

# Guidebook Assists Those Looking For Farming Alternatives

ITHACA, N.Y. — A guidebook is available to assist rural and farm residents who are considering alternative enterprises.

"Farming Alternatives: A Guide to Evaluating the Feasibility of New Farm-Based Enterprises," takes the reader through a step-by-step analysis of a potential new business. The book uses a case study and workbook format to evaluate personal and family considerations, available resources, alternative enterprise options, market potential, production feasibility, profitability, cash flow, and a final evaluation of all factors combined. In addition to providing a format for evaluating an alternative enterprise, the

guidebook provides sources of information for specific materials.

Starting a new venture requires resources, careful management, hard work, and risk. Before committing time and resources to an enterprise, it is important to look at the feasibility of the idea on paper. Each chapter of *Farming Alternatives* includes exercises — self-tests, checklists, and work sheets — that allow the reader to analyze an enterprise idea and build business management skills. The reader will take an inventory to identify underutilized resources that can be used in a new enterprise, perform market research to determine who will buy a product

or service, and plan the production aspects of the enterprise. An income statement and cash flow analysis will be prepared to determine profitability and the financial feasibility of starting and operating the enterprise. The guidebook even explains how to combine the documents to present your proposal to a lender.

Many extension agents and other educators have expressed an interest in organizing workshops for farm and rural families interested in, but not necessarily experienced in, alternative enterprises. *Farming Alternatives* works well as a textbook for an in-depth workshop series, as a framework for one-on-one counseling, and as a resource for the reader to use on his or her own.

In addition to the guidebook, a 14-minute video, "Farming Al-

ternatives: Innovation on Northeast Farms," NRAES—28, which provides an introduction and overview of the major issues involved in developing new farm-based enterprises, is also available from NRAES. Together, the guidebook and video are being successfully used as teaching tools by cooperative extension agents.

"Farming Alternatives" was written by Nancy Grudens Schuck, Cooperative Extension, Cornell University; Wayne Knoblauch, Agricultural Economics, Cornell University; Judy Green, Farming Alternatives Program, Cornell University; and Mary Saylor, Extension Education, The Pennsylvania State University.

The cost is \$8 for the guidebook, "Farming Alternatives; A Guide to Evaluating the Feasibility of New Farm-Based Enter-

prises," NRAES—32, and \$20 for the video, *Farming Alternatives: Innovation on Northeast Farms*, NRAES—28. Both are available from the Northeast Regional Agricultural Engineering Service (NRAES), Cooperative Extension, 152 Riley-Robb Hall, Ithaca, NY 14853-5701.

Prices include postage and handling for U.S. orders only; foreign orders must be prepaid in U.S. funds. Quantity discounts on the guidebook are as follows: 10—49 copies, \$6.40 per copy; 50—99 copies, \$5.60 per copy; and 100 or more copies, \$4.80 per copy.

No quantity discounts are available on the video. Please make your check payable to NRAES, or call (607) 255-7654 for more information. Call or write for a free publication catalog.

## Brubaker Agronomic To Host Meetings

AKRON (Lancaster Co.) — Growers and producers are invited to attend any of several educational training meetings to be hosted by Brubaker Agronomic Consulting Service, Inc. (BACS). Meetings will be presented in order to update growers and producers on pesticide safety, crop protection products, integrated crop management techniques, nutrient management and profitable production strategies. The first meeting was scheduled to be held at Harvest Drive Restaurant January 14 starting at 10:30 a.m.

Other meetings will be held at the times and locations below: January 19, 1994, 10:00 a.m.-2:00 p.m., Kreider's Restaurant, Manheim; February 28, 1994, 11:00 a.m.-2:00 p.m., Stop 35, Millfintown.

Pesticide update credits, as well as valuable crop production knowledge, can be earned by attendance at these meetings. Please call the BACS office at (717) 859-3276 for more information and to make reservations for the meeting nearest you.

## Zeneca Ag Products Makes Agreement

WILMINGTON, Del. — Zeneca Ag Products announced it has reached an agreement with Micro-Flo Company of Lakeland, Fla., whereby Micro-Flo will assume U.S. marketing responsibilities for Zeneca captan fungicide in the agricultural markets.

Zeneca Ag Products manufactures captan, a broad-spectrum fungicide to control destructive diseases of many fruit and nut crops and to protect newly planted seed from decay caused by soil inhabiting fungi. The agreement, which takes effect on January 1, does not include the professional and homeowner uses of captan, which will continue to be serviced

by Zeneca Professional Products, nor does it include captan uses for seed treatment products in the U.S.

According to Buddy Camors, business director for Zeneca's Horticulture Business Team, "This agreement is an excellent opportunity for both parties. With the expected registration of Surpass herbicide for corn in 1994, and expanded labelling of Karate insecticide into a number of additional crops, this agreement allows us to refocus Zeneca's marketing efforts on these new opportunities without reducing the support for, and availability of captan fungicide to U.S. growers."

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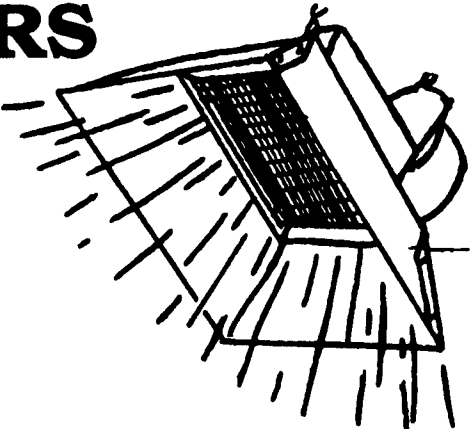
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