



Educational Series for Local Food Producers 2021

A free series of educational webinars for South Dakota Local Food Producers offered by the South Dakota Specialty Producers Association.

Passive Solar Greenhouses: Grow in the Snow!

LIVE with Shannon Mutschelknaus, Wayward Springs Acres, Aurora, SD

An introduction to passive solar greenhouses (Feb 4th), and discussion of a year of operation using passive solar greenhouses (Feb 11th). Presented in association with SDSU Extension Master Gardeners.

[Contact us here for more info on registration](#)

Thursday, February 4th, 7:30pm CT, 6:30pm MT

Thursday, February 11th, 7:30pm CT, 6:30pm MT

Marketing for Retail Agriculture

LIVE w/Eric Barrett, The Ohio State University and Rob Leeds, The Ohio State University

Thursday, February 11th, 6pm CT, 5pm MT

This session will start with Keys to Successful Booth Merchandising for Vendors. Next, we'll cover the Elements of a Successful Marketing Plan that incorporates all five senses.

[Registration Required, Register Here](#)

Continued on the next page

Recipe to Reality

LIVE w/Jill Gifford, Manager, National Food Entrepreneur Assistance Program

Thursday, February 18th, 6pm CT, 5pm MT

Recipe to Reality Overview for Farmers Markets Vendors

This Webinar will provide a general overview of the many issues involved in developing a food manufacturing business. This webinar will be designed for Farmers Markets and their vendors to get an introduction to and an overview of the day long seminar that will be held at the University of Nebraska, Lincoln.

[Registration Required, Register Here](#)

Marketing in the New Normal

LIVE w/Martha Sullins, Ag Business Management Specialist, Colorado State University Extension

Thursday, February 25th, 6pm CT, 5pm MT

New Tools for Evaluating Your Marketing Channels

We will look at how to evaluate different market channels for specialty crops, based on research conducted at Colorado State University. In particular, we will talk about the role of labor in marketing functions and how labor utilization impacts profitability. Lastly, we will look at how COVID-19 may have changed marketing, perhaps in the long term.

[Registration Required, Register Here](#)