



*Greenhouse Crops and Floriculture*

**Maximizing Profits in your Business and Ideas to “Grow” your business  
Education Program - for Growers and Retailers**

**Wednesday, November 8, 2017  
D & D Farms, 32 Hudson Road, Stow, MA 01775**

**12 noon – 4:00 PM**

**(Registration begins at 11:30, Lunch provided at noon)**

Join us for a business management and Ideas program in your business.

**Erin Pirro, Farm Business Consultant with Farm Credit East**, will lead a two-hour interactive discussion on how to maximize profits in your business. 10+ ways to find \$10,000 in your business.

**Diversifying your business to bring people in and income up. Panel and open Discussion**

**Agenda**

**11:30 am Registration**

**12:00 pm Lunch**

**1:00 pm 10+ Ways to find \$10,000 in business. Erin Pirro, Farm Credit East**

Topics will include: how to make your expense dollar go further, Everything's a tradeoff: How do you know it's the right one?, Price taker or profit maker: what's your perspective?, Manage margins crop by crop, Know your costs so you can price appropriately, What's the right amount to grow?, Grow less and charge more, Managing shrink and more.

**1:50 pm Break**

**2:00 pm 10+ Ways to find 10,000 in your business- continued**

**2:50 pm Break**

**3 to 4:00 pm Diversifying your business to increase profitability: Interactive Panel discussion**

This is a Panel and audience discussion of what Wholesalers and Retailers are doing to increase their business. In today's environment Growers need to find other markets for their product, and Retailers need to attract more customers in multiple ways to increase consumer traffic. We will show examples through a Chronicle WCVB-5 show highlighting some of our member farms. We will also have members showing what they have done to bring traffic to their businesses or for growers how they have diversified sales. We will create an “ideas list” that you can use to if any can fit into your business. Let's all bring some ideas to this discussion

**This is our Fall MFGA Program that we put on in the off year the Greenhouse conference- Register today**