



Collaborating to Access New Markets

a workshop offered by the UC Small Farm Program

When: 9 a.m. to 3 p.m., Wednesday, June 29

Where: 147 W. Main Street, Woodland
(Yolo County Housing Authority office)

Registration is online at <http://ucanr.org/collaborating>
\$15 until June 24, or \$20 after. Lunch included.

Questions? Penny Leff, (530) 752-7779, paleff@ucdavis.edu

Grow your farm business! How can you collaborate with other farmers to increase market power and tackle logistical challenges such as storage, cooling, processing, promotion, marketing, distribution or food safety?

Agenda

9:00 Check-in

9:30 Welcome

Shermain Hardesty, UC Small Farm Program & UC Davis

9:40 **Discussion:** Smaller growers' marketing-related needs

Facilitator: Miriam Volat, Ag Innovations Network

10:00 **The Past:** Lessons learned from the YoCal story

*Dru Rivers and Andy Scott, YoCal Cooperative founding members
Shermain Hardesty*

11:00 Break

11:15 **The Present:** Grower collaboration at work

*Jim Crawford, Tuscarora Organic Growers, Pennsylvania
Dru Rivers, Capay Valley Growers & Capay Valley Farm Shop*

12:30 Networking Lunch (local foods provided)

1:15 **Building the Future**

*Penny Leff, UC Small Farm Program
Miriam Volat*

1:30 Small Groups: Building the Future exercise

2:30 **Next Steps:** Where do we go?

Directions: Exit Hwy 113 or I-5 at Main Street in Woodland. Travel west to 147 W. Main Street. Parking is on the right, and the Yolo County Housing Authority office is on the left, in the rear of a building shared with a chiropractor.

This workshop is co-sponsored by the Yolo County Agricultural Commissioner and UC Cooperative Extension in Yolo, Sacramento, San Joaquin, Solano, Sonoma, Lake, Contra Costa and Marin counties.

Weed Day 2011 comes to UC Davis July 14

The latest developments in weed control will take center stage at UC Davis once again when scores of scientists, students, regulators and more gather July 14 for the 55th annual Weed Day.

"We look forward to another great turnout with a wide range of weed-control demonstrations," said Cooperative Extension Specialist Brad Hanson from the UC Davis Department of Plant Sciences, who is chairing this year's popular event. "Weed Day provides a great opportunity to see, first hand, weed research being conducted on campus and to find out what we are doing throughout the state."

Among the presentations will be weed control in fresh-market tomato, residual herbicides in almonds and walnut orchards, symptomology of herbicide drift in row crops, thermal soil disinfestation research, weed-risk assessment for the horticulture industry and many more ongoing projects with other crops and non-crops. For a full agenda visit <http://wric.ucdavis.edu>.

Weed Day is held each July to give pest control advisors, farm advisors, chemical company cooperators, college faculty, students and regulatory officials the opportunity to learn more about current weed science research at UC Davis. The event begins at 7:30 a.m. with registration and a morning bus tour to the campus research fields to view demonstrations and research in terrestrial and aquatic weed control. Lunch and afternoon presentations will be held indoors and will wrap up by 4:30 p.m. Continuing education credits have been requested from the Department of Pesticide Regulation.

Cost is \$65 for those who register and pay before July 6 and \$90 for those register after that date. The cost for students with ID is \$20.

Registration is open:

http://wric.ucdavis.edu/events/weed_day_2011.htm

CONTINUING EDUCATION CREDIT

This course is approved for the following:

PCA, QAC, QAL, Private Applicator >> 5.5 *Other* hours

CCA >> pending