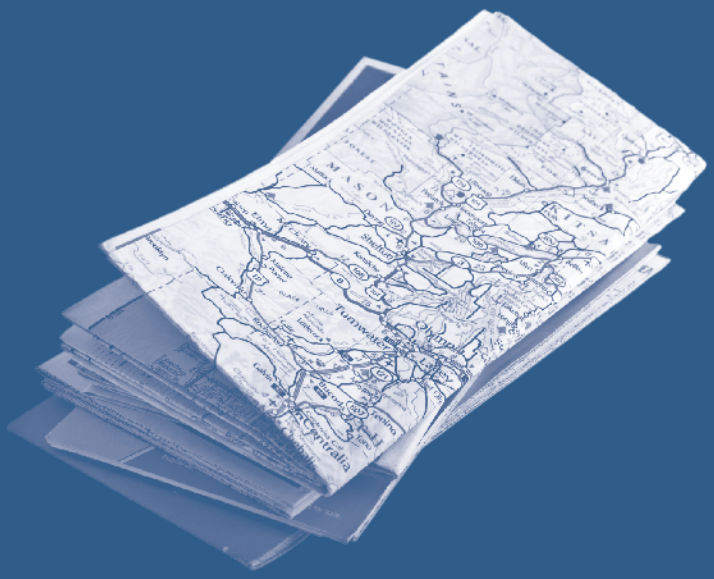
5th NATIONAL SMALL FARM CONFERENCE

September 15–17, 2009
Springfield, Illinois

Roadmap to Success for Small Farmers and Ranchers



5TH NATIONAL SMALL FARM CONFERENCE

SPRINGFIELD, ILLINOIS

SEPTEMBER 15–17, 2009

Dear Conference Participants:

On behalf of the conference planning committees, our host the University of Illinois Extension, conference sponsors, land grant colleges and universities, community-based organizations, USDA, small farmers and ranchers, foundations, State Small Farm Program Coordinators, USDA Small Farms, Beginning Farmers and Ranchers Coordinators, and others, welcome to the Fifth National Small Farm Conference. The conference's theme, "Roadmap to Success for Small Farmers and Ranchers," provides a forum to discuss local,state, regional and national small farm research, extension and outreach issues identified by stakeholders from land grant colleges and universities, community-based organizations and others working with small farmers and ranchers. Successful programs and projects will be shared so as to promote and encourage innovative ideas that can be replicated in order to enhance economic opportunities and improve the quality of life for small farmers and ranchers. This Conference builds upon the successes of previous conferences held in Nashville, Tennessee; St. Louis, Missouri; Albuquerque, New Mexico; and Greensboro, North Carolina.

This is a train-the-trainer conference consisting of several preconference short courses, and program tracks focusing on: Implementing the 2008 Farm Bill Provisions to Assist Small Farmers and Ranchers; Exploring Alternative Enterprises and Marketing Opportunities; Meeting the Needs of Small and Beginning, Underserved and Diverse Farmers and Ranchers; Building Community Support for Small Farm and Ranch Viability; Developing Sustainable Farming Systems; Managing Business: Keeping the Farm And Ranch; and Meeting Energy Needs.

Tuesday's opening reception begins with greetings and remarks to set the tone and direction of the conference while providing opportunities for you to network with other participants. On Wednesday, the highlights include a keynote followed by farmers' testimonials. Thursday's highlights include educational tours followed by a closing reception, presentation and entertainment. I will then close the evening with remarks and preview the 6th National Small Farm Conference.

Sincerely Yours,

Denis Ebodaghe, Ph.D.
Executive Committee Chair & National Program Leader for Small Farms

Table of Contents

Conference Registration and Information

The 5th National Small Farm Conference (NSFC) registration is located on the Mezzanine Level, Hilton Springfield Hotel. University of Illinois Conferences & Institutes staff, as well as NSFC committee members and volunteers, will be on-site to assist you.

Registration Hours

Tuesday, September 15	noon to 8:00 PM
Wednesday, September 16	7:00 AM to 6:30 PM
Thursday, September 17	7:00 AM to 6:00 PM

Admission to sessions, exhibits, posters, and special events is by name badge. Your name badge must be worn at all times during the conference.

At registration, you will receive a conference program, name badge, and information regarding conference evaluation.

Please Note: No refunds will be given for conference registrations, workshops, tours, or meal functions.

Media Room

The media room will be open on Wednesday, September 16 from 8:00 AM to 1:00 PM and is located in Room B-3, Lower Level, Prairie Capital Convention Center. Media representatives should register here. Committee members responsible for local arrangements will be available to assist.

