Chapter X:

Workshops

Chapter X: Workshops

A. How to Organized Your Own Workshop

Criteria to Consider for Organizing an Alternative Enterprises and Agritourism Workshop (A one-stop information workshop.)
Technical Note Draft, NRCS
This technical note suggests a committee structure, workshop structure and questions that need to be addressed at a one-day workshop.

Agritourism: A Farm Alternative.
This is a meeting agenda that provides an example of some of the topics that need to be addressed at a workshop. For more information about how this meeting was organized and received, contact, Caragh Fritzgerald, Extension Educator, at (410) 313-2707 or James A. Maetzold at (202) 720-2307.

Enhancing Income through Alternative Enterprise and Tourism
This is a meeting agenda that provides an example of some of the topics that need to be addressed at a workshop. For more information about how this meeting was organized and received, contact Paul Wellman, RC&D Coordinator.
Ph: 701-352-0127

Agriculture in West Kentucky: It Just Keeps CROPPING Up!
This is an example of another meeting agenda and a list of sponsors.
Contact West Kentucky Corporation at 270-781-6858.

Agritourism Conference
Missouri Department of Agriculture sponsors one-day workshop conferences throughout the state on a regular basis.
Contact
Pam Wiggins
Ag Innovation Center
Missouri Department of Agriculture
1714 Prospect Drive
PO Box 276
Macon, MO 63552
Ph: 660-385-6553
Email: pam_wiggins@mail.mda.state.mo.us

B. Annual Workshops

Marketplace of Ideas
Marketplace of Ideas is sponsored by the Governor and state senator to promote small business development in North Dakota. This is a conference of workshops for farmers other entrepreneurs. Over 100 concurrent sessions are held in one day.
Website: http://www.marketplaceofideas.org/
411 Main Street West
Mandan, ND 58554-3164
Ph: 1-888-384-8410 (US Toll-free) or (701) 663-0150
Fax: (701) 663-1032
Email: kippasso@btinet.net

NY Farms! Annual Meeting
PO Box 1491
Auburn, NY 13021-9267
Ph: (315) 255 – 9267
Email: nyfarms@baldcom.net

Garlic and Arts Festival
This festival features various artists and craftspeople and various garlic-related activities. For more information, visit their website at: http://www.seedsofsolidarity.org/1garlic.htm

Pennsylvania Association for Sustainable Agriculture
An annual 3-day meeting held each February at State College, PA with over 1100 attending 40 concurrent sessions. A good example of the diversity in a program.
Web site: www. pasafarming.org
Ph: 814-349-9856

North American Farmers Direct Marketing Association
An annual meeting is held each year in different region of the country. A week long conference with a three-day bus tour visiting direct marketers and agritourism farmers/ranchers, a one-day of workshops and a two-conference. Attended by 900 to 1100 entrepreneurs involved in direct marketing and agritourism.
Web site: www.nafdma.org
Ph: 888-884-9270

Mid-Atlantic Direct Marketing Conference
An annual meeting is held each year in late February in the Mid-Atlantic region.
Web site: www.madmc.com
Ph: Cathy Belcher at 804-371-4046

USDA Agricultural Marketing Workshops
This webpage contains announcements of USDA marketing workshops geared towards farmers. The announcement includes information on lodging and registration for the workshops.
http://marketingoutreach.usda.gov/info/index.htm

Small Farm Center, University of California, Davis
An annual agritourism conference is held each year.
Web site: www.sfc.ucdavis.edu
Ph: Desmond Jolly at 530-752-7774

University of Illinois' Agritourism Workshop Website
This website offers information on the agritourism and provides a number of web-based workshops that address with agtitourism and direct and value added marketing.
http://www.leisurestudies.uiuc.edu/agritourism/

Midwest Value Added Agriculture Conference
This annual direct marketing, value added, and agritourism conference is held in January in Eau Claire, WI. It is coordinated by the River Country RC&D Council, Inc.
Web site: www.rivercountryrcd.org
Ph: 715-834-9672

Future Harvest: Farming for Profit and Stewardship
This is an example of an annual conference where the focus is on sustaining the family farm and the environment through alternative enterprises and agritourism. It is held in the mid-Atlantic region.
Web site: www.futureharvestcasa.org
Ph: 410-604-2681

Small Farm Conference
USDA/CSREES
Table of Contents for the "Proceedings of the Third Small Farm Conference" are in the Resource Manual to show subject matter presented at these conferences. For complete proceedings go to www.reeusda.gov/smallfarm or contact
Denis Ebodaghe
USDA/CSREES
Stop2220
1400Independence Ave, S.W.
Washington, DC 20250
Phone: 202-401-4385
Email: debodaghe@reeusda.gov

Draft-Technical Note

Criteria to Consider for Organizing an Alternative Enterprises and Agritourism Workshop (A one-stop information workshop.)

This technical note addresses: (1) a suggested committee structure for organizing this type of a workshop and (2) information that should be presented at a one-day workshop. Participants are expected to be farmers, ranchers, and other entrepreneurs interested in a particular type of an alternative enterprise(s) or agritourism business. The workshop outlined below is for an information workshop and not a technical/clinic type workshop focused on business planning, production or marketing issues.

Suggested Committee Structure

The following committee member structure has been helpful for effective planning and media coverage. The membership should include:

- Community Chamber of Commerce representative,
- Local rural business owners,
- Local alternative enterprise and agritourism owners,
- Farmers,
- Farm organizations,
- Marketing firms,
- RC&D board members,
- Media representatives,
- Extension alternative enterprise and agritourism personnel,
- Potential alternative business owners/operators,
- Grant writers/business planners,
- Historical society members,
- Regional parks and tourism representative, and
- County/Region Convention and Visitors Bureau

Some groups have found the critical members of the committee to include:

- Business owners
- Potential alternative enterprise business owners
- Extension alternative enterprise and agritourism personnel
- Farmers
- RC&D board members
- Media representatives

Media committee members have contributed significantly to advertising and marketing of the meeting. Media representatives can take charge of getting the news out before, during and after the workshop. They helped keep the subject at the forefront in the community and region. Media representation provides an "in" to the local and regional media which turns out to be a very strong asset.

Workshop Structure

Experience has shown that farmers, ranchers and other entrepreneurs are generally looking for six types of information at their first alternative enterprise(s) and agritourism information workshop. Experience has also shown that the same six types of information are of primary interest in succeeding workshops. The main function of an information workshop is to provide exposure to networking and for the speakers/others to be a resource during the meeting. A common problem is developing an agenda that is too busy. A review of two workshop agendas (see Exhibit I and II.) shows very different approaches for organizing these one-day workshops, but each covered the same agenda items. It was found that a one-day workshop consisting of plenary sessions was the most fruitful for first time meetings. The agendas followed the general structure of:

- **How does agriculture and alternative enterprises/agritourism fit together?**
  This should be presented by an agriculture-based person who is also knowledgeable in tourism and understands what the general public is doing for entertainment and recreation. A county/regional visitor's and convention bureau speaker is very helpful. They can explain how the county is marketed to the public and its relationship to the state tourism bureau.

- **How do I market my products and business?**
  Local businesses do the best job of explaining how they built their farm alternative enterprise or local business whether it is a U-Pick, bed and breakfast, a furniture store or a car dealership.

- **What are other people doing and how do they do it?**
  An alternative enterprise and agritourism specialist can give a very wide overview of what people are doing throughout the country. Several local alternative enterprise /agritourism businesses can cover the immediate community. (See Exhibits I and II that show four is a good number.)

- **What are the government laws and where do I get information?**
  The local Economic Development Authority and the State Department of Agriculture are the best representatives to address these questions.

- **What kind of a business plan do I need for this type of a business?**
  The Small Business Administration local representative has been a real asset at recent meetings. They explain what financial lenders and others need for an alternative enterprise/agritourism business. Some universities have excellent extension staff available for this type of assistance.

