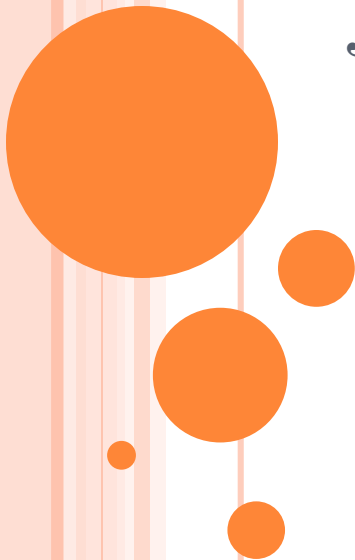


BF 102: EXPLORING MARKETS AND PROFITS 2020

Beth Claypoole, MS, MBA

Joan Petzen, MBA



BETH CLAYPOOLE

- Dairy Specialist by Training
- Business Management expertise developed through Pro-Dairy program and MBA
- More than 25 years of working with farmers and trouble shooting technical and business solutions
- Trainer with Exploring the Small Farm Dream – New England Small Farm Institute, 5 years
- Currently work in general agriculture, new farm start ups and being Executive Director of CCE Wayne County



JOAN PETZEN

- Grew up on a small WNY dairy. Partnered with family for a few years following college. Presently own the farm and rent acreage to dairy and beef farms.
- Experienced in CSA operations with 15 years plus working in an advisory capacity, volunteer treasurer and Board member for Canticle Farm in Allegany, NY.
- Keen interest in helping next generation farm managers develop the financial skills needed to operate their farm businesses.
- Been an educator with CCE first in Cattaraugus & Allegany Counties and most recently in Wyoming and as part of the NWNYS Dairy Livestock & Field Crops Team for more than 35 years.
- Currently working with growers on record keeping, business analysis & rental contract relationships to improve soil health.



SCHEDULE

ALL WEBINARS START 7PM EASTERN, OFFICE
HOURS ARE AT 6:30PM

- Jan 16 – general intro and business planning
- Jan 23– marketing and developing a marketing plan
- Jan 30– market channels and guest speaker (guest)
- Feb 6 – intro to finance
- Feb 13 – no webinar – please work on Teachable Activities
- Feb 20 – measuring financial success and wrap up



EXPLORE TEACHABLE SITE

- This is new to us, please be patient ☺
- Teachable and the Farm Hub

