

## JOIN A DAY OF LEARNING AND NETWORKING

- This day will focus on growing food, especially as an enterprise. The enterprise can supplement income or be a full time endeavor.
- This expo is for you if you currently have an urban food business or are considering starting one.
- It is also for those wanting to learn about urban farming and what support urban farmers need.
- Visit with vendors who support urban farming. Learn about financial assistance, educational opportunities, meet suppliers, and more.
- Visit with other urban farmers and learn from each other's experiences
- **\$5 suggested donation**
- **No Registration needed**

Questions or Comments? Contact Betsy Wieland at 612-596-1175 or [eliza003@umn.edu](mailto:eliza003@umn.edu)

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# Urban Agriculture Expo



**Saturday, April 20<sup>th</sup> 2013**  
**9am- 1:30pm**

At Sabathani Community Center in South Minneapolis

**\$5 suggested donation**

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The day will be a mix of sharing research based information along with first hand experiences of urban farmers and urban farm supporters.

There are many new and exciting activities related to food production in the twin cities metro area. There is much we can share to help each other succeed. Come join us.

### Vendor booth space available:

If you are an organization or business that supports urban farmers, please consider purchasing a vendor booth. For \$40 you will get an 8' table and your organization's contact information in the Expo program. **Vendor registrations due by 4pm April 15<sup>th</sup>.** Reserve your booth online at

<http://www.regonline.com/UrbanAg> . Check or credit card payments accepted. Questions may be directed to Betsy Wieland at 612-5936-1175 or [eliza003@umn.edu](mailto:eliza003@umn.edu).

## SCHEDULE

	vendors	Growing Topics	Business Topics	People Topics
9:00 AM	Welcome - by Betsy Wieland , visit with vendors			
9:30	vendors available	<b>Minimizing Water Use</b> Learn research and experiences of methods for using the minimum amount of water in an urban setting without hurting yields.	<b>Record Keeping</b> Learn record keeping tips and what should be tracked. Record keeping can help with your financial success.	<b>Policy Updates</b> Learn policy updates from the City of Minneapolis, City of St Paul and Ramsey county, and experiences people have had with regulation.
10:15		visit with vendors		
10:30		<b>Unique Growing Projects</b> Meet designers of some of the most unique urban growing systems. Learn why they chose their projects, and how they got started.	<b>Cost of Production</b> Understanding your cost of production (COP) can help you set prices accurately, determine spending areas to adjust, and make long term decisions. Learn how to determine COP and how it has been used on urban farms.	<b>Urban Ag Alliance</b> Discuss the possibility of an urban ag alliance. Learn what has happened so far, and provide input into how it might be useful for you. Alternatively, how can we support each other's work?
11:45		visit with vendors		
12:00		<b>Urban Soils Management</b> Maintaining and improving soils in an urban setting with intensive production is challenging. Learn how some growers are doing just that and the science behind it.	<b>Assessing Markets</b> Learn tips on deciding what marketing options are right for you. Getting started at a farmers market, wholesale, direct, value- added, etc.	<b>Community Engagement</b> Discuss ways that people have worked with their communities to rally political support, reduce vandalism, and increased sales to neighbors.
1-1:30 pm		visit with vendors and each other		

The Expo will be at **Sabathani Community Center**, 310 East 38<sup>th</sup> St, Minneapolis, MN 55409. Directions can be found on their website, [http://www.sabathani.org/contact\\_us.aspx](http://www.sabathani.org/contact_us.aspx)