



Connecting people, food, and land

FOR IMMEDIATE RELEASE

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CountrySide Conservancy Offers Webinars Featuring Chris Blanchard

Learn business growth, management strategies

Peninsula, Ohio – CountrySide Conservancy is giving specialty crop growers a chance to improve their business practices with three webinars by veteran farmer and consultant Chris Blanchard.

On August 5 at 12:00pm, attendees can learn how to scale up effectively in “Planning For Growth”. Everyone in the local food movement is talking about “scaling up” – but what does that mean for a farm’s operations, business, and quality of life? Blanchard will explore the practical impacts of increasing business size, and the factors to consider when a farmer decides whether to get bigger.

For the remaining two webinars, Blanchard will focus on management strategies. In “How To Be a Better Boss on the Market Farm” on August 20, 7:00pm he will share how he turned his work environment from “The Yelling Farm” into a positive, supportive, and effective workplace, yielding better results from his employees along the way. And in “Systems for Accountability and Efficiency on the Market Farm” on August 27, 7:00pm, Blanchard will share systems developed with farmers throughout the Midwest that make it easy to achieve reliable results throughout a farming operation. Registration is free for all webinars at www.cvcountryside.org.

Chris Blanchard provides consulting and education for farming, food, and business through Flying Rutabaga Works. As the owner and operator of Rock Spring Farm since 1999, Chris raised twenty acres of vegetables, herbs, and greenhouse crops, marketed through a 200-member year-round CSA, food stores, and farmers’ markets.

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These classes are financed in part through a grant from the Ohio Department of Agriculture, the State of Ohio and the United States Department of Agriculture under the provisions of the Specialty Crop Block Grant. For more information about webinars and registration, visit www.cvcountryside.org or contact Heather Roszczyk, Education & Marketing Manager, at hroszczyk@cvcountryside.org.

About Countryside Conservancy

Countryside Conservancy connects people, food, and land. We manage three thriving farmers' markets; offer educational programming for farmers, backyard gardeners, and home cooks with our Countryside U courses; and through our Countryside Initiative program have reestablished working family farms in Cuyahoga Valley National Park. To learn more visit www.cvcountryside.org.

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