



Lunch–N–Learn *** **Farmer Idea Lab Series**

The Entrepreneurial Opportunity of Limited Resources

Spotlight Farm:

Cliff Pilson, C.V. Pilson Farm

Cameron, NC

Date: April 16, 2015

Time: Noon – 12:45 p.m.

Registration required by

Noon, April 15

<http://go.ncsu.edu/farmeridealab>

C.V. Pilson Farm, run by Cliff Pilson and his father Chester, is located in Cameron, NC and has been in operation since 1973. The Pilson's started with sweet potatoes and tobacco and in 2007 began diversifying into strawberries, apples, peaches, and assorted vegetables. In the April 16 webinar, Cliff will talk about adding diverse fruits and vegetables to the farm and how he has built a set of market channels to move his produce, including an on-farm stand, farmers markets, participation in a multi-farm CSA, selling direct to grocery stores, and selling to a wholesaler.



www.ncgrowingtogether.org



www.ncfb.org



cals.ncsu.edu/hort_sci



www.localfoodnc.org

Objectives of the Farmer Idea Lab Series: *The Farmer Idea Lab webinar series will provide opportunities for farmer to farmer sharing. It is an opportunity for you to hear success stories and lessons learned from your peers. You will come away with new ideas to help your farm become more profitable and leave inspired to continue to evaluate your farm business as you adapt to changing markets and new opportunities.*

Questions: Contact Joanna Lelekacs, joanna.lelekacs@ncsu.edu.



Support for this webinar is provided in part by NC Growing Together, a Center for Environmental Farming Systems-led initiative, funded by the United States Department of Agriculture, National Institute of Food and Agriculture, grant #2013-68004-20363.



United States Department of Agriculture National Institute of Food and Agriculture