Evaluations

Prior to leaving the conference, please deposit your conference evaluation in boxes located in both the exhibit area and at the registration desk.

Lost and Found

Check with the Conference Registration desk on the Mezzanine Level, Hilton Hotel.

Information Desk

Local Information will be provided at the Exhibit Hall of the Prairie Capital Convention Center.

Internet Access

Complimentary wireless access is available at the Prairie Capital Convention Center. No username or password is necessary. Search for wireless networks and connect to PCCCAccess.

Messages

A message board is located near registration. To preserve the educational quality of the conference, meetings will not be interrupted for personal announcements or messages. The registration desk telephone number is 217-714-9479.

Cell Phones

As a courtesy to conference participants, please silence your cell phone during all plenary and concurrent sessions.

Medical Services

For medical emergencies, dial "0" from any house phone or room phone.

Sponsors and Contributors

United States Department of Agriculture

- Agricultural Marketing Service
- Agricultural Research Service
- Animal and Plant Health Inspection Service
- Cooperative State Research, Education and Extension Service
- Farm Service Agency
- Food and Nutrition Service
- Food Safety and Inspection Service
- Foreign Agricultural Service
- Forest Service
- Grain, Inspection, Packers & Stockyards Administration
- National Agricultural Statistics Service
- Natural Resources Conservation Service
- Risk Management Agency
- SARE (Sustainable Agriculture Research and Education)
- Rural Development

The Farm Credit Council

Illinois Department of Agriculture

Conference management provided by **Division of Conferences & Institutes**, Office of Continuing Education, University of Illinois at Urbana-Champaign. **Elaine Wolff**, Program Director and **Nancy Simpson**, Program Associate

Conference hosted by the **University of Illinois Extension**.

Thanks and appreciation to these individuals for their assistance and support:

Dr. Dennis Campion (Associate Dean, Extension & Outreach, Office of Extension and Outreach, University of Illinois Extension)

Karen Taylor (Extension and Outreach, College of Agricultural, Consumer & Environmental Sciences, University of Illinois at Urbana-Champaign)

Lindsay Record (Executive Director, Illinois Stewardship Alliance)

Donna Ortman (West Central Regional Office, University of Illinois Extension)

Donna Cray (West Central Regional Office, University of Illinois Extension)

Shirley Eck (Convention Services Manager, Springfield IL Convention & Visitors Bureau, Springfield, Illinois)

Alison Fong Weingartner (Communications & Media, Office of Continuing Education, University of Illinois at Urbana-Champaign)

Gretchen Wieshuber (Studio 2D, Champaign, Illinois)

Colien Hefferan (Administrator, USDA-CSREES)

Franklin Boteler (Deputy Administrator, USDA-CSREES)

Joe Reilly (Associate Administrator, USDA-NASS)

Committees and Members

Educational Tours Committee

Organizes and conducts the conference tours; works with Program Committee to include tour schedule in the conference program; sets and meets budget

Chair: Steve Engleking, Purdue University

Members:
Shannon Allen, Macon County Soil and Water Conservation District
Terra Brockman, The Land Connection
Deanna Glosser, Slow Food Springfield
Roger Larson, Peoria IDEA
Gary Letterly, University of Illinois Extension
Ellen Phillips, University of Illinois Extension
Lindsay Record, Illinois Stewardship Alliance
Mike Roegge, Western Illinois Sustainable Agriculture Society

Evaluation Committee

Develops outcomes and evaluation strategy; develops survey instrument; coordinates collection and summary of evaluation

Chair: Mary Peabody, University of Vermont

Members:
Deborah Cavanaugh-Grant, University of Illinois Extension
Patricia McAleer, USDA–CSREES

Exhibit Committee

Develops guidelines and policy (e.g., fee structure, criteria for selection as an exhibitor, etc.); communicates with existing and recruits new exhibitors, federal agency sponsors, and industry contributors; updates and circulates announcements; responds to inquiries; works with Elaine Wolff and conference venue to lay out available exhibit space; sets and meets budget

Chair: Dan Anderson, University of Illinois

Liaison to Exhibits Committee: Lorette Picciano, Rural Coalition

Members:
Edoe Agbodjan, South Carolina State University
Dorathy Barker, Operation Spring Plant, Henderson, NC
Blake Bennett, Texas A&M Extension
Rhonda Brown, Rural Development
Rick Gibson, University of Arizona
Richard Gooby, Indian Nations Conservation Alliance
Geraldine Herring, USDA–Office of the Assistant Secretary for Civil Rights
Linda Oliphant, USDA–Natural Resources Conservation Service
Winona Lake Scott, USDA–Office of the Assistant Secretary for Civil Rights

Local Planning Committee

Works with Elaine Wolff and Denis Ebodaghe to select the site city, hotels; works with Educational Tours Committee; designs and assembles registration packets; works with Elaine Wolff to determine equipment needs; recruits and coordinates on-site volunteers for moderators, A/V for each session, slide pre-viewing room, registration, etc.; secures local food for reception and other meals; works with hotel and Program Committee

Chair: Deborah Cavanaugh-Grant, University of Illinois Extension

Liaison to Local Planning Committee: George Godfrey

Members:
Shannon Allen, Macon County SWCD
Dan Anderson, University of Illinois
Paige Buck, USDA–Natural Resources Conservation Service
Duane Friend, University of Illinois Extension
Brian Lambert, University of Illinois Extension
Mary Kirby, USDA–Farm Service Agency
John Pike, University of Illinois Extension
Lindsay Record, Illinois Stewardship Alliance

Poster Presentation Committee

Works with the Program Committee to develop the call for posters (includes the criteria for selection); reviews submitted abstracts; works with Program Committee on communications with submitters, poster room layout and time slots; coordinates the poster judging contest (including developing the criteria and the awards)

Chairs: Cassel Gardner, Florida A&M University and Debi Kelly, University of Missouri

Liaison to Poster Presentation Committee: Dennis Lamm, Colorado State University

Members:
Shermain Hardesty, University of California Small Farms Program
Robert Hochmuch, University of Florida
Peter Jackson, USDA Grains, Inspection, Packers and Stockyards Administration
Tracy Jones, USDA–FSA
Edwin Lewis, USDA Foreign Agricultural Service
Gene Morsette, Fort Berthold Community College
Doris Newton, USDA–Economic Research Service
Anthony Reed, Alcorn State University
Cinda Williams, University of Idaho

Proceedings Committee

Compiles and edits poster and oral paper presentations and keynote session speeches; ensures that final product is forwarded to the Web Site Committee to be linked to small farm Web page

Chair: Denis Ebodaghe, USDA–CSREES

Members:
Rhonda Brown, USDA
Shirley Brown, USDA
Robin Brumfield, Rutgers University
Scott Elliott, USDA-CSREES
Shermain Hardesty, University of California, Davis
Rufus Jones, Lincoln University of Missouri

Program Committee

Works with Steering Committee to select theme, major topic areas, meeting format (sessions, receptions, breaks, events, etc.); develops session solicitation; reviews abstract submissions; recruits session organizers for key topics; assigns time slots; works with professional coordinator to draft printed program; works with Educational Tours Committee

Co-Chairs: Debi Kelly, University of Missouri and Roy Bullock, Tennessee State University

Members:
Mapy Alvarez, National Immigrant Farming Initiative
Cheryl Bailey, USDA–FS
Juli Brussell, University of New Hampshire
Evert Byington, USDA–ARS
Duncan Chembezi, Alabama A&M University
Al Drain, retired, USDA–Office of Small Farm Coordination
Mark Falcone, USDA–FSA
Omar Garza, Texas/Mexico Border Coalition
Geraldine Herring, USDA
Ken Johnson, USDA–APHIS
Lou Anne Kling, National Tribal Development Association
Larry Laverentz, Office of Refugee Resettlement Agricultural Partnership Program
Patricia McAleer, USDA–CSREES
Ginah Mortensen, US–EPA
Chongo Mundende, Langston University
Beth Nelson, University of Minnesota
Marcy Ostrom, Washington State University
KB Paul, Lincoln University
Lorette Picciano, Rural Coalition
David Wiggins, USDA–RMA
Sibyl Wright, USDA–FSIS

Publicity Committee

Identifies liaisons with key related organizations and media; drafts and executes media plan to publicize event; drafts and circulates announcements; arranges for media participation/coverage during event; sets and meets budget

Chair: Kathryn Hill, USDA Office of Communications

Members:
Rhonda Brown, USDA Rural Development
Shirley Brown, USDA–Office of Chief Economist
Sheila Bryant, USDA–Office of Civil Rights
Mocile Trotter, USDA Office of Communications

Steering Committee

Meets monthly by conference call, increasing to bi-monthly during quarter preceding the event; drafts and meets timeline and budget; oversee committee work; drafts Committee call agendas; runs call and drafts/circulates follow-up notes

