

South Carolina New and Beginning Farmer Program

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Farmer Program

2025 COURSE DESCRIPTION

CLEMSON
EXTENSION



The 2025 program will consist of nine cohort-based full-day workshops as well as an optional graduation/business plan contest, open to participants of the ‘Certificate’ program. Workshop descriptions and dates are provided below.

SCNBFP Class of 2025 Cohort Workshops

The cohort workshops outlined below are only open to official participants of the SCNBFP Class of 2025. Individuals interested in the program must complete the program application and be accepted into the program. These workshops will run from 9:30 AM – 4:00 PM. Workshops 1-9 will be delivered online via Zoom and are offered to those in both the ‘Audit’ and ‘Certificate’ programs. Workshop #10 will be held in-person at the Lexington County Clemson University Cooperative Extension Office (605 West Main St., Ste. F, Lexington, S.C. 29072) and is offered only to those in the ‘Certificate’ program. All workshops are included in the \$250 participant fee.

2025 Cohort Program Workshops	1 Start-Up Logistics & Basic Farm Financial Management Friday, April 4, 2025 9:30 am – 4:00 pm Online via Zoom <i>Start your farm business off on the right foot. Gain knowledge of start-up logistics, including name, structure, registration; licenses, permits, certifications; banking & insurance; funding your business; hiring employees; and taxes & recordkeeping. Understand farm financial basics including the purpose and practical use of cash flow statements, income statement, statement of net worth and the terms, uses, measures, and preparation of a balance sheet.</i>
	2 Legal Issues & Risk Management Friday, April 18, 2025 9:30 am – 4:00 pm Online via Zoom <i>Start your business with potential risks in mind. Learn the multiple dimensions of risk that apply to farm businesses and explore potential mitigation strategies, develop a draft risk mitigation plan for your business, and learn more about USDA crop insurance programs. Examine potential farm legal issues including landowner duties towards trespassers, licensees, and invitees; contracts; and understand your responsibilities, rights, and liabilities. Learn about tools and strategies to mitigate risk and legal issues.</i>
	3 Introduction to Marketing & Branding Friday, May 2, 2025 9:30 am – 4:00 pm Online via Zoom <i>Get noticed! Broaden your understanding of marketing and the role it can play in assessing an idea as a business opportunity. Lay the framework for strategic positioning and competitive advantage while learning the basic principles of good branding.</i>

4	<p>Basics of Direct & Mediated Markets Friday, May 16, 2025 9:30 am – 4:00 pm Online via Zoom <i>You produce great products, so where should you sell them? Learn what is meant by direct and mediated markets including their general challenges & advantages; explore considerations in choosing a direct market mix; and learn the basic options and best practices for direct-to-consumer sales as well as scaling up to wholesale markets. Explore food trends and discuss your role in local food systems.</i></p>
5	<p>Developing a Business Concept & Basic Business Plan Friday, May 30, 2025 9:30 am – 4:00 pm Online via Zoom <i>You have a business idea so now what? Learn about the Business Model Canvass, a time-tested tool to help you flesh out your business model. Have your business concept? Learn about the basics of a business plan including when, how, and why a business plan should be used.</i></p>
6	<p>Regulatory Issues & Resources Friday, June 13, 2025 9:30 am – 4:00 pm Online via Zoom <i>Be proactive in learning the regulatory environment for your farm products. Connect directly with regulators and learn what agricultural products are regulated by the SC Department of Agriculture and Clemson University Livestock Poultry Health. Understand basics of food safety and learn about programs and processes for compliance.</i></p>
7	<p>Fundamentals of Soil Health Management Friday, June 27, 2025 9:30 am – 4:00 pm Online via Zoom <i>Healthy soil is the foundation for profitable, productive, and environmentally sound agriculture. Learn the physical, chemical, and biological components of healthy soil and how to manage them to maximize sustainability.</i></p>
8	<p>Introduction to Integrated Pest & Weed Management Friday, July 11, 2025 9:30 am – 4:00 pm Online via Zoom <i>Solve pest problems while minimizing risks to people and the environment. Learn strategies that focus on the long-term prevention of pests and weeds through a combination of techniques such as biological control, habitat manipulation, modification of cultural practices, and use of resistant varieties.</i></p>
9	<p>Farm Funding / Useful Tools / Continuing Education Friday, July 25, 2025 9:30 am – 4:00 pm Online via Zoom <i>The basic cohort workshop series concludes with information, tools, and resources useful to SC new farmers moving forward. There will be a review of funding opportunities, including traditional lending, grants, and cost-share programs; a look at useful farm business tools not included in earlier workshops; as well as an overview of additional educational resources and events.</i></p>
10	<p>Class of 2025 Graduation & Business Plan Contest Friday, August 15, 2025 9:30 am – 4:00 pm In-person @ Lexington Extension <i>For participants in the 'Certificate' program only. Celebrate your accomplishments while meeting your fellow class members in person! The event will feature eligible participants competing in a business plan pitch contest for \$5000 in cash prizes, sponsored by SC Farm Credit. Event includes a catered luncheon.</i></p>



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