



Small Farm Research Center
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NEWS RELEASE

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AAMU Small Farms Research Center receives funding to assist Urban Gardeners, Inner City Youth and Beginning Vegetable Growers

Huntsville, Alabama. September 23, 2014. The Small Farms Research Center at Alabama A&M University has received funding from the Southern Risk Management Education Center (SRMEC), for the project titled *Business Planning and Marketing Education for Hard-to Reach Urban Gardeners, Inner-City Youth and Beginning Vegetable Growers*. This one-year project addresses the unique business planning and marketing education needs of urban community gardeners, inner city youth and beginning producers, who are transitioning or converting to vegetable production.

A business plan is critical to ensuring that producers have aligned their marketing, production, and financing capacities/strategies in ways that minimize risk. The project will provide targeted marketing educational and business planning training for inner-city youth, hard-to-reach urban gardeners, and socially disadvantaged and beginning producers converting/transitioning to vegetable production. The training involving workshops, group meetings and one-on-one mentoring sessions, will be based on modules developed early in the project. The target audiences are individuals in and around four urban centers, including Huntsville, Birmingham, Montgomery, and Mobile, Alabama.

For more information about this program and services, visit the Small Farms Research Center on-line at www.aamu.edu/smallfarmscenter or give us a call at (256) 372-4970 or 1(866) 372-4970.

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