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FOR IMMEDIATE RELEASE:

CARLISLE, PA –

The Capital Resource Conservation and Development (RC&D) Area Council is hosting four marketing exchange workshops for agricultural producers, farmers market managers, and those retailing locally grown or raised products in south central Pennsylvania. These workshops will provide insight into concepts and current issues in marketing as well as provide tools to strengthen your market presence.

The first workshop **“Keeping Records for You and Uncle Sam”** will take place on *Thursday, December 16, 2010 from 10 AM – Noon* at the Capital RC&D office in Carlisle (401 E. Louthier St., Suite 307). Keeping records to pay taxes is the reason that most producers keep records, but in reality, keeping the right records and knowing how to use them can only make your business more successful. David Swartz, County Extension Director for Cumberland and Perry County and presenter for this session, **will discuss assessing the records that are important for evaluating your current success, as well as providing insight into making stronger decisions about the future management and control of your business.**

Additional workshops will be held monthly at the Capital RC&D office and will feature additional topics affecting our regional marketplace. On January 27, Peggy Fogarty Harnish, Agricultural Economic Development Educator in Lancaster County, shares **“Cooperative Models to Increase Profits”** followed by John Berry, Ag Marketing Educator from Lehigh, discussing **“Organizing and Operating Farmers Markets: Examples of What Works”** on February 15. The fourth workshop will highlight using online media for marketing and will take place in March.

Registration for the December 16 workshop is \$5.00 per participant and free for Buy Fresh Buy Local members. Space is limited so registration is preferred by December 14. Contact Cheryl Burns, Ag Outreach Specialist for Capital RC&D, by email at [cburns@capitalrcd.org](mailto:cburns@capitalrcd.org) or phone (717)241-4361 to ensure you are able to take advantage of this marketing exchange opportunity.

To learn more about Capital RC&D, upcoming events, and the programs in action through south central Pennsylvania please visit our website at [www.capitalrcd.org](http://www.capitalrcd.org).

The Capital Resource Conservation and Development Area Council (Capital RC&D) is a regional non-profit organization that networks people, resources and projects to promote responsible use and conservation of our region’s natural, community and economic resources. Capital RC&D is an equal opportunity employer and provider.

Buy Fresh Buy Local is a nationwide campaign that connects citizens to the freshest and most delicious food grown in their region. The South Central Pa. chapter of Buy Fresh Buy Local is coordinated by Capital RC&D. Visit <http://www.capitalrcd.org/bfbl.php> to learn more about the chapter or to download our local food guide.

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