



COMMERCIAL URBAN AGRICULTURE (CUA) TRAINING PROGRAM

2010 GROWING POWER – GROWING FARMERS
Education, Mentoring and Growing Skills development

January 8-10, February 19-21, March 19-21, April 23-25, May 14-16

Why Urban Agriculture?

“We must strengthen and grow both rural AND urban farming to support a sustainable, secure food system for everyone”

Will Allen, Founder and CEO, Growing Power, Inc.

Urban agriculture contributes nutritious, flavorful food to communities through year-round local food production. The ability to produce and distribute food throughout local neighborhoods is important as the demand for nutritional, good-tasting food continues to grow throughout the country. It is crucial that this healthy food be available to individuals and families in ALL neighborhoods!

While healthy food production is perhaps the most important aspect of urban agriculture, other benefits abound as well. Sustainable farming methods and food production contribute to the beauty of urban landscapes while at the same time playing a crucial role in strengthening healthy environmental management practices within our cities. Additionally, urban farmers and residents benefit as both the economic and social impacts strengthen neighbors and neighborhoods.

Growing Power’s Commercial Sustainable Urban Agriculture program is modeled on Growing Power’s many successful years of urban agriculture production. **It is designed for individuals who have made the decision to farm commercially in the city!**



Commercial Urban Agriculture (CUA) Program Overview

This training program is a 5 month program,” CUA Program participants should plan to attend and actively participate in all five weekend (3-day, Friday through Sunday) trainings. Each month CUA program participants will have a full day of staff shadowing/ and practical training with Growing Power trainers in key areas (Fridays), that are integral to participants’ urban agriculture enterprise; (Saturday a.m.) a half day of project planning-discussion group and (Saturday pm and Sunday am/pm) attendance at Growing Power’s “From the Ground Up

The CUA program is designed for individuals who have made the decision to either transition a grant/donor/volunteer project into an economically sustainable enterprise, both not-for-profit social ventures and commercial ventures are eligible. The weekend program will consist of three days of training, including ½ days of a classroom-based training, and 2½ days of hands-on, “get-your-hands-dirty” training. Both the classroom setting and the hands-on training are designed as a very participative adult education training program.

While the basic outline (curriculum) for the training will be followed, this is a program designed with the learners in mind and will evolve through the five months to meet the needs of the participants in this year’s program. Although the program is heavily focused on hands on learning, the first month will be devoted to learning about each participant’s urban agriculture enterprise, and to focus on the project planning needs and requirements for the overall successful completion of the program. CUA participants will be introduced to the hands on learning areas available.

January: Project Planning – The Vision- Seeding the Future

February: Marketing Planning – Sell, Sell, Sell!

March: Community Engagement – Building equitable relationships

April: Financials and Human resource – Making sure your ends meet!

May: Implementation – Putting the plan into Action



CUA Training Schedule: (SUBJECT TO CHANGE)

This program will introduce many topics and individualized learning, but will also emphasize collaboration and learning from one another throughout the five – month program and beyond.

Growing Power’s training site and on-site farming staff will provide coaching and mentoring in numerous areas, depending on your individual needs. These include but are not limited to: vermicomposting, aquaculture, bee-keeping, soil testing, livestock care and handling, water usage, horticulture, greenhouse construction, and other hands-on programming as part of your individualized needs. The five-month program will give you the opportunity to not only be introduced to these sessions, but to finely hone your actual farming practices.

A Sample of topics covered includes:

Planning your commercial urban farm	Vermicomposting
Financing opportunities/Lending programs	Aquaculture
Building relationships in the urban community	Bee-keeping
Creating A Realistic Business Plan	Soil testing
Marketing (direct marketing, wholesale Retail, packaging, market-ready)	Small farm equipment/Tools
How to find and secure space (land)	Livestock care and handling
City regulations/zoning/licensing	Water usage
Learn how to farm with worms	Food processing
Farm without using chemicals	Horticulture
Change the structure of soil with compost	Labor issues
Green jobs and working with at-risk populations	Renewable energy

CUA Program staff includes:

Will Allen, Farmer, Founder/Director of Growing Power, and Agricultural Educator

Erika Allen, Growing Power, Chicago Programs, Urban/Rural Farmer, Educator

Laurell Sims, Chicago Urban Farmer/Youth Programs Coordinator

Martin Bailkey, Special Growing Power Consultant (Evaluator)

Tammy McIntyre, Growing Power Financial Manager

Growing Power staff – visit www.growingpower.org for full staff listings

AND additional speakers brought in to address relevant subjects throughout the course.



Month ONE – January: Project Planning – The Vision- Seeding the Future

FRIDAY, JANUARY 8, 2010

- 8:00 – 8:30 a.m. Breakfast and Registration
- 8:30 – 9:30 a.m. Introductions of Growing Power staff and all participants
- 9:30 – noon a.m. Educational Tour of Growing Power
(Learn how diversification and closed loop systems can strengthen and support small farming operations)
- 12:00 – 1:00 p.m. Lunch (at Growing Power)
- 1:00 – 5 p.m. Led by: Will Allen, CEO Introduction of participant's current status of farming projects and vision for future development, including what you hope to accomplish in the five months of workshops and beyond
- 5:00 p.m. Evening social and reception
- 6:00 p.m. Dinner

SATURDAY, JANUARY 9, 2010

- 8:00 – 8:30 a.m. Breakfast
- 8:30 – 12:30 p.m. Planning your commercial urban farm
(Focus on Project Planning)
- FOCUS: BUILDING A REALISTIC BUSINESS PLAN**
Introduction to all aspects of business planning for your farming enterprise: this session will include discussion and distribution of a variety of business planning modules and forms for your review and use throughout the five month program
- 12:30 – 1:30 p.m. Lunch



1:30 – 5:00 p.m.	Workshop breakout session of your choice*
5:00 – 6:00	Social and Reception
6:00 p.m.	Dinner

SUNDAY, JANUARY 10, 2010

8:30 a.m. – 9:30 a.m.	Breakfast
9:30 a.m.	Workshop breakout sessions
12:30 p.m.	Lunch
1:30 – 3:30 p.m.	Project Planning Goals for January 2010
3:30 – 4:00 p.m.	Wrap-Up

Month TWO February: Marketing Planning – Sell, Sell, Sell!

Friday, February 19, 2010

8:30– 9:00 a.m.	Breakfast
9:00 – 9:30 a.m.	Production tour with Will Allen, CEO
10 – 12:30 a.m.	Hands on learning/mentoring and training - Small group and individual
12:30 – 1:30	Lunch
1:30 – 5:00 p.m.	Hands on learning/mentoring and training - Small group and individual

SATURDAY, FEBRUARY 20, 2010 - Marketing

8:00 – 9:00 a.m.	Breakfast
9:00 – 9:30 a.m.	Brief check-in



9:30 – 12:00 p.m. Project Plan review (15 minutes per project)

12:00 – 1:00 p.m. Lunch

1:00 – 5:00 p.m. Hands-On Breakout Skill Sessions

5:00 – 6:00 p.m. Reception and social

6:00 p.m. Dinner

SUNDAY, FEBRUARY 21, 2010

8:30 a.m. – 9:30 a.m. Breakfast

9:30 a.m. Workshop breakout sessions

12:30 p.m. Lunch

1:30 – 3:30 p.m. Goals for February - **MARKETING** for Business Planning
Defining your market, market competition, direct marketing, wholesale, retail, packaging, eco-labels, market-ready, food processing, value-added

3:30 – 4:00 p.m. Wrap-Up /Depart



Month THREE – March: Community Engagement – Building equitable relationships

Friday, March 19, 2010

8:30 – 9:00 a.m.	Breakfast
9:00 – 10:00 a.m.	Production tour with Will Allen, CEO
10:00 – 12:00	Focus on BUILDING RELATIONSHIPS IN URBAN COMMUNITIES Topics: How to find and secure space/land, different types of spaces for urban farming, city regulations, zoning, licensing, communication and cultural competency
12:00 – 1:00	Lunch
1:00 – 5:00	Hands on learning/mentoring and training - Small group and individual
5:00 – 6:00 p.m.	Social and reception
6:00 p.m.	Dinner

Saturday, March 20, 2010

8:00 – 9:00	Breakfast
9:00 – noon	Review and Discuss Marketing plans Progress Reporting - Focus on all aspects of farm enterprise development (schedule 1:1 appointments)
12:00 – 1:00	Lunch
1:00 – 5:00 p.m.	Hands-on Breakout Skill Sessions
5:00 – 6:00	Evening Social and Reception
6:00	Dinner

Sunday, March 21, 2010



8:30 a.m. – 9:30 a.m.	Breakfast
9:30 a.m.	Workshop breakout sessions
12:30 p.m.	Lunch
1:30 – 3:30 p.m.	Goals for March – community assessments and outreach Gather: budget, personnel, labor, legal documents and information
3:30 – 4:00 p.m.	Wrap-Up /Depart

Month FOUR - April: Financials and Human resource – Making sure your ends meet!

Friday, April 23, 2010

8:00 – 9:00	Breakfast
9:00 – 10:30 a.m.	Progress Reporting (on all aspects of enterprise development - (questions, comments, feedback)
10:30 – 12:00 p.m.	Hands on learning/mentoring and training - Small group and individual
12:00 – 1:00 p.m.	Lunch
1:00 – 5:00 p.m.	Hands on learning/mentoring and training - Small group and individual
5:00 – 6:00	Evening Social and Reception
6:00 p.m.	Dinner

Saturday, April 24, 2010

8:00 – 9:00 a.m.	Breakfast
------------------	-----------



9:00 – 9:30 a.m.	Check ins
9:30 – 12:00 p.m.	Strategies for moving enterprises into the future – Focus on Human Resources and Operations Topics: personnel, labor, legal, taxes, Tammy McIntyre, Financial Manager
12:00 – 1:00	Lunch
1:00 – 5:00	Hands-on breakout skill sessions
5:00 – 6:00	Evening social and Reception
6:00 p.m.	Dinner
Sunday, April 25, 2009	
8:30 a.m. – 9:30 a.m.	Breakfast
9:30 a.m.	Workshop breakout sessions
12:30 p.m.	Lunch
1:30 – 3:30 p.m.	Discussion: The Executive Summary of the Business Plan Goals for April: finish financial plan and executive summary.
3:30 – 4:00 p.m.	Wrap-Up /Depart

Month Five – May: Implementation – Putting the plan into Action

Friday, May 15, 2009

8:00 - 9:00 a.m.	Breakfast
9:00 – 12:00 p.m.	Commercial Urban Agriculture Enterprises Participant Presentation!



(Detail about these presentations will be provided during the early workshops)

12:00 – 1:00	Lunch
1:00 – 5:00	Final Participant Presentations
5:00 p.m.	Celebration Reception and Dinner

Saturday, May 16, 2009

8:00 – 9:00 a.m.	Breakfast
9:00 – 12:00 p.m.	Final Participant Presentations
12:00 – 1:00 p.m.	Lunch
1:00 – 5:00 p.m.	Workshops
5:00 p.m.	Evening Social and Reception
6:00 p.m.	Dinner

Sunday, May 17, 2009

8:00 – 9:00 a.m.	Breakfast
9:00 – 1:00 p.m.	Final Presentations/Urban Agriculture Tours (time permitting)
1:00 – 2:00	Lunch





APPLICATION

GROWING POWER – GROWING FARMERS

Commercial Urban Agriculture Training Program

This **unique, intensive training program** is designed for individuals who want to learn how to succeed and profit in the profession of farming – **IN THE CITY**. This is an opportunity to learn from an organization that has been successfully farming in the city and training others in urban agriculture both nationally and internationally.

Growing Power's Commercial Sustainable Urban Agriculture program will assist you to manage your own farming business, while allowing you to learn on-site, and actually practice the hands-on skills needed to profitably farm in the city. The course is a series of five weekend seminars, January through May, 2010 and will take place at Growing Power's training facilities in Milwaukee, Wisconsin. The training facilities at Growing Power include seven large greenhouses, kitchen, training gardens, aquaculture system, anaerobic digester, and a food distribution facility. The cost of this 5 month training program is \$2250.00, which does include all your meals.

This practical adult education training program is designed to assure that you will have the tools to begin your urban farming project when the training concludes. One-on-one advising is part of this program, both **as you work between sessions** to develop your farming plan and at the conclusion of the formal program. This program is designed for those individuals who are serious and ready to contribute to the food system in their communities as members of the farming profession.



GROWING POWER – GROWING FARMERS

COMMERCIAL URBAN AGRICULTURE TRAINING PROGRAM APPLICATION FOR 2010

Name: _____

Organization (if applicable): _____

Address: _____

City, State, Zip Code _____

Phone: _____ (best number for interview)

E-mail: _____

Best time to reach you by phone: _____

We will schedule a telephone interview with you within 2 weeks of the receipt of this application and will contact you regarding your acceptance within the week of your interview.

PLEASE RETURN TO:

Email: staff@growingpower.org

with CUA 2010 Application in the subject line

Or Mail to:

**GROWING POWER- CUA
5500 W. SILVER SPRING DRIVE
MILWAUKEE, WI 53218**



Please answer the following questions in detail

Feel free to attach any supporting documents that you feel would illustrate your Commercial Urban Agriculture Enterprise.

1. Provide a brief summary of your work experience, including any farming/agricultural jobs, training, or experience you have had:
2. Describe your background/practical experience in urban agriculture, please attach pictures of your current project/farm:
3. Describe in detail, your commercial urban agriculture enterprise plan (attach your budget and any other details that you have developed):
4. Describe any preliminary research and planning completed for your proposed urban agriculture enterprise:
5. Describe how you plan to make your urban agriculture project a commercially viable enterprise (be as specific as possible):
6. Describe your current situation: