

Marketing and Business Strategies for Retail Success

April 2, 2025

Florence Library & Community Room
778 N. Main Street, Florence AZ 85132

AGENDA

9:00 – 10:30 am	From Farm to Shelf: Strategies for Small-Scale Retail Success	Gabriel Cruz, Cruz Farms (poultry)
10:30 – 11:00	How to build a desert vegetable garden	Lina Austin, 3F
11:00 – 11:15	Break / Networking	
11:15 – 12:00	Point of Sale Resources and Marketing/Management/Taxes	Dr. Russell Tronstad, UA Coop. Ext.
12:00 – 12:45	Lunch /Networking	(sack lunch provided)
12:45—1:15	Introduction to Field Crops Program	Dr. Avik Mukherjee, UA Pinal Coop. Ext.
1:15 – 1:30	Evaluations, Certificates, and Announcements	

Farm Tour (directions provided at class)
2:30 – 4:00
Steadfast Farm
5111 S. Inspirian Parkway
Mesa, AZ 85212
480.793-1734
www.steadfast-farm.com

Hosted by:



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