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For Immediate Release:

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**WNC Specialty Crop Institute Partnership with CSN to Provide
Small Farm Education Courses in Southern Nevada**

LAS VEGAS, January 5, 2012 — Community colleges in Northern and Southern Nevada are collaborating to bring innovative agricultural training to small farms and ranches and to expand the local food movement in Southern Nevada.

Western Nevada College Specialty Crop Institute and College of Southern Nevada will present a “Direct Marketing for Small Farms” workshop on Monday, Feb. 6, at College of Southern Nevada’s Cheyenne Campus, 3200 E. Cheyenne Ave, North Las Vegas. Cost is \$35 if registered by January 26, \$45 after January 26. Lunch is included.

The workshop will feature sessions on direct marketing options including farmers markets, farm stands, restaurants, subscription farms, u-pick and more. Speakers will discuss effective marketing strategies including farm branding, media relations, signs and displays, Facebook and other social media opportunities. Participants will learn how to develop a simple and effective marketing plan to fit their small farm enterprise.

Featured speakers will include marketing and industry experts who are familiar with the challenges of small farms in today's industrial food system. Executive pastry chef Doug Taylor of B&B Hospitality Group will talk about farm-to-restaurant sales and the demand for local produce in Las Vegas' five-star restaurants and casinos. Taylor works with local producers to connect them with restaurants and manages the new Bet on the Farm farmers market at Springs Preserve.

CSN Department of Business Administration Professor Kevin Raiford worked with the college to offer the Cheyenne Campus as a workshop site when he recognized the potential for small business development and expansion of the local food movement. Raiford now includes student assignments for marketing small farms in his business and marketing classes.

This collaboration is the first in a series of small farm workshops planned by the two community colleges. WNC has produced workshops in Northern Nevada for more than three years and agreed to expand at the request of farmers who wanted training that is applicable to growing and market conditions in the South.

“The Specialty Crop Institute is an outstanding resource for small farms statewide,” said David Steiger, Director of Economic Development and Continuing Education at WNC. “It is also a great example of a partnership that benefits Nevadans.”

The partnership reflects the commitment and ability of Nevada's community colleges to meet the unique demands of their rural and urban communities.

Funding for this project was provided by the Washington State University Western Center for Risk Management Education and the USDA National Institute of Food and Agriculture.

For workshop information/registration, contact Ann Louhela at 775-351-2551 or louhela@wnc.edu.

Photo Caption: Laura Bledsoe of Quail Hollow Farm in Overton checks greens growing in the hoop house. Photo provided by Western Nevada College.

About CSN:

Founded in 1971 and educating thousands of students a semester, the College of Southern Nevada (csn.edu) is the state's largest and most ethnically diverse higher education institution. CSN offers more than 200 degree and certificate options in more than 130 areas of study, including 25 degree and certificate programs available entirely online. Students create flexible, personalized schedules, including day, evening, and weekend classes taught on three main campuses and multiple locations throughout Southern Nevada. CSN — Your future starts here.

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