- **What are the liability concerns and where do I get insurance?**
  The local businesses are the best source of information for interested parties. Also, several agencies, and university professors are involved in these activities. A legal perspective on how to structure your farm business (incorporate, partnership, etc.) has been helpful.

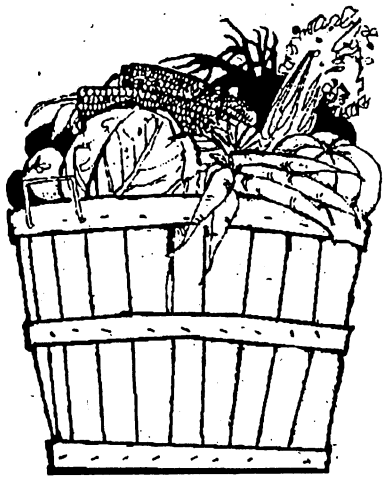
- Exhibits by the local speakers from the County Visitors and Convention Bureau, Legal information, SBA, and similar organizations provide not only information but also an opportunity to network.

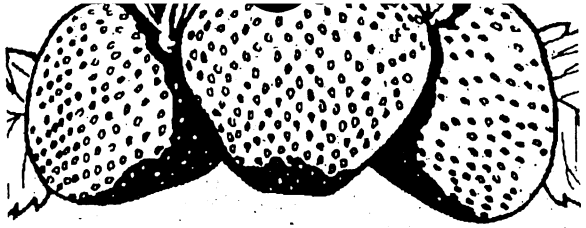
Maryland
Cooperative Extension

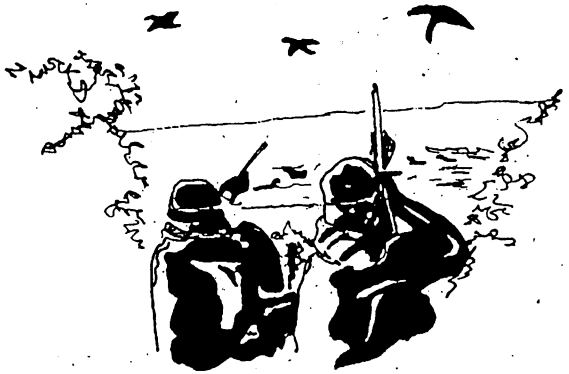
Future Harvest-CASA

Nixon's Farm

MARYLAND COOPERATIVE EXTENSION
UNIVERSITY OF MARYLAND
COLLEGE PARK • EASTERN SHORE





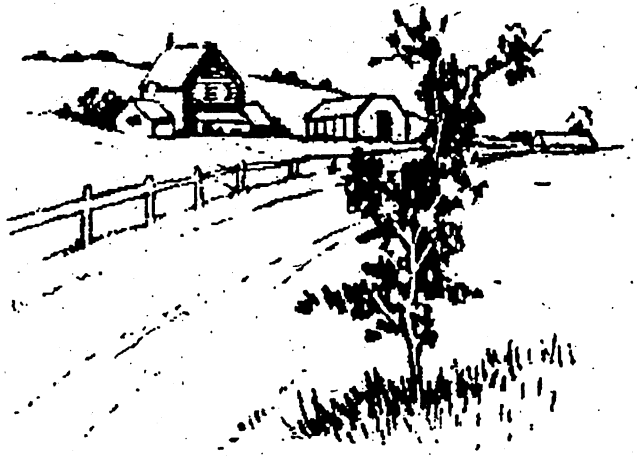


Maryland Cooperative Extension programs are open to all citizens without regard to race, color, sex, disability, religion, age, or national origin.

A Farm Alternative

March 4, 2000

Nixon's Farm
Rt. 32
West Friendship, MD



Brought to you by:
Maryland Cooperative Extension
Howard Coun

AGRITOURISM—A FARM ALTERNATIVE

Saturday, March 4, 2000
Nixon's Farm
West Friendship, MD

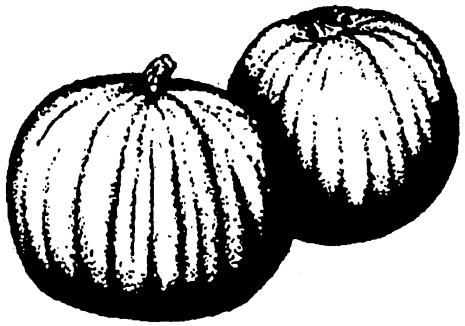
9:00 - 9:15 Check in and Continental Breakfast

9:15 - 9:30 **Welcome**
Caragh Fitzgerald
Maryland Cooperative Extension
Howard County

9:30 -10:00 **Agriculture and Tourism: How Do They Fit Together?**
Melissa Arnold
Howard County Tourism Council

10:05 -10:35 **Farm Perspective**
Tom Owens
Cider Mill Farm, Elkridge, MD
Cider, petting farm, school tours, bakery

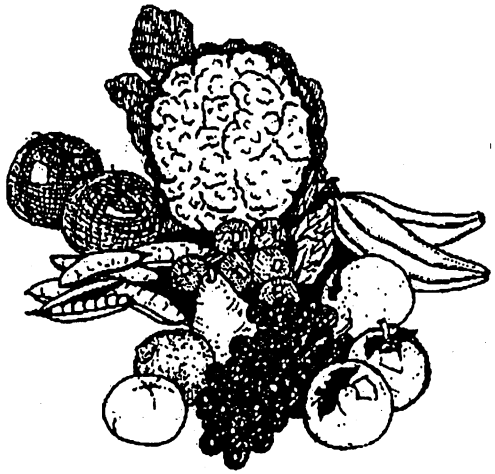
10:35 -11:05 BREAK



11:05 -11:35 **Farm Perspective**
Rob Ferber
Linvilla Orchards, Media, PA
Pick-your-own fruit, festivals, maze, hayrides, parties, bakery, petting zoo

11:40 -12:10 **Plan to Succeed**
Ellin Dize
Small Business Development Center

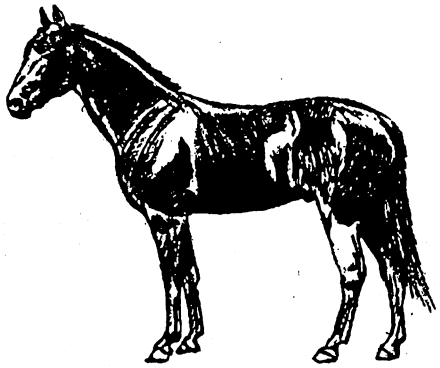
12:15 -1:30 LUNCH



1:30 - 2:00 **Understanding the Liability and Insurance Issues**
Dr. Lori Lynch
Department of Agricultural and Resource Economics, University of Maryland

2:00 - 2:30 **Farm Perspective**
JoAnn Dawson
FairWinds Farm & Stables
North East, MD
Trail rides, carriage rides, summer camp, horse shows, bed-and-breakfast

2:30 - 3:00 **Government Regulations and Agritourism: Start Early - Check Often**
Ginger Myers
Howard County Economic Development Authority



3:30 - 4:00 **Farm Perspective**
Randy Nixon
Nixon's Farm
West Friendship, MD
Picnics, weddings, catering, meetings

4:00 - 4:30 **Taking the Next Step**
Caragh Fitzgerald
Maryland Cooperative Extension

OUR PANELISTS

Panel I – 10:45 am

- *221 Melsted Place Bed & Breakfast – Lonnette Kelley*
- *Golden Valley Elk Ranch – Lon Nygard*
- *Native American jewelry artist – Nelda Schrupp*
- *Fall Family Fun on the Farm – Steve & Dorothy Enger*
- *Christmas trees & Reindeer collaboration – Craig Brumbaugh & Vern Hoselton*
- *Small Farm Project - Nels Peterson, NDSU Extension/Nelson County*

