

ARE YOU READY TO G R O W WITH WAYS TO GROW?



It is no secret that farming has always been a challenging occupation. The uncertainties of the weather and prices at the market of the past are no less an issue today but are now joined by a reduction in the number of available markets, restrictions in market access, technological changes in crop and livestock production and marketing, and a lack of available labor. Additionally the tendency of our communities to spread into the rural landscape offers challenge or opportunity depending upon how we prepare for it.

The Ways to Grow program offers those who are exploring the potential of a new farm-based enterprise, the opportunity to receive one-on-one technical assistance. This program will focus on the thoughtful selection, development, production and marketing of a new enterprise. It is hoped that through this assistance that such farm enterprises will be successful and contribute to farm profitability and sustainability.

WHAT CAN THE WAYS TO GROW PROGRAM DO FOR YOU?

Participation in the Ways to Grow
... and Beyond program may
benefit you in one or more of the
following ways...

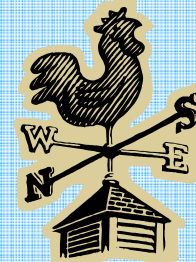
- Provide direct technical assistance to aid in locating resources and references.
- Assist with needs assessment and basic market research.
- Assist in location of appropriate production information and feasibility assessment.
- Assist with business plan development.
- Assist with market plan development.
- Aid in identifying appropriate funding resources.
- Provide assistance with problem solving/troubleshooting of production and marketing challenges.
- Provide linkage to all current regulations that may impact your product.
- Help develop networks with others with similar interests.

Purdue Extension

Knowledge to Go

1-888-EXT-INFO

ARE YOU READY TO CHART A NEW DIRECTION FOR YOUR FARM?



The Ways to Grow program is
overseen by a steering committee
with representation from the
following individuals,
agencies, and organizations:

- Farmers
- Natural Resource Conservation Service
- Historic Hoosier Hills
and White River RC&D
- Soil and Water Conservation District
- Purdue Cooperative Extension Service
- Purdue New Ventures Team
- Small Business Development Center
- Indiana Farm Bureau
- Economic Development
- Local Government
- Land Trust



Mission

"To assist rural families with a format for developing, sustaining and expanding business and educational opportunities which sustain and improve the quality of life and support countryside stewardship."

Vision

"A seamless program providing leadership, support and education in assisting rural citizens to develop and expand business opportunities."

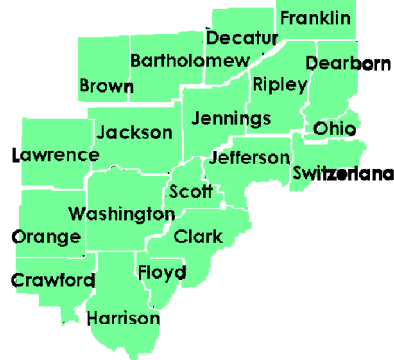


Participation in the Ways to Grow Program is available to residents who reside or own land in the following Southeastern Indiana Counties. For information about the program please contact the Purdue Extension office in that county at the number listed.

Bartholomew	379-1665
Brown	988-5495
Clark	256-4591
Crawford	338-2352
Dearborn	926-1189
Decatur	663-8388
Floyd	948-5470
Franklin	765-647-3511
Harrison	738-2436
Jackson	358-6101
Jefferson	265-8919
Jennings	352-3033
Lawrence	275-4623
Ohio	438-3656
Orange	723-7107
Ripley	689-6511
Scott	752-8450
Switzerland	427-3152
Washington	883-4601

You should contact Ways to Grow if...

- You live in Southeastern Indiana in one of the 19 counties currently served by the Ways to Grow program.
- You are considering the addition of a new enterprise to your farm.
- You feel that planning a business will be one of the keys to its success.
- You are committed to improving the profitability of your farm and the sustainability of your rural community.
- You are ready to ask the hard questions and do what it takes to make these happen.



For additional information or to find out how you may become involved, contact **John Keeton, Field Coordinator for Ways to Grow and Beyond**, at: **812-525-2483** or e-mail: jkeeton1@purdue.edu, or contact the Purdue Extension Office in your county (toll free: **1-888-EXT-INFO**)

You may also contact...

Gary Conant Roy Ballard
wtagab@seidata.com (812) 948-5470
rballard@purdue.edu
www.jenningsgrowers.com/wtg

THANKS

The Ways to Grow Steering Committee wishes to recognize the generous support of the Indiana Office of the Commissioner of Agriculture and Purdue University in the development of this program.



WAYS TO GROW ... AND BEYOND

CHARTING NEW DIRECTIONS IN AGRICULTURE

Rebuilding our Rural Communities ... One Farm At a Time !

Ways to Grow is a collaborative effort of many community spirited agencies and individuals working together to build our communities and enhance farm sustainability

Purdue University is an equal opportunity/equal access/affirmative action institution. 2005