



Office of Continuing Education and Training

Business Plan Development Training for Farmers

To Register:

Call:

(808) 934-2700

Fax:

(808) 934-2701 (CREDIT
CARD & PO ONLY)

Walk In:

8:30am-3:30pm
Hawaii Community
College Manono Campus
Office of Continuing
Education & Training
1175 Manono Street
Building 379A, Room 3
Hilo, HI 96720

*Must be at least 18 years
or older to apply*

**See college website
hawaii.hawaii.edu/ocet
for updates on program
dates or contact James
Rushing at
jrushing@hawaii.edu or
(808) 934-2700.**

REFUND POLICY: You are entitled to a full refund for complete withdrawal if made 5 business days prior to the first day of instruction. Thereafter REFUNDS WILL NOT BE ALLOWED

Preparing a successful Business Plan can pay off! This course includes; business plan development training, site visits to working agriculture-related businesses, an introduction to resources, and speakers to inspire existing or aspiring farmers.

As an Agriculture Education Center student you will receive many resources to support your success beyond the classroom. These will include; Hawai'i Island Farmers Guide to Accessing Local Markets. This guide will provide marketing strategies and lessons from successful local farmers, buyers, grocers, and chefs. You will also receive a practical business planning textbook, CTAHR handbooks on Niche Markets, Budgeting, and Marketing. You will also be introduced to many existing, local resources and opportunities.

THIS PROGRAM IS 97% FUNDED BY THE U.S. DEPARTMENT OF LABOR THROUGH THE RURAL DEVELOPMENT PROJECT IN THE AMOUNT OF \$376,457.

Call now to register!

Dates: November 10th 2012 – February 12 2013

No classes on Holiday weeks (off 11/20, 11/24, 12/22, 12/25, 12/29, 1/1, 1/5)

Location: Hawaii Community College, Manono Campus, room TBA. Course may require travel to other locations island wide.

Times: 05:00pm—09:00pm (Tues),
09:00am—01:00pm (Sat)

Cost: \$25*

*Actual value is \$795, funding assistance is provided by the US Department of Labor

Course Code: 124R022



Policy Clause: Hawaii Community College complies with federal and state regulations regarding non-discrimination, affirmative action, and educational opportunity for the disabled. Students wishing more information or to register a complaint on the bases of these rules, please contact the Director for the Office of Continuing Education & Training (OCET), 200 W. Kawili Street, Hilo, HI 96720. (808) 934-2700. Students with disabilities needing assistance for a non-credit course are encouraged to contact OCET 10 days prior to the first day on instruction, (808) 934-2700.

**Hawaii Community College
Office of Continuing Education and Training
Business Plan Development Training For
Farmers**

November 10th 2012—February 12th 2013

Tuesday Nights 5p-9p and Saturdays 9a-1p

Most classes held at HawCC Manono Campus.
Some Saturday classes held at various field locations.

Course Schedule:

Sat. Nov. 10th— Introduction to Business Plan Development for Farmers by James Rushing, (OCET, CTAHR Graduate)
Hawaii Island Farmer's Guide to Accessing Local Markets" Introduction by Nicole Milne (The Kohala Center)

Tues. Nov. 13th-Product Marketing and Niche Markets by Dr. Stuart Nakamoto

Sat. Nov. 17th-Cost of Production and Cash Flow Projections with Hawaii Small Business Development Center

Tues. Nov. 27th-Farm Record Keeping by Dr. Stuart Nakamoto

Sat. Dec. 1st-Grant Writing with Jeani Navarro (UH Grant Specialist) and an Introduction to Agriculture Grants with James Rushing

Tues. Dec. 4th-Borrowing Money For Your Business & Labor Laws & Permitting, Licensing, Certifications and Zoning Requirements by Hawaii Small Business Development Center

Sat. Dec 8th-Community, State, and Federal Resources for Farmers with Laila Jayyousi (District Conservationist for NRCS) and Les Ueda

Schedule Continued:

Tues. Dec. 11th-Risk Management in Agriculture, Crop Insurance, and Disaster Assistance Programs by Dr. Stuart Nakamoto (Research and Extension Agent for CTAHR's Department of Human Nutrition, Food, and Animal Sciences) and Les Ueda (County Executive Director for Hawaii State Farm Services for the Big Island)

Sat. Dec. 15th-Business Technology and Social Media by Larry Czerwonka (Happinessu.org)

Tues. Dec. 18th-Farm Business Plan Development Workshop Introduction by James Rushing

Tues. Jan 8th-Farm Business Plan Development Workshop #2

Sat. Jan 12th- Farm Business Plan Development Workshop #3

Tues. Jan. 15th-Farm Business Plan Development Workshop #4

Sat. Jan 19th- Hilo Bay Cafe with Chef Joshua Ketner and Cafe Pesto With Chef Casey Halpern

Tues. Jan. 22nd-Farm Business Plan Development Workshop #5

Sat. Jan. 26th-Field Trip #1- Hilo Products with Brandon Bartolome & Island Naturals with Abe

Tues. Jan. 29th-Field Trip #2

Sat. Feb 2nd- Field Trip #3-"Utilizing Biology to Improve Your Bottom Line" and Value Added at Kalapana Organics and Sugar Rush by John Caverly and Jackie Prell

Tues. Feb. 5th-Farm Business Plan Development Private Evaluations

Sat. Feb. 9th- Business Plan Development Presentations (9am-3pm)

Tues. Feb. 12th-Certifications and Potluck