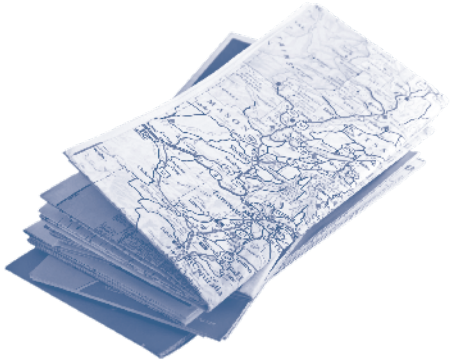
Co-Chairs: Denis Ebodaghe, USDA–CSREES and Deborah Cavanaugh-Grant, University of Illinois Extension

Members:
William Buchanan, USDA Risk Management Agency
Jorge Comas, USDA Farm Service Agency
Steve Engleking, Purdue University
Henry English, University of Arkansas, Pine Bluff
Gladys Gary Vaughn, Office of the Assistant Secretary for Civil Rights
George Godfrey, retired National Program Leader
USDA–CSREES
Edmund Gomez, New Mexico State University
James Hill, Fort Valley State University
Larry Holmes, USDA Natural Resources Conservation Service
Debi Kelly, University of Missouri
Dennis Lamm, Colorado State University
Dan Lyons, North Carolina AT&T State University
Patricia McAleer, USDA–CSREES
Mary Peabody, University of Vermont
Lorette Picciano, Rural Coalition
Shirley Sherrod, Federation of Southern Cooperatives
Marion Simon, Kentucky State University
Garry Stephenson, Oregon State University
Mickie Swisher, University of Florida
Elaine Wolff, University of Illinois at Urbana-Champaign
Robert Zabawa, Tuskegee University

Web Site

Web Site developed by Elaine Wolff (University of Illinois Conferences and Institutes) in collaboration with Deborah Cavanaugh-Grant, Conference Chair and 5th National Small Farm Conference Committee members

Schedule of Events



TUESDAY
September 15, 2009

12:00–8:00 PM
On-Site Registration
Mezzanine Level, Hilton

1:00–4:00 PM
Pre-Conference Short Courses

I. The Winning Educator (Part A)

Mr. Juan Carlos Rodriguez, University of Florida, Gainesville, FL

Challenges and Opportunities in Establishing Performance Measures (Part B)

Dr. Djime Adoum, USDA-CSREES, Washington, DC

Capitol Room, Hilton

II. Farm Financial Management

Mr. Dale Nordquist, Center for Farm Financial Management, University of Minnesota, St. Paul, MN

Conference Center 4, Hilton

III. Computer Tips/How to Get Started Using Computers for Small Farmers

Ms. Marcia Kirkpatrick, North Carolina A&T State University, Greensboro, NC

Dr. Henry English, University of Arkansas, Pine Bluff

Conference Center 2, Hilton

IV. Reaching New/Beginning Farmers

Ms. Kathy Ruhf, Land for Good and North East Sustainable Agriculture Working Group, Belchertown, MA

Dr. Stephan Tubene, Small Farm Institute, University of Maryland-Eastern Shore, MD

Embassy Room, Hilton

V. Inter-Active Grant Writing: USDA/ Stakeholders Grant Writing on Wheels

Team Members: Denis Ebodaghe and Dionne Toombs, Cooperative State Research, Education and Extension Service; James Hill, SARE Program and Fort Valley State University; Carmen Humphrey, Agricultural Marketing Service; Geraldine Herring and Gladys Gary-Vaughn, Office of The Assistant Secretary for Civil Rights-Office of Outreach and Diversity; David Wiggins and William Buchanan, Risk Management Agency; Linda Oliphant, Natural Resources Conservation Service; Donna Hines, Food and Nutrition Service; Jorge Comas, Farm Service Agency; Edgar Lewis, Rural Development

Rendezvous Room, Hilton

2:00–4:00 PM
Posters & Exhibits Set-Up
Exhibit Hall, Prairie Capital Convention Center

4:00–6:30 PM
Posters & Exhibits Open (Authors Present)
Exhibit Hall, Prairie Capital Convention Center

6:30–8:00 PM
Reception Featuring Local Food
Exhibit Hall, Prairie Capital Convention Center

Greetings: Ms. Deborah Cavanaugh-Grant, Extension Specialist, Small Farm and Sustainable Agriculture, University of Illinois Extension

8:00 PM
Adjourn

WEDNESDAY
September 16, 2009

6:00–8:00 AM
Breakfast
Grand Ballroom, Hilton

7:00 AM–8:00 PM
On-Site Registration
Mezzanine Level, Hilton

8:00–9:30 AM
General Session I
Room B-11, Lower Level, Prairie Capital Convention Center