Panel II – 1:00 pm

- *Marcus Jackson, Forester, NDSU Extension – Agro-forestry*
- *Mike Jacobs, Editor, Grand Forks Herald – birding*
- *Dr. John Hoganson, Paleontologist, North Dakota Geological Survey– fossil digs*
- *Mike Olafson & Loretta Bernhoft - Mountain Ethnic Celebration*
- *Frank Vyzralek, Historical Consultant– Red River Oxcart Trails*

Sponsors

Red River Resource Conservation & Development Committee
NDSU Extension Service
Red River Regional Council
KNDK Radio
Grand Forks Herald
Grand Forks Convention and Visitors Bureau
Polar Communications
Pembina County Job Development Authority
Mountain Celebration Committee
1st United Bank – Park River, Adams, Michigan, Grafton
Citizens State Bank – Edmore, Edinburg & Lankin
Nodak Rural Electric
Walhalla State Bank
Walsh County Job Development Authority

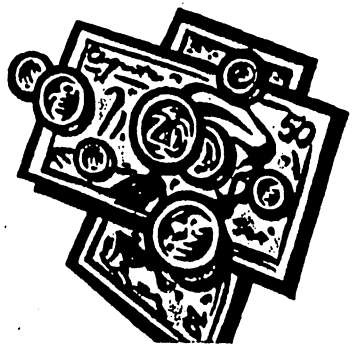
Planning Committee Members

Helen Cozzetto – Grand Forks
Sue Currie – Park River
Bernice Flanagan – Edinburg
Lynette Flage – Cavalier
Mike Jacobs – Grand Forks
Neil & Lonnette Kelley – Mountain
Arvid Knutson – Park River
Jon McMillian – Fordville
Melanie Thornberg – Walhalla
Hetty Walker – Pembina
Paul Wellman – Red River Resource Conservation & Development

SERVING THE RED RIVER REGION

Enhancing Income

THROUGH ALTERNATIVE ENTERPRISE AND TOURISM



Thursday, June 29

Edinburg Community Center
Edinburg, North Dakota

...ANT OPPORTUNITIES

Many North Dakotans are seeking ways to increase their income and maintain their lifestyle through alternative enterprises and tourism. These alternative enterprises are businesses or activities that invite visitors to come on to a farm, ranch or into a rural community to enjoy the agriculture and natural resources.

This workshop will help you see various entrepreneurial activities and opportunities currently in place in the Red River Region.

You'll hear from entrepreneurs themselves, receive technical assistance from professionals dealing with tax issues, insurance and health requirements. As an option, you'll also have the opportunity to tour various alternative enterprises first hand.

An alternative enterprise manual will also be available to purchase for workshop participants. This manual will assist you with many of the details when considering starting a business.

This workshop will be held on Thursday, June 29, 2000, at the Edinburg Community Center, Edinburg, North Dakota. Space is limited so please register early.

For additional information contact Paul Wellman or Sue Currie – Red River Resource Conservation & Development at 701-352-0127 **OR** Lynette Flage or Sandy Letexier – NDSU Extension/ Pembina County at 701-265-8411.

SCHEDULE OF EVENTS

8:00 am	Coffee and registration
8:30	Introductions – **Mike Kotchman**, RC&D Committee Co-Chair
8:35	Welcome – **Bernice Flanagan**, Edinburg General Store
8:40	Greetings – **Lt. Governor Rosemarie Myrdal**
8:50	**Joanne Burke** – Deputy Director, ND Department of Tourism
9:10	**Kathy Tweeten** – Community, Economic Development Specialist NDSU Extension
9:40	Break
10:00	**Boyd Byelich** – USDA Alternative Enterprise Specialist
10:45	**Panel I**
12:00	Lunch OR Tours (brown bag lunch will be available to those on a tour)
1:00	**Panel II**
2:00	**Rendezvous Region Review**
2:15	**Technical Assistance**
	ND Department of Health
	ND State Tax Department
	ND State Insurance Department
	ND State Game & Fish Department
	Legal Advice
	Pembina County Job Development Authority
	USDA Rural Development
	OR
	Tours
4:00	Adjourn OR Tours

participants to see first-hand some of the opportunities already in place in our region.

The schedule for the day will continue as listed but individuals may sign up for one of these tours as an alternative to the schedule if they so choose. Tours will leave the Edinburg Community Center at 12:00 pm, 2:00 pm and 4:00 pm. The tours are two hours in length and will go to the following destinations:

- *221 Melsted Place – Bed & Breakfast*
- *Golden Valley Elk Ranch – Hunting facility*
- *Pembina Gorge Mosasaur site plus Birding narrative (4:00 pm only)*

Pre-registration Form

(Registration includes seminar, meals, tours & resources)

Name: _____

Organization: _____

Address: _____

_____

Telephone: _____

E-mail: _____

Tour sign-up (optional). Tours will be limited to the first 20 signed up in each time slot. You may mark a 2nd and 3rd choice.

	12:00 pm	2:00 pm	4:00pm
221 Melsted Place	_____	_____	_____
Golden Valley Elk Ranch	_____	_____	_____
Pembina Gorge (1 tour only)			_____

Please send the registration form and check for $20 to:

Red River Resource Conservation & Development Committee
1004 Hill Ave.
Grafton, ND 58237

Checks can be made to the Red River RC&D

Registration deadline is June 23, 2000

Ohio River Valley Farm Marketing Conference

February 25-26, 2003

Holiday Inn Lakeview, Clarksville, IN

DAY ONE

Time	
11:00-11:45 11:45-1:00	Opening Luncheon • Joe Pearson, Indiana Assistant Commissioner of Agriculture • Billy Ray Smith, Kentucky Commissioner of Agriculture • Fred Dailey, Ohio Director of Agriculture
1:15- 2:00 2:15-3:00 3:15-4:00	Breakout Sessions Horticulture - Livestock - Agri-Tourism
5:30-6:45	Dinner • Ed Bell - *Dealing with Change & Other Four Letter Words*

DAY TWO

Time	
7:30-8:30	Breakfast – Don Villwock, President of Indiana Farm Bureau
8:45-9:30 9:45-10:30 10:45-11:30	Breakout Sessions Horticulture - Livestock - Agri-Tourism
11:45-12:15	Closing Remarks - Dr. Tim Woods, UK Dept. of Agricultural Economics

Day 1	Horticulture		Agri-Tourism		Livestock	
	Retail/Direct	Wholesale				
1:15-2:00	*Identifying Your Market- Who Do You Plan to Sell To?* Jim Julian, Purdue University	*Marketing to Institutions* Randy Shelton, Ohio University	*How to Market an Agri-Tourism Enterprise* Greg Huber		*Aquaculture Opportunities & Realities*	*Niche Marketing for Livestock* Amil Kleinert, Memphis Locker Plant
2:15-3:00	*Marketing Organic Products* Cindy Cruea, USDA	*ABC's of Selling to Distributors* Kroger, Meijer, & Wal-Mart	*Intro to Agri-Tourism* Kelly Ludwig, Kentucky Dept. of Agriculture	*Partnering Up- Using Your Local Resources* Mark Reese, UK Cooperative Extension Service	*Aquaculture & Prawns*	*Specialty Livestock Production Success Stories* Darrell Cruea
3:15-4:00	*The Horticulture Market Today & Tomorrow* Dr. Tim Woods, UK Dept. of Agricultural Economics		*Using the Web to Promote Your Business* Loura Robinson, R-Farm		*Panel Discussion with Aquaculture Producer Families*	*Panel Discussion with Q&A* Amil Kleinert & Darrell Cruea

Day 2	Horticulture		Agri-Tourism		Livestock
	Retail/Direct	Wholesale			
8:45-9:30	*Challenges & Opportunities in Growing & Marketing New Crops* Chris West, Frieda's Inc.	*Wholesale Produce Auctions- What Works & What Doesn't* Brad Begefurd, OSU South Centers at Piketon	*Making Agri-Tourism Your Business* Cynthia Bohn, Woodford Co. Winery	*Planning Agri-Tourism Tours* Hugh McPherson, Maize Quest/Lynd Fruit Farm	*Considerations for Home Livestock Operations* Darrell Cruea
9:45-10:30	*Can Community Supported Agriculture Spell Success for your Farm?* Jim Rose, Earthcraft Farm	*Is Cooperative Marketing in Your Future?* Joe Cecil, Western KY Growers Jerry Hay, Indiana USDA	*Hospitality & Dealing with the General Public* Rick Bates, UK Cooperative Extension Service & The Center for Rural Development		*Pastured Poultry & Hog Production* Chuck & Mary Smith, New Castle, KY
10:45-11:30	*Planning Your Enterprise* Bill Zweigbaum, First Pioneer Credit				*Livestock Panel Discussion with Q&A* Darrell Cruea Chuck & Mary Smith, New Castle, KY

Agriculture

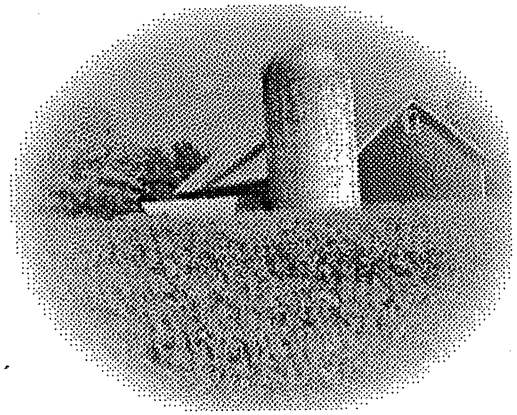
Ag Photo Competition

Agritourism

Agritourism Survey

Food Products

Agritourism White



AGRICULTURE IN WEST KENTUCKY

IT JUST KEEPS CROPPING UP!

Papers

Regional Farmers' Market Initiative

Governor's Office of Agriculture Policy
404 Ann Street
Frankfort, KY 40601
(502) 564-4627

Kentucky Tourism Cabinet

Kentucky Department of Agriculture

Kentucky Farm Bureau

Kentucky Pork Products
1110 Hawkins Dr.
Elizabethtown KY
42701
(270) 737-5665
Email:
kypork@ne.infi.net

Kentucky Cattlemen Association & Kentucky Beef Council

American Dairy Association

UK Cooperative Extension Service

Kentucky Poultry

Below are the itineraries for TWO upcoming agritourism conferences. For more information, call (270) 781-6858.

June 17, 2003
9:00 am - 3 pm
Cave City Convention Center
Cave City, Kentucky

$10 Fee includes Lunch - Click here to print out registration form for June 17th Only.
See below for June 18th details.

DIRECTIONS: I-65, Exit 53

Lodging Information, Click here

9:30 AM	**Opening Session - Keynote Speaker** What Can I Do? - Exploring opportunities in agri-tourism Jackie Folsom, Program Coordinator for Vermont Agritourism Initiative
10:30 AM	**Workshops** **Session 1: Legal Issues** Panel presentation discussing various legal issues Topics and possible participants: • Insurance: Farm Bureau - kinds of coverage needed for different enterprizes • Permits and zoning issues - Health Department, local planning and zoning commissions - review the kinds of permits needed for different enterprizes (food, etc.) and also how to find out about permit and zoning issues in local community • Business planning - attorney - legal issues to be considered when setting up an agri-tourism business: tax issues, risks involved, estate considerations, incorporating, etc. **Session 2: Creating a Successful Marketing Plan** **Session 3: Evaluating Your Resources** Land, location, people skills, finances, etc. - possible presenter - UK

Specialist

11:15 AM **Workshops Repeated**

12:00 **Lunch Buffet**

1:00 PM **Round Table Presentations:**
20 minutes for each sharing session and moving time - each person can attend 6 round table presentation topics. Businesses will include:

- Long C Trails
- Amazing Acres
- Jackson's Orchard
- Equus Run Vineyards
- Buck Acres Shrimp Farms
- Lucy's Strawberries & Produce
- Just Piddlin' Pumpkin Patch
- Boiling Springs Lodge Hunting Preserve
- Dennison's Roadside Market
- Statewide Agritourism Initiative
- State Grants/Loan Opportunities

3:00 PM **Adjourn**

June 18, 2003
9:00 am - 3:00 pm
Hopkinsville - Christian Co. Extension Office Bldg.
Hopkinsville, Kentucky

$10 Fee includes Lunch - Click here to print out registration form for June 18th Only.

Lodging Information, Click here

9:00 AM **Registration**

Opening Session - Keynote Speaker

9:30 AM What Can I Do? - Exploring opportunities in agri-tourism
Speaker with successful business - Jackie Folsom, Vermont

10:30 AM **Workshops**

Session 1: (choose 1)

A) Marketing Your Special Event and/or Your Agritourism Site

B) Evaluating Your Resources (land, location, people skills, finances)

C) Agritourism as Value-Added

11:10 AM **Session 2: (choose 1)**

D) Marketing Your Special Event and/or Your Agritourism Site

E) Evaluating Your Resources

F) Agritourism as Value-Added

11:45-12:30 **Lunch Provided and View Displays**

12:30 PM **Agritourism Success Story**
Tom Fister, Double Stink Farm - Scott County

1:10 PM **Closing Session:**

- Legal Issues - Panel Discussion
- Insurance - Kinds of covereage needed for different enterprizes - Farm Bureau
- Governmental Issues - review regulations, types of permits required, etc. - Health Department
- Business Planning - legal issues to be considered when setting up an agritourism business, such as tax issues, risks involved, estate consideration, incorporating, etc.

2:30 PM **Wrap Up/Door Prize Drawings**

Call 270 | 781-6858 for more information.

About West KY Corp | Agriculture| Business and Industry | Calendar
Community Information | Heritage Corridors | Historic and Civil War
Legislative Issues | Tourism and Recreation | 10,000 Trails

West Kentucky Corporation
P.O. Box 51153, Carroll Knicely Institute, WKU South Campus
Bowling Green, KY 42102
PHONE (270) 781-6858 / FAX (270) 781-2949

P.O. Box 1428, MSU Collins Technology Center, Rm. 208
Murray, KY 42071
PHONE (270) 762-3294 / FAX (270) 762-3295

Missouri Department of Agriculture
Agritourism Conference
November 22, 2002

AGENDA

9:00 – 10:00	Registration
10:00 – 10:05	Welcome Deanne Hackman, Director, Agriculture Business Development Division, Missouri Department of Agriculture, Jefferson City, MO
10:05 – 11:00	Agritourism Alternative Enterprises & Nature-Based Tourism: Unlimited Opportunities James A. Maetzold, National Alternative Enterprises and Agritourism Leader, Resource Economics and Social Sciences Division, USDA, NRCS, Washington, D.C.
11:00 – 11:30	Maetzold Q & A
11:30 – Noon	Eddy Bluff Farm Bed and Breakfast Mr. Tom Corey, Dixon, MO
Noon – 1:00	Lunch
1:00 – 1:45	Putting the Pieces Together: Agritourism in Howard County, MD Caragh B. Fitzgerald, Extension Educator, University of Maryland, College of Agriculture and Natural Resources
1:45 – 2:15	Heartland Wildlife Ranches Ms. Kelly Dahlquist, Ethel, MO
2:15 – 2:45	Beggs Pumpkin Patch and Maize Quest Donnie & Sheila Beggs, Sikeston, MO
2:45 – 3:15	Persimmon Hill Berry Farm Mr. Earnie Bohner, Lampe, MO
3:15 – 3:45	Thornhill Vineyard & Winery Bob & Diana Holland, Hartsburg, MO
3:45 – 4:00	Wrap – Up Q & A, Evaluations & Surveys

