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**Cultivate and Sell
Your Guide to Starting a Farm Stand – Virtual Workshop**

Starting a roadside stand can be an opportunity to help your business grow. A roadside or a farm stand is a great way to support your operation with additional income, improve your farm's visibility and increase your customer base, supply your community with fresh produce, and help reduce food shortage issues.

As there are many benefits to a roadside stand, there are also many things to consider before you start. Cornell Extension of Monroe and Ontario County partnered up to organize the "**Cultivate & Sell: Your Guide to Starting a Farmstand**" webinar. This event is designed to help farmers and homesteaders who want to set up a new stand but don't know how or those seeking more information to improve an existing one. Cornell Cooperative Extension and an SBDC of Niagara expert will discuss topics from zoning and liability, signage and location, marketing, and competitive pricing of sold goods, to day-to-day operations such as keeping the stand fully stocked to keep customers coming.

Corey Baxter of Baxter Family Farm, Churchville, NY, will join us as a farmer-presenter. He will share his journey from starting a small stand to the permanent structure, help answer participants' questions, and provide tips and suggestions using his long-term experience.

The webinar, held on Tuesday, July 30th, 6:00 PM – 7:30 PM, is free but pre-registration is required to receive a Zoom link to join the session.

For more information and to register go to:

<https://monroe.cce.cornell.edu/events/2024/07/30/cultivate-and-sell-your-guide-to-starting-a-farm-stand-virtual-workshop>

For any questions, please contact Jarmila Haseler, Agriculture & Food System Educator, CCE - Monroe County at jh954@cornell.edu or Jacob Maslyn Ag Economic Development, CCE - Ontario County, at jlms563@cornell.edu.

Building Strong and Vibrant New York Communities

Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities.

CULTIVATE & SELL: YOUR GUIDE TO STARTING A FARM STAND

JOIN US FOR A WEBINAR EXPLAINING
EVERYTHING YOU NEED TO KNOW ABOUT
STARTING A ROADSIDE STAND!

**Tuesday, July 30,
2024
6:00 pm 7:30 pm
FREE webinar**



Cultivate and Sell: Your Guide to Starting a Farm Stand – Virtual Workshop on Tuesday, July 30, 2024, 6:00 PM - 7:30 PM

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