

MANAGE YOUR RISK

*in an
agritourism
business*

Series begins
Friday, 9/28/18

10:00 a.m - 2:30 p.m.



Bringing visitors to your farm can create new income streams as trends indicate that nature and agricultural tourism is on the rise the Catskills region. Agritourism can also be a source of risk to the farm business. Five seminars will teach how to manage risk followed by a panel of successful agritourism operators. In-between each seminar, participants will build on their knowledge to develop their own risk management plan. The five areas of risk that will be presented are: legal, marketing, human resource, financial and weather/production risks. This 5-county program will be offered simultaneously in Delaware (the host county), Otsego/Schoharie, Sullivan and Ulster via Zoom technology. The program is sponsored by the Northeast Extension Risk Management Education agency and the five Cornell Cooperative Extension Associations.

Schedule:

Friday 9/28	Introduction to Risk Management; Financial Risk
Friday 10/5	Production/weather risk
Friday 10/12	Legal risk
Friday 10/19	Marketing risk
Friday 10/26	Human resources risk
Friday 11/2	Agritourism panel

There is no fee to attend and participants may bring their own lunch. Snacks and beverages provided.

RSVP by September 21, 2018

For more information contact Marlane Kiraly, Senior Resource Educator, Cornell Cooperative Extension at 607-865-6531



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Cornell University
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of Delaware County