



FOR IMMEDIATE RELEASE

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Practical Farmers of Iowa Hosts Beginning Farmer Retreat Featuring Business-Planning Expert and Author Richard Wiswall

AMES, IOWA — Practical Farmers of Iowa announces its fourth annual Next Generation Retreat to be held at the Des Moines Y-Camp near Boone, IA, beginning at noon on December 8 and ending at noon December 9, 2011.

The event will feature business-planning expert Richard Wiswall, **Cate Farm**, East Montpelier, VT. Wiswall has 35 years of farm business experience. In 2009, he wrote the book, *The Organic Farmer's Business Handbook: A Complete Guide to Managing Finances, Crops and Staff... and Making a Profit*, a highly recommended resource by many beginning farmers.

This retreat, which is free for members and \$30 for non-members, is designed to help beginners create a plan for their farm businesses that will allow them to make a profit. Beginning farmers in attendance will learn how to use three financial tables to guide their business-management strategies, to tackle office recordkeeping and paperwork, to budget for farming profits and to manage employees. They will also have scheduled time to network with one another.

Beginner Emily Rose Pfalzgraff, a recent graduate of St. Olaf College, Northfield, MN, has registered for the event. She is currently a farm intern but her dream is to have her own farm someday. "I'm looking forward to learning more and getting those creative juices flowing," Pfalzgraff says. "I want to follow my heart and farm, but I'm not even sure what I need to know to succeed."

Participants are asked to bring a potluck dish to share for Thursday night's meal. Lodging is available on site for \$20 per person for a shared room (six beds per cabin). A limited number of private cabins are available at a cost of \$75. Guests must provide their own linens and a pillow.

More

To register, contact Luke Gran, luke@practicalfarmers.org, 515.232.5661 or register online www.practicalfarmers.org/events/workshops. For directions to the event, visit <http://www.y-camp.org/contact/>.

Founded in 1985, Practical Farmers of Iowa is an open, supportive and diverse organization of farmers and friends of farmers, advancing profitable, ecologically sound and community-enhancing approaches to agriculture through farmer-to-farmer networking, farmer-led investigation and information sharing. Farmers in our network produce corn, soybeans, beef cattle, hay, fruits and vegetables, and more. For additional information, call [515.232.5661](tel:515.232.5661) or visit www.practicalfarmers.org.

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