management Specialist with UT Extension out of Dandridge, Adam consults farmers on their farm financials. How many dollars could a tomato plant produce? How much do you pay yourself? Adam will take a friendly approach to financials and farming.



Mike Hubbs - As Soil Health expert for the TN Assoc. of Conservation Districts, Mike (retired from NRCS) is lord of the underworld, the not-so-mysterious realm of soil and the tried and true practices that will enliven your soils to a healthy state that grow better crops and require fewer inputs.



Chris Wilson - Owner of Clover Creek Sheep, Chris is known for her variety of marketing strategies for markets small and large. She is also known for her high-quality grass-finished meat, certified Animal Welfare. She has farmed a little bit of everything, but has been direct-marketing sheep for 25 years.



Dana York - (Lead Facilitator and Curriculum Consultant) Dana returned home to her farm in TN after a 34-year career with the USDA. Having worked in the Chesapeake Bay watershed where nutrient management is lifeblood, her strength is coaching you to plow a straight row between cost-effective and conservation farming that leads to better soil, water quality, and profits. Her passion is growing more prepared young farmers in our region.

Field School Offerings '15-'16:

We are here to serve you—additional courses based on interest can be arranged.

11/19: Farming Financially

Calculate a true cost of various production systems and learn other smart financial tools; Develop an introductory production and financial plan for your farm. Jonesborough, 6-9pm

12/19: Crop Production and Season Extension

Learn various fruit and vegetable production systems and risk and profit margins of each; tour High Tunnels. Develop a sample year-round production calendar. *FIELD location TBD, 8am-12pm

1/21: Integrating Animals

Understand the full costs and risks of small-scale animal enterprises; basic veterinary health; issues of food safety. Analyze a single animal enterprise for your operation. Jonesborough 6-9pm

2/18: Resources/Neighbors

Meet with representatives from local, state and federal programs that assist with loans, grants, conservation, education. Jboro, 6-9pm; Plus, Feb 11-13, Pick TN Conference, Knoxville; travel stipends for students.

3/19: Pests & Weeds Mgmt

How to manage pests/weeds via Conventional and Organic practices. *FIELD location TBD, 8am-12pm

6/16: Liability and Legal Risk

What regulations apply to you? Assess your legal exposure and minimize liability through quality assurance production methods; food safety for direct-to-consumer sales. Jboro 6-9pm

5/19: Soil Health and Nutrients

Long term soil health: practices that are necessary for nutrient management (grazing regimes; cover cropping; soil tillage; water mgmt); Test your own soils and develop a nutrient plan. *FIELD location 5:30pm-9pm

4/21: Field to Market

The costs, risks and opportunities for marketing small farm products regionally in East TN and southwest VA; Know where you can sell your products and design sample deal with a guest buyer from the local food scene. Jboro 6-9pm

7/21: Tourism & Advocacy

Learn from area ag leaders how to be an effective advocate for your farm, with the public, and for the ag economy. *FIELD location TBD, 6-9pm