Presiding: Dr. Dawn Mellion-Patin, Southern University, Baton Rouge, Louisiana

Welcome: The Honorable Mayor Timothy Davlin (Invited)

Greetings: Mr. Tom Jennings, Director, Illinois Department of Agriculture

Greetings: Dr. Dennis Campion, Associate Dean, Extension & Outreach, Office of Extension and Outreach, University of Illinois Extension

Greetings: Ms. Rayne Pegg, Administrator, USDA Agricultural Marketing Service

Speaker: Ms. Ann Wright, United States Department of Agriculture, Deputy Under Secretary, Marketing and Regulatory Programs

9:30–10:30 AM
Break/ Posters & Exhibits Open (Authors Present)
Exhibit Hall, Prairie Capital Convention Center

10:30 AM–12:00 PM
General Session II
Room B-11, Lower Level, Prairie Capital Convention Center

Testimonials from Our Clients

Moderator: Ms. Diane Mayerfeld, Sustainable Agriculture Coordinator, University of Wisconsin Extension, Center for Integrated Agricultural Systems

Panelists:

Mr. Martin Kleinschmit, L and M Grass Farm, Hartington, Nebraska

Mr. YaSin Muhaimin, Yard Bird Farm, Zachary, Louisiana

Dr. Larry Sanchez, Sanchez Farm, Los Lunas, New Mexico

Ms. Pam West, West Farm, Lewisburg, West Virginia

12:00–1:30 PM
Luncheon
Grand Ballroom, Hilton

1:30–3:15 PM
Concurrent Session I
Lower Level, Prairie Capital Convention Center

(see page 11)

3:15–3:30 PM
Break
Exhibit Hall, Prairie Capital Convention Center

3:30–5:15 PM
Concurrent Session II
Lower Level, Prairie Capital Convention Center

(see page 20)

5:15–6:30 PM
Posters & Exhibits Open (Authors Present)
Exhibit Hall, Prairie Capital Convention Center

6:30 PM
Evening on Your Own
Visit with representatives from the Springfield Convention & Visitors Bureau at the Information Table in the Prairie Capital Convention Center from 4:30–6:30 pm for ideas. See registration packet for list of restaurants that feature local foods.

THURSDAY
September 17, 2009

6:00–8:00 AM
Breakfast
Grand Ballroom, Hilton

7:00 AM–6:00 PM
On-Site Registration
Mezzanine Level, Hilton

8:00–9:30 AM
Concurrent Session III
Lower Level, Prairie Capital Convention Center

(see page 30)

9:30–10:30 AM
Posters & Exhibits Open (Authors Present)
Exhibit Hall, Prairie Capital Convention Center

10:30 AM–12:00 AM
Concurrent Session IV
Lower Level, Prairie Capital Convention Center

(see page 37)

12:00–12:30 PM
Board Buses outside Prairie Capital Convention Center for Educational Tours

12:30–6:00 PM
Educational Tours

(Boxed Lunches Provided)

6:00–7:00 PM
Social Hour

7:00–9:00 PM
Dinner
Grand Ballroom, Hilton

Presiding: Mr. Joe Reilly, Associate Administrator, USDA National Agricultural Statistics Service

Entertainment: *Portrait of a President,* Mr. Fritz Klein, nation's foremost Lincoln actor, Lincoln Institute for Education

9:00 PM
Conference Adjourns

Concurrent Sessions at a Glance

WEDNESDAY, SEPTEMBER 16

	Concurrent Session I **1:30 PM to 3:15 PM**	**Concurrent Session II** **3:30 PM to 5:15 PM**
Room B-1	How Diversity and Equity Became Law: Gaining a Seat at the Table in the 2008 Farm Bill	New Opportunities for Small-Scale Farmers and Ranchers—How New Set-Asides, Advance Payments and other Tools Can Improve Accessibility of USDA Programs for Producers
Room B-10	Unique Approaches to Sustaining Small Farmers	Community Food: Where the Farm Meets the Market
Room B-2	Energy Efforts across the Country	Marketing, Disaster Prep, Economics of Dairy
Room B-4	Direct Marketing Opportunities: Farmers' Markets, CSAs, Restaurants and Institutions	Niche Marketing for Dairy, Meat and Vegetables
Room B-6	Sustainable Farming Course Series (Part I)	Sustainable Farming Course Series (Part II)
Room B-7	Gaining Community Support through Community Markets, GAP, