



DC SARE Urban Food Producers Spring Orientation and Workshop

Center for Urban Agriculture and Gardening Education

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The College of Agriculture, Urban Sustainability and Environmental Sciences (CAUSES)

Our Mission

The College of Agriculture, Urban Sustainability and Environmental Sciences of the University of the District of Columbia offers research-based academic and community outreach programs that improve the quality of life and economic opportunity of people and communities in the District of Columbia, the nation and the world.

Led by Dean Sabine O'Hara, the College of Agriculture, Urban Sustainability and Environmental Sciences (CAUSES) embodies the land-grant tradition of UDC, offering innovative academic and community education programs. In addition to offering academic programs in architecture and community development, environmental science and urban sustainability, health education, nursing, and nutrition and dietetics, we also offer a wide range of community education programs through our land-grant centers (1) the Center for Urban Agriculture & Gardening Education, (2) the Center for Sustainable Development which includes the Water Resources Management Institute, (3) the Center for Nutrition Diet & Health which includes the Institute of Gerontology, (4) the Center for 4H & Youth Development and (5) the Architectural Research Institute.

Our Vision

The College of Agriculture, Urban Sustainability and Environmental Sciences of the University of the District of Columbia will be a world leader in designing and implementing top quality, research-based academic and community outreach programs that measurably improve the quality of life and economic prosperity of people and communities in the District of Columbia, the nation, and the world.

The community is our classroom. This means that what we teach is steeped not only in sound theory, but also in the knowledge we draw from the community and region around us. CAUSES programs recognize that, like ecosystems, we are connected to people and places right here in our own neighborhoods and to those halfway around the world. Pollution travels, resources are not always consumed where they are generated, and job markets are increasingly global and knowledge-based. Given these realities, we aspire to teach you to think in systems, work in diverse teams, and focus on connectivity and innovation. We apply these principles to all of our programs, including Master's and Bachelor's Degree programs, professional development certificates, community

Our Aspiration for CAUSES' Graduates

CAUSES graduates are well-prepared to succeed in their chosen field of study, having accumulated distinctive attributes and competencies:

1. Global citizens committed to local relevance.
2. Adept at solving urban problems.
3. Committed to health & wellness and food & water security.
4. Skilled at navigating diverse social, cultural, built and natural environments.
5. Independent thinkers and collaborative team players.
6. Adaptive lifelong learners.

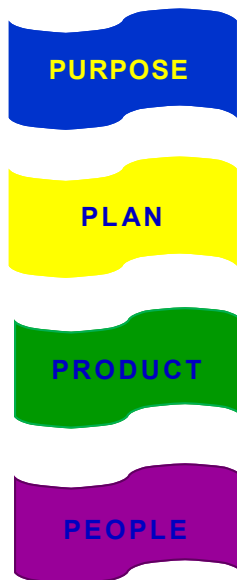
For additional information about CAUSES, please visit our website at www.udc.edu/CAUSES.

THE 4 “P”s FOR NEW FARMERS

Successful farmers will tell you that there is no better life than being a farmer. Farmers take good care of the land and water for future generations. Physical work helps farm families stay healthy. Farmers work together with their neighbors to build strong, close knit communities. Farmers feed families, individuals, and communities who may be close by or located throughout the world.

But becoming a farmer or rancher is not simply a job change; it is a life change. This short introduction will introduce you to a few of the questions you need to consider before taking on a farming or ranching business.

So take a moment to check out the 4 “P”s for New Farmers’:



We chose this theme based on information provided by USDA / NIFA through their Beginning Farmer and Rancher Development Program (BFRDP).

PURPOSE

Why do you want to become a farmer?

Some people want to start farming based on a strong sense of mission. For example, they want to protect the environment or help feed the world. Some people simply want to enjoy an entrepreneurial lifestyle that allows them to work out of doors. Whatever your reasons, you should step back and take a practical view of the farming lifestyle.

- **Are you prepared for a job that requires long hours, including early mornings and late nights?**
- **Have you considered the economics of seasonal earnings?**
- **Are you able to take on the physical rigors of the job?**
- **Can you learn to make do and fix things yourself?**
- **Can you handle setbacks with grace and determination?**



PLAN

You may have the drive to start a farm, but do you have the plan?



Plant



Price / Profit



Equipment



Costs

A business plan details what you hope to do and maps how you expect to succeed. A well-crafted business plan can be the difference between success and failure. A plan includes a thoughtful list of what you need but also details how things will get done.

- What are you going to plant?
- How much will you sell it for and when do you expect to see profit?
- What equipment do you need? Who will fix it?
- How will you cover costs of insurance premiums?
- How will you finance the business?

mortgage or

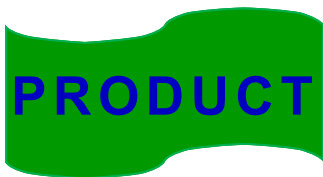
rent? labor?



A plan also considers how things might go wrong and how to prepare for the unexpected.

- Do you have a disaster plan?
- Can you weather a bad year?
- Can you make changes to stay in business?

A good business plan is supplemented by a personal plan. Have you considered your non-farming needs such as college funds, health insurance, personal savings and retirement savings?



What are you going to commit your time and money to producing?

You may feel very strongly about your farm product, but consider the following:

Who is going to buy it?

Be sure you can sell your product before you plant it. Know your production costs, your purchasing market and your consumers. Compare the price of your product to what others are selling it for. If you want to sell locally, visit your local markets and find out what is selling and what isn't.

Where else can you sell your product?

Are you able to produce something different than what you planned if the market changes?

How will you get your product to consumers?

What are the transportation costs and requirements? To grow for local markets, it is ideal to find land close to a city, but that may mean leasing rather than owning land.

Do you know the food safety regulations and do you have the proper licensing for your state or municipality?

You must know local ordinances dealing with land use and agricultural products for farming and marketing your crop.

PEOPLE

Family

You may want to farm, but what about your spouse or domestic partner? What about your children? Are they ready to take on this lifestyle change? Will you be moving away from your support network of friends and family? Can you build a support network for farming?

Neighbors and Community

Not everyone understands how important farming is and why you do it. You should expect to do some outreach, to explain what you plan to do and how it will affect others. Who are your neighbors? Are they farmers or non-farmers? What impact will they have on you? Be the first to extend the hand of friendship to your neighbors and the people in your community. Good relations with your community are vital to a successful farming or ranching enterprise.

This is a full circle illustration of a typical food system that can be applied to any food supply chain.



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