6th Annual

MIDWEST VALUE ADDED AGRICULTURE *Conference*

ENHANCING PROFIT *on the Farm*

January 30-31, 2004

The Plaza Hotel & Suites

Eau Claire, WI

SCHEDULE

Friday, January 30

7:30 am (all day) Registration
9:00 am Welcome
9:15 am *Success in the Midst of Challenges* • **Arlan Leholm**
10:15 am Break & Trade Show
10:30 am Four Concurrent Sessions

1 Marketing Your Products through the Web	2 Making Your Idea A Reality Through Financial Planning	3 Food Safety & Licensing	4 Processes That Sell *Farmstead Soap*

11:30 am Lunch-Trade Show
12:45 pm *Opportunities In On Farm Milk Bottling* • **Troy Derosure**
1:45 pm Break
2:00 pm Four Concurrent Sessions

5 Understanding Your Farm through Business Planning	6 Can Your Great Idea Become a Great Success Story?	7 Marketing Meat Alternatives	8 Add Value by Growing "Out" of Season

3:00 pm Break - Tradeshow
3:30 pm Four Concurrent Sessions

9 Marketing Techniques	10 Consumer Behaviors & Maintaining Loyalty	11 Farming from a Women's Perspective	12 How to Transition Your Farm to Organic

4:30 pm Break - Tradeshow
5:00 pm *The Value of Agri-CULTURE beyond the Farm Gate* • **John Ikerd**
6:00 pm Reception and Entertainment

Saturday, January 31

8:00 am (all day) Registration
8:30 am What are Your State Agencies Doing to Support Your Markets?
9:15 am Break - Tradeshow
9:30 am Four Concurrent Sessions

1 Marketing Your Products through the Web	2 Making Your Idea A Reality Through Financial Planning	13 Decision Making for Your Quality of Life A Profit & A Future	14 Producer Owned Energy Ops & Pitfalls

10:30 am Break - Tradeshow
11:00 am Questions and Comments It's Your Turn
NOON Lunch - Tradeshow
1:00 pm Four Concurrent Sessions

5 Understanding Your Farm through Business Planning	6 Can Great Your Idea Become a Great Success Story?	15 To Market to Market to Buy a Plump Hog	16 Connecting to Your Community through a Marketing Guide

2:00 pm Break
2:15 pm Four Concurrent Sessions

9 Marketing Techniques	10 Consumer Behaviors & Maintaining Loyalty	17 Opening the Farm Gate Ag-Tourism	18 Eco-labeling *Providing Consumer Choices*

3:15 pm **Door Prize Drawings** · *Goodbye & Thanks for Coming!!*
Don't Forget to Fill Out Your Evaluation!!

PATHWAYS to PROSPERITY

PASA's 13th Annual
Farming for the Future Conference

The New Face of Agriculture

Penn State Conference Center
State College, PA

Farming for the Future 2004

Pennsylvania Association for Sustainable Agriculture

Welcome

Year after year we hear the same kinds of comments regarding our annual Farming for the Future Conference..."I am rejuvenated and looking forward to another growing season," or "The people at this conference are so genuine and anxious to learn from each other," and even "The dream of a sustainable food system seems not so far away when we all get together."

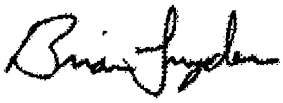
Fact is, this conference continues to grow in size and popularity because it is so useful to our members. It gives them practical information for their farms, enlivens the relationships that make any sustainable community flourish and revives their spirits for the struggles ahead.

This year we have made changes for the conference to be even more useful. The new, additional day (Thursday) is in response to many members' comments that they wanted

more time with their friends of common interest. You will also find a rearrangement of the exhibitor space and more physical space in which to socialize.

It's our intention to keep this time together one of the most valuable experiences you will have in the coming year, and a major step to a more sustainable future for us all.

Brian Snyder,



Executive Director

Conference Section Map

Welcome | Conference Schedule | Keynote Speakers
Pre-Conference Schedule | Workshops | Special Features
Scholarship Program | Conference Logistics | Sponsors

PASA home > Farming for the Future > You are here.

About PASA
PASA Membership
What's New
Programs
Opportunities
Farming For The Future Conference
Contact Us
Home

Page 1 of 9

Welcome Register Downloa

Farming for the Future
Pennsylvania Association for Sustainable A

Welcome

Year after year we hear the same kinds of comments regarding our annual F Future Conference..."I am rejuvenated and looking forward to another growi "The people at this conference are so genuine and anxious to learn from eac even "The dream of a sustainable food system seems not so far away when together."

Fact is, this conference continues to grow in size and popularity because it is our members. It gives them practical information for their farms, enlivens the that make any sustainable community flourish and revives their spirits for the ahead.

Thursday pre-conference: New to 2004, the Thursday Pre-Conference is an opportunity for attendees to enjoy more in-depth study in one of four tracks. Registration is limited and participants will spend the entire day in their chosen track. The Pre-Conference is a great deal because in addition to exceptional speakers and in-depth workshops, a continental breakfast and buffet-style lunch are included in the registration price. Those planning to attend the regular 2-day conference save even more! Tickets for the keynote Dinner with Percy Schmeiser are sold separately.

Track 1:

New and Beginning Farmers

Welcome: Who Are You? New Farmers, Types of New Farmers, What New Farmers Need to Consider
Brian Moyer
Green Haven Farm, PA
Kathy Ruhf
Growing New Farmers Project, MA

You Want to Do What? Exploring the Small Farm Dream
Eric Toensmeier
New England Small Farm Institute, MA

Challenges to Farm Entry and Success
Panel of PASA Farmers

Finding and Securing Your Farm: Land Tenure Options, Where to Find Land, Case Studies
Marion Bowlan
PA Farmlink, PA
Kathy Ruhf
Growing New Farmers, MA

Business Planning
Eloise Vitelli
Women, Work, and Community, VT
Eric Toensmeier
New England Small Farm Institute, MA
David Stutzman,
Farm Credit, PA

Stories from the Field: Getting Started, Market Choices, etc.
Panel of Farmers

Track 2:

Women in Agriculture

Welcome
Dr. Carolyn Sachs
Penn State University, PA

Visioning Your Farm Business: Road Maps for Success
Eloise Vitelli
Women, Work, and Community, VT
Kim Tait
Tait Farm Foods, PA

Tractor Q & A: Get What You Need for You and Your Farm
Lee Bentz
Need More Land Cattle Farm, PA

Sell Your Farm Produce and Keep in Touch with Your Customers: Creative Ways to Bring Your Farm Products to Market
Karen Vollmecke
Vollmecke Orchards and CSA, PA
Moie Crawford
New Morning Farm, PA
Claire Orner
Quiet Creek Herb Farm, PA

Weeds? Think Again! Using, Growing, and Marketing Medicinal Plants on the Farm
Jennifer Tucker
Hill Crystal Farm, PA

Makin' it Fit — Values, Goals & Your Business
Mary Peabody
UVM Extension,
Women's Agricultural Network, VT

Track 3:

Small Ruminants

Basic Nutrition Introduction
Robert van Saun
Penn State University, PA

Meat Marketing & Production
Tatiana Staton
Cornell University, NY

Small Scale Dairy Processing and Marketing
Vicki Dunaway
Creamline Newsletter &
Small Dairy News, VA

Advanced Ruminant Nutrition
Robert van Saun
Penn State University, PA

Rare Breeds, Improving Genetics
Colleen Kozlowski
Barking Rock Farm, PA

Parasite Control & Health Care
Joe McCahon
Holistic & Homeopathic Vet, PA

Track 4:

Timber Framing

Hugh Lofting
Timber Framing, Inc., PA

- Participants will build a 4 x 6 x 10 Corn Crib
- Learn the traditional scribe rule layout
- Use traditional mortis and tenon joinery

Friday 1:00 PM WORKSHOPS

Beginning Pastured Poultry Production
Jim McLaughlin
Cornerstone Farm, NY
Brian Moyer
Green Haven Farm, PA

Home Cheesemaking Basics
Vicki Dunaway
Creamline Newsletter & Small Dairy News, VA

Diversity is King: Vegetable Production and Marketing
John Gorzynski
Gorzynski Farm, NY

Diversifying Farm Enterprises Through Agro Forestry/Making Money with Agro-Forestry in PA
Bruce Wight
USDA Nat'l Agroforestry Center, NE
Michael Jacobson
Penn State University, School Of Forestry, PA

Taking Your CSA to the Next Generation
Elizabeth Henderson
Peacework Organic Farm, NY
Don Kretschmann
Kretschmann Farms, PA

Selecting Cover Crops to Reduce Input in Weed and Nematode Control
Aref Abdul-Baki
US Dept. of Agriculture, MD

Demystifying Organic Certification
Leslie Zuck
Pennsylvania Certified Organic, PA
Al Jackson

Friday 3:00 PM (CONT.)

Retiring Marginal Lands for Erosion Control and Habitat
Calvin Ernst
Ernst Conservation Seeds, PA

Specialty Breeds for Pastured Poultry Production
Anne Fanatico
NCAT/ATTTR, AR

Alternative Breed Sheep for a Small Family Operation
Colleen Kozlowski
Barking Rock Farm, PA

Basic Forest Management in PA/On-Farm Riparian Forest Buffers
Jim Finley
Penn State School of Forest Resources, PA
Melanie Wertz
Watershed Management and Stream Re-Leaf Program Dept., PA

Saturday 8:30 AM WORKSHOPS

Poultry Day Range and Moveable Pen Comparison
Kip Glass
Autumn Olive Farms, MO
David Smith
Springfield Farm, MD

From Sustainable to Thriving: Biodynamic Agriculture
Gunther Hauk
Pfeiffer Center for Biodynamics, NY

Saturday 10:30AM (CONT.)

What's the Buzz? Keeping Honey Bees in the New Millennium
Renee Troutman
Apiary Inspector, PA
Nancy Ostiguy
Penn State Entomology, PA

For the Record: Accurate Record Keeping for the Organically Certified
Peter Miller
Oregon Tilth Certified Organic, OR

Petal Pushers: Growing and Marketing Cut Flowers
Melanie DeVault, PA

Treating Dairy Herds Naturally
Hugh Karreman
Veterinarian, PA

Turkeys Have Feelings, Too: Pastured Turkey Production
Dan Bennett
Bennett Ranch, KS

Thinking Upstream...Organic Grain, Weeds and Other Stuff
Mary-Howell and Klaas Martin
Lakeview Organic Grain, NY

Vegetable Specialty Crops for Market
Eero Ruuttila
Nesenkeag Cooperative Farm, NH

E-commerce: Easier than You Think!
Michelle Frain
Rodale Institute, PA
Ann Aydelotte
Kamerstone Farm, PA
Frank and Ross Orner
Orner Farms, Inc., PA

Organic Inspector, NJ

Dinner is Served: What to do with the Leftovers

Tom Franz
Westfield Farm Cooperative, PA
Cary Oshins
Lehigh County Office of Solid Waste, PA
James Chrin
Waste Consultant, PA

Square Foot Gardening: Getting More from Less

Sue Maurer
Maywood Farm, PA

Pastured Hen Nutrition and the Effect of Pasture Plants on the Omega 3, Vitamin A and E Content of Pastured Hen Eggs

Heather Karsten
Penn State Poultry Science, PA
Paul Patterson
Penn State Poultry Science, PA

Linear Measuring and Genetics

Gearld Fry
Bovine Engineering & Consulting, AR

Applying International Concepts in Alternative Viticulture: Wine Growing in the Mid-Atlantic Region

Sarah O'Herron & Ed Boyce
Black Ankle Vineyards, MD
Mark Chien
Penn State Coop Extension, PA

Friday 3:00 PM WORKSHOPS

From Our Pastures to Your Plate: Whole Farm Design

James & LeeAnn Van Der Pol
Pastures a Plenty Company and Farm,

Developing and Marketing Value Added Organic Dairy Products

Jack & Anne Lazor
Butterworks Farm, VT

Seed Saving, Production and Breeding for Organic Growers

Michael Glos
Northeast Organic Farming Association, NY

Vocal Locals: Promoting Regional Products

David Eson
PASA SW Regional Director, PA
Charlie Jackson
Appalachian Sustainable Agriculture Project, NC

Successful Local Organizing Efforts to Keep Communities CAFO-Free

Ken Midkiff
Sierra Club, MO

The Challenge of Employing Sustainability Principles in Agriculture Curricula

Jackie Ricotta
Delaware Valley College, PA
Bruno Borsari
Slippery Rock University, PA

Raw Milk: A Raw Deal?

Lee Dexter
White Egret Farm, TX

Maple Syruping in the Northeast/Nuts for Profit, Health, and Ecology

Colin Campbell
Uihlein Sugar Maple Research/Extension Field Station, NY
Joan Albright
Pennsylvania Nut Growers Association, PA
John Shenk
Shenk's Berry Farm, PA
Don Kretschmann
Kretschmann Farms, PA
Joseph Griffin
Covered Bridge Produce, PA
Susan McCrossin
The Pennsylvania Technical Assistance Program, PA

Saturday 1:30PM Workshops

Weeds: Witness to Soil Ecology

Jerry Brunetti
Agri-Dynamics, PA
Al Walker
Oxford, PA

Small Scale Pastured Poultry Processing

Anne Fanatico
NCAT / ATTRA, AR
Charles Ritch
Goose Pond Farm, Al

Breeding Out of Season Goats

Rick Goss
Red Gate Farm, PA

Native Medicinal Forest Plants and American Ginseng Management and Cultivation in PA

Eric Burkhart
Penn State School of Forest Resources, PA

If You Don't Do It, Someone Else Will: Working With Your State Legislators and Local and State Government

Jan Jarrett
Penn Future, PA
Bernie Hoffnar
Maia Farm, PA

Jump on the WAg'N: Women in Agriculture Network

Mary Peabody

Farming for Profit and Stewardship Conference

5th annual meeting focuses on farming in the Mid-Atlantic region

Hotel reservations & Directions] Registration form

We recommend that you register early, as space is limited to 250 people. To register now, please click here

Program

Friday, Jan. 16th

10 to noon PRE-CONFERENCE SEMINAR
"Establishing a Profitable-Sustainable Business"
(See box insert at right for details)

Noon CONFERENCE CHECK-IN & REGISTRATION
(Lunch on own)

1:30 to 3 OPENING SESSION
Successful Farming Is a Passion
Steve Groff, Cedar Meadow Farm
New Markets, New Generations & New Technologies
Wendy Rickard, co-author, *Eating Fresh in the Mid-Atlantic*

3:30 to 4:30 ANNUAL MEMBERSHIP MEETING

5 to 6:15 Social and networking

6:30 to 7:45 DINNER *(optional)*

7:45 to 9 FARMING FOR PROFIT PANEL
Successful Farming Enterprises in the Mid-Atlantic Region
Panel: Kim Tate, *Tait Farm Foods, Centre Hall, PA*
Pam West, *West Farms, Lewisburg, WV*
Ed Snodgrass, *Emory Knoll Farm, Street, MD*
Moderator: Christine Bergmark, *Even' Star Organic Farm, Lexington Park, MD & Director, SMD Agriculture Dev. Commission*

Saturday, Jan. 17th

7 to 8 CONTINENTAL BREAKFAST AND REGISTRATION

8:15 WELCOME

8:30 – 10 SESSION 2

Workshop A

Seasonal Perspectives from Four Seasons Farm

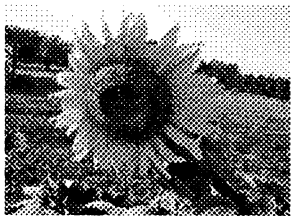
Barbara Damrosch, *Four Seasons Farm, Harborside, ME*

Workshop B

What's New in Beekeeping

Bart Smith, *USDA-ARS*

Nancy Troup, *Honeyfield Apiary, Williamsport, MD*



Workshop C

Farming the Forest

Paul Goland, *Hardscrabble Enterprises, WV*

Andy Hankins, *Virginia State University, Petersburg*

Workshop D

Livestock Behavior and Handling

Jennifer L. Lanier, *Humane Society of the U.S.*

Robert Hadad, *Humane Society of the U.S.*

10 MORNING BREAK

10:30 to Noon SESSION 3

Workshop A

Value-Added Dairy: Prospects for Profits

Randy Sowers, *South Mountain Creamery, Middletown, MD*

Mike Koch & Pablo Solanet, *FireFly Farm, MD*

Workshop B

Multi-Use Brassica Cover Crops

Steve Groff, *Cedar Meadows Farm, Holtwood, PA*

Ray Weil, *University of Maryland, College Park*

Workshop C

E-Commerce: Easier Than You Think

Michelle Frain, *The Rodale Institute, PA*

Alan Zuschlag, *Touchstone Farm, Amissvile, VA*

Workshop D

Managing Risk on Your Farm

USDA Risk Management Agency

Noon to 1:45 LUNCH & KEYNOTE

Authentic Food, Authentic Farming

Eliot Coleman, *Four Seasons Farm, Harborside, ME*

2 to 2:45 SESSION 4

Workshop A

Grazing Impacts on Water Quality—An Update

Ray Weil, *University of Maryland, College Park*

Rachel Gilker, *University of Maryland, College Park*

Workshop B

Growing Your Own Flower & Herb Business

Pam West, *West Farms, Lewisburg, WV*

Workshop C

Agritourism: How to Grow a Successful Enterprise

Kate Zurschmeide, *Great Country Farms, Blue Mount, VA*

Ginger Myers, *Howard County Economic Dev. Authority*

A study of Clark's Elioak Farm, Ellicott City, MD

Workshop D

Weed Control in Organic Farming Systems

John Teasdale, *USDA – ARS, Beltsville, MD*

Drew Norman, *One Straw Farm, White Hall, MD*

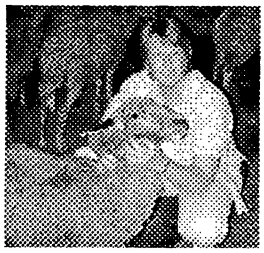
2:45 AFTERNOON BREAK

Farmer-researcher Meeting Table

3 to 4 SESSION 5

Workshop A

To Market to Market: New Opportunities for Wool Producers



Susan Schoenian, *MD Cooperative Extension Specialist*

Nancy Cox Starkey, *Mt. Airy, MD*

Linda Witt, *Misty Mountain Farm, Amissville, VA*

Workshop B

Business Planning Using "The Natural Step"

Ed Snodgrass, *Emory Knoll Farm, Street, MD*

Workshop C

10 Secrets for Small Farm Success

Jack Gurley, *Calvert's Gift Farm, Sparks, MD*

Workshop D

Integrated Insect Control

Don Weber, *USDA-ARS, Beltsville, MD*

Caragh Fitzgerald, *MD Cooperative Extension, Howard County*

Proceedings of the Third National Small Farm Conference

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Denis Ebodaghe, Managing Editor
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New Mexico State University
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July 2003

The Table of Contents has been set up with links to each section. Use the "hand" tool to click onto the section you wish to view. To return to the Table of Contents, click the "back" arrow on the Acrobat toolbar.

Table of Contents

Opening Session—September 17, 2002

The Importance of Small Family Farms to Agriculture, Communities and Families
Colien Hefferan
Administrator
U.S. Department of Agriculture
Washington, D.C. 1

Plenary Session I—September 18, 2002

Welcome from USDA
Alma Hobb
Deputy Administrator
USDA-ECS
Washington, D.C. 5

Keynote Address:

The Role of USDA in Serving Small-Scale Farmers
Lou Gallegos
Assistant Secretary for Administration
U.S. Department of Agriculture
Washington, D.C. 6

Plenary Session II—Description, Statistics and Typology of America's Small Farms

Typology of America's Small Farms
Doris Newton
USDA-Economic Research Service
Washington, D.C. 9

USDA-National Agricultural Statistics Service
Dwaine Nelson
Director, USDA-National Agricultural
Statistics Service, N. M. 11

Session 1A—Niche Crops

Growing Essential Crops Organically: Perspectives from the Frontier
Erica Reneau
Agricultural Research Manager and Organic Cropping Specialist
Rutgers University
New Brunswick, N.J. 13

Using Applied Research to Develope Niche Crops
Mark Gaskell
Farm Adviser, Small Farms and Specialty Crops
University of California Small Farm Program
Santa Maria, Calif. 18

Consumer-Driven Niche Marketing Opportunities
Brad Zumwalt
University of Nebraska
Lincoln, Neb. 20

Session 2A—Managing Small Farms and Ranches—Part I

Business Planning for Small Farms Through the 2501 Program
Nelson Daniels
Cooperative Extension Program
Prairie View A&M University 22

Small Farm Success Project in the Mid-Atlantic
Tom Kriegl
Farm Management Project Coordinator
University of Wisconsin
Madison, Wis. 23

Building Business and Management Skills Through Education
Marilyn Schlake
Center for Applied Rural Innovation
University of Nebraska-Lincoln
Lincoln, Neb. 25

Session 3A—Marketing—Part I

Considering the Possible Legal Issues Involved in Direct-Farm Marketing
Neil Hamilton
Professor
Drake University of Ag Law Center
Des Monies, Iowa 27

Commitment to Cooperatives and Cooperatives Development
John Wells
USDA
Washington, D.C. 27

Brainstorming Session
Desmond Jolly
University of California-Davis 28

Session 4A—Focusing on Serving Small Farm and Ranch Woodlot Owners

Focus on Small Farm and Ranch Woodlot Owners: New Value-Added Product Research
Mark Knaebe
Roundwood Structures Coordinator
Forest Products Lab, USDA Forest Service
Madison, Wis. 29

Cooperative Marketing of Niche Wood Products
Kent Prather
Sustainable Woods Cooperative
Lone Rock, Wis. 30

Utilization of Small Diameter Trees for Alternative Products
Phil Archuleta, CEO
P&M Plastics
Mountainair, N.M. 32

Session 5A—Focus On Environmental Issues: The Impact Of The Endangered Species Act On Small Farms

Endangered Species Act Opportunities for Endangered Species Conservation
Sarah Rinkevich
U.S. Fish & Wildlife Service
Albuquerque, N.M. 33

Endangered Species Act–Impact of the Endangered Species Act on Farmers and Ranchers
Ric Frost
New Mexico State University
Las Cruces, N.M. 33

Session 6A—Developing Skills For Programs

Developing Skills and Collaborative Efforts for Programs
Savi Horne
Land Loss Prevention Project
Durham, N.C. 34

Session 7A—Computer Applications

Computer Applications for Small Farms
Damona Doye
Extension Economist and Professor
Oklahoma State University
Stillwater, Okla. 35

A Retirement Estimator for Farm Families
Sharon A. DeVaney, Ph.D.
Dept. of Consumer Sciences and Retailing
Purdue University
West Lafayette, Ind. 38

Improving Profitability for Small Farms: Teaming Technology with Farmers
Kevin Brustuen
Sunrise Software
Morris, Minn. 40

The Importance of Technology in the Farming Community
James Davies III
2002 Small Farmer-of-the-Year
Tillery, N.C. 41

Session 8A—Value Added Enterprises—Part I

Product Development Through Packaging, Labeling and Marketing
Mandi Thompson
Idaho State Department of Agriculture
Moscow, Idaho 41

Value-Added Enterprises Session: Developing a Sound, Value-Added Enterprise for Small-Scale Farmers
Stephan L. Tubene
Coordinator, Small Farm Institute, University of Maryland
Glen Burnie, Md. 42

Creating a Value-Added Marketing Network for Limited-Resource Farmers
Kathleen Earl Colverson
Heifer International
Gainesville, Fla. 45

Session 9A—Food Safety Issues—Part I

GAPs: Key Principles of Hazard Identification and Risk Reduction
Trevor V. Suslow
Extension Research Specialist
University of California, Dept. of Vegetable Crops
Davis, Calif. 47

Animal Production Marketing for Survival
Harry Lee Walker, DVM
USDA/FSIS/OPPDE/AEPFSS
Washington, D.C. 49

Session 1B—Specialty Enterprises

Producing and Marketing Speciality Flowers and Plants
Peter McCrohan
Farmer, Gentry Experimental Farm
Modena, Calif. 52

Opportunities for Meat Goat Production and Marketing
D. Chongo Mundende and Terry Gipson
Langston University
Langston, Okla. 52

Session 2B—Managing Small Farms and Ranches—Part II

Entrepreneurship: The Key to Small-Scale Farm Survival
Dean O. Purnell
Small Farmer Technical Assistance and Outreach Program
Delaware State University 55

Success and Survival: The Small Farm Success Project
Jim Hanson
University of Maryland
College Park, Md. 56

Session 3B—Marketing—Part II

Growers Going Online
Eric Gibson
New World Publishing
Auburn, Calif. 58

New Trends in Farmers' Markets
Errol R. Bragg
Associate Deputy Administrator
Transportation and Marketing Programs
USDA—Agricultural Marketing Service
Washington, D.C. 59

Grant Writing Overview
Pamela Roy
Director, Farm to Table
Santa Fe, N.M. 61

Session 4B—Serving Small Farm and Ranch Woodlot Owners—Managing Timber In Unique Ways

Overview of Agroforestry Practices for Woodlot Owners

Gary A Kuhn
NRCS agroforester
USDA National Agroforestry Center, Western Office
Spokane, Wash. 63

Using Trees To Clean Dairy Waste

Bob and Karla Sextro
Joe Harner
Extension Engineer, Kansas State University
Jana Beckman
Coordinator
Kansas Center for Sustainable Agriculture and Alternative Crops 64

Certified Sustainable Forest Management

Kent Prather
Producer
Sustainable Woods Cooperative
Lone Rock, Wis. 64

Session 5B—Focus On Environmental Issues: Resource Protection And Livestock Environmental Stewardship

Horses and Mud: Oregon's Experience with Water Quality and Small Horse Farms

Cassel Gardner and Garry Stephenson
Small Farm Program
Oregon State University Extension Service
Corvallis, Ore. 66

Livestock and Poultry Environmental Stewardship: An Educational Program for Producers

Frank Humenik
Biological and Agricultural Engineering
North Carolina State University
Raleigh, N.C
Rick Koelsch
University of Nebraska
Biological Systems Engineering and Animal Science
University of Nebraska
Lincoln, Neb. 68

Session 6B—Building Collaboration: The Local-State-Federal and Public-Private Connection 70

Session 7B—Appropriate Tools For Small Farmers

Selecting Equipment for the Small Farm: What's Out There Now
Ron Macher
Farmer
Clark, Mo. 70

Appropriate Technology for Small Farms
Teresa Maurer
ATTRA
Fayettevile, Ark. 70

Appropriately Scaled Equipment for Farming
Eugene Canales
Ferror Tractor
Gridley, Calif. 71

Session 8B—Value-Added Enterprises-Part II

Mobile USDA Livestock Processing for Small-Scale Producers
Tom Schultz
Washington State University Cooperative Extension
Friday Harbor, Wash. 73

Value Adding on Persimmon Hill Farm
Earnie Bohner
Farmer
Persimmon Hill Farm
Lampe, Mo. 75

Session 9B—Focus On Food Safety

Impact and Benefits of Food Quality Protection Act for Small Farms
W. Eugene Thilsted, Ph.D.
Agriculture Initiatives Coordinator
U.S. Environmental Protection Agency
Dallas, Texas 77

Communicating Information to Agri-Entreprenuers About On-Farm Food Safety—Hawaiian Style
Jim Hollyer
Assistant Specialist in Agricultural Economics and ADAP Program Manager
Univesity of Hawaii
Honolulu, Hawaii 79

Improving and Enhancing Producer Food Safety
Ray Mobley
Florida A&M University
Tallahassee, Fl. 80

Building Regional Support for Small Farms and Ranches—September 20, 2002

Building Regional Support for Small Farms and Ranches
Deborah Cavanaugh-Grant
University of Illinois
Greenview, Ill. 82

National Small Farms Conference Northeast Regional Support for Small Farms
Dave Smith
Cornell University
Ithaca, N.Y.
Kathy Ruhf
New England Small Farm Institute
Belchertown, Mass. 83

Program Development Sessions:

Beginning Farmer Programs
Kathy Ruhf
Director, New England Small Farm Institute, Mass.
John Hays
Vice President Policy Analysis and Development,
Farm Credit Council (D.C.)
Altfrid Krusenbaum
Farmer, Elkhorn, WI
Marion Bowlan
Executive Director, Pennsylvania Farm Link
Mark Falcone
Deputy Director, FLPLMD, USDA–FSA (D.C.)
Dr. G.W. Stevenson
Associate Director
Center for Integrated Agricultural Systems, University Wisconsin
Dr. Glenwood Hill
Fort Valley State University, Fort Valley, Ga. 85

Building Regional Support for Small Farms and Ranches Report 87

Research and Extension Priorities for Small Farms

Issues of Research and Small Farms
John O'Sullivan
North Carolina AFT State University
Greensborg, N.C. 88

The Extension Dilemna: Where's Our Source of Applied Research 88
Jerry DeWitt
Iowa State Univesity
Ames, Iowa 88

Coping With Farm Stress

Farm Stress Resources
Roger Hannan
Farm Resource Center
Chicago, Ill. 88

Strategies for Understanding and Dealing with Farm Stress
Iris Cole-Crosby
Coordinator, Small Farm Incubator
Alcorn State Extension Program
Kim M. Berry
Sociologist
USDA-Natural Resources Conservation Service 89

Grant Writing For Farmers

Write the Winning Proposal
Mickie Swisher
Associate Professor
University of Florida
Gainesville, Fla. 90

Illustrating Program Successes

Network Growing–A Successful Greenhouse Production Model on Small Family Farms
Thomas S. Handwerker and Daniel S. Kuennen
University of Maryland Eastern Shore
Princess Anne, Md. 91

Risk Management

Risk Management For Small-Scale Farmers
Don West
CSREES, Moderator
Sharon Hestvik
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Washington, D.C. 93

Cooperative State Research, Extension and Education Service (CSREES)
Don West
CSREES
Washington, D.C. 95

Strategies for Pacific Northwest Specialty Crop Growers
Jo Lynne Seufer
Risk Management Specialist
RMA
Spokane, Wash.
Jon Newkirk
Director
Western Center for RME
Washington State University 96

Women in Risk Management
Cindy Cruea
Risk Management Specialist
RMA, St. Paul, Minn. 97

Exhibit Abstracts 101

Poster Abstracts 117

Attendee List 159