

Vegetable Storage Crops Workshop

While hoophouses and related tools and techniques get most of the attention from those wanting to extend their growing season, what about extending your *marketing season* by growing storage crops? The local foods market is hungry year-round and there are tremendous opportunities to supply stores, restaurants, CSA members, and institutions with local produce throughout the winter months. In addition, winter farmers' markets are becoming more and more popular in many communities.

Selling winter storage crops—carrots, beets, winter squash, cabbage, potatoes, onions, garlic and more—helps improve cash flow during the winter months and enables you to maintain relationships with customers throughout most or all of the year.

Join us for this timely workshop on how to take advantage of storage crops to improve your farm's bottom line. Topics will include best varieties, storage conditions and structures, and the labor demands and economics of winter sales.



Speakers will include experienced growers and University faculty and staff. The workshop will be held in two locations. Cost: \$35.



December 4, Hudson, WI, 9:30 – 3:00

Phipps Center for the Arts, 109 Locust St, Hudson, WI

Featured farmer speakers: Janaki Fisher-Merritt, Food Farm and David Van Eekout, Hogsback Farm

December 11, Madison, WI, 9:30 – 3:00

West Madison Ag. Research Station, 8502 Mineral Point Rd, Verona

Featured farmer speakers: Steve Pincus, Tipi Produce and Mike Noltnerwyss, Primrose Community Farm

Lunch will be provided at both events. For more information, contact John Hendrickson, 608-265-3704 or jhendric@wisc.edu

Name _____ Phone _____

Address _____ Email _____

Workshop/Location you will attend: Hudson, Dec 4 Madison, Dec 11

Meal Preference: Meat Vegetarian Vegan

Cost: \$35. Make check payable to University of Wisconsin-Madison. Clip and return to CIAS, Attn: Storage Crops Workshop, 1535 Observatory Drive, Madison, WI 53706

Sponsored by: Center for Integrated Agricultural Systems, UW-Madison and Sow the Seeds, Institute for Agriculture and Trade Policy, Minneapolis

