



Virginia Flower Growers Association's Greenhouse Update

March 2, 2006, 8:30 am – 3:30 pm

Henrico County Extension Office, 8600 Dixon Powers Drive, Richmond VA

8:30 – 9:00 Registration (coffee and refreshments)

9:00 – 1:45 (includes lunch) Is Your Greenhouse Green? A Hands-On Workshop on Cost Accounting and Marketing

Dr. Robin G. Brumfield, Specialist in Farm Management, Rutgers, The State University of New Jersey
Mr. Lawrence S. Martin, President, Martin Organization, Inc.

Robin and Larry have been actively surveying large, medium, and small growers to collect some new and fresh ideas that can help you pursue the latest market trends. Together they will show you how to use cost accounting and marketing to compete in the market and improve your bottom line. You can profitably survive, thrive, and maintain your market share. Tracking your costs and identifying your winners and losers will govern/dictate your future profits.

In the first part of the workshop, Dr. Brumfield will illustrate a simple, user-friendly, cost accounting software program that she specifically developed for greenhouse owners and managers. This software lets you analyze your past performance from records you already have. You will track your own costs and profits to easily identify the winners and losers in your production mix. It also lets you plan for the future by letting you experiment with your plans on the computer **BEFORE** implementing them in the greenhouse. This program will give you tools that will enable you to:

- Have necessary information to reduce costs.
- Determine profit and loss of each crop.
- Make decisions on price
- Identify and reduce unprofitable production costs and crops.
- Increase sales of profitable crops.

Participants will be able to “try before they buy” Dr. Brumfield’s Greenhouse Cost Accounting Program. VFGA members will receive the discounted price of \$25 while non-members will pay full price of \$50 (you can join the VFGA on this form – see below.) ***Bring your own computer or try it out on one of ours.***

The second part of this workshop takes what you learn from the cost accounting analysis and helps you develop a marketing strategy. Larry Martin will use his years of field experience and background in marketing and knowledge of the greenhouse industry to show you:

- How you can use what you do best to meet the current marketing trends and challenges.
- How the Big Boxes will help you attract and keep new customers!
- What trends are occurring in the market that you can use to your advantage?
- Learn what customers really want.

2:00 – 3:30 Container Labeling Issues

Jim Franklin, NAHSA Weights & Measures Task Force Chair, Maryland Plants & Supplies

Following Jim’s summary, a panel of greenhouse growers will present their activities to address labeling requirements.



Representing Virginia's
Floriculture Industry

Virginia Cooperative Extension
Knowledge for the Commonwealth

GREENHOUSE UPDATE, March 2, 2006: PRE-REGISTRATION FORM

Name of Attendee: _____
Additional attendees from same firm _____
Business Name: _____
Address: _____
City, State, Zip: _____
Email/phone _____
Bringing your own computer? Yes No _____
Lunch (note #) Vegetarian? Yes No _____

Pre-Registration Costs (postmarked no later than Feb. 22th)

Non-members of VFGA	\$95.00	\$ _____
Current (2006) VFGA members	\$75.00	\$ _____
Additional members from same firm (lunch, no additional materials, sharing same computer)	\$25.00	\$ _____

Cost of Dr. Brumfield's accounting program (may be purchased after the program):

VFGA members	\$25.00	\$ _____
Non-members	\$50.00	\$ _____

Want to become a VFGA member?

Member Firms (voting, only one membership per firm required)	\$75.00	\$ _____
Individual (Associate) membership (non-voting, individual membership)	\$50.00	\$ _____
Educator (non-voting)	\$25.00	\$ _____

Amount Enclosed \$ _____

Late Registration or at the door: \$105.00 (VFGA members and non-members) Space is limited. Call before you come!!

Please make check payable to: VFGA (Virginia Flower Growers Association). Fees to cover handouts, computer rental, breaks and lunch. Mail to: Maura Wood, VFGA Secretary, P.O. Box 10074, Blacksburg, VA 24062; For program information contact Joyce Latimer at 540-231-7906 or jlatime@vt.edu

Directions to the Henrico County Human Services Building, Western Governmental Complex, (just off Parham Road), 8600 Dixon Powers Drive. The Extension Office is on the 2nd floor. 804-501-5160 - Main Office

East (Williamsburg) Take I-64 west to I-295 (north, toward I-95 and Washington). Exit onto Route 301 South; at the second stoplight, turn right onto Parham Road. Proceed on Parham just past Route 33 (Staples Mill Road). The first left is Dixon Powers Drive. The Human Services Building is located at the end of the road.

North (Ashland) Take I-95 South, exit onto Parham Road West. Proceed on Parham Road just past Route 33 (Staples Mill Road). The first left is Dixon Powers Drive. The Human Services Building is located at the end of the road.

South (Petersburg) Take I-95 north, exit onto Parham Road west. Proceed on Parham Road just past Route 33 (Staples Mill Road). The first left is Dixon Powers Drive. The Human Services Building is located at the end of the road.

West (Charlottesville) Take I-64 east to I-295 (toward I-95 and Washington), exit onto Route 33 (Staples Mill Road), toward Richmond. Proceed on Staples Mill Road to Parham Road, turn right onto Parham Road. The first left is Dixon Powers Drive. The Human Services building is located at the end of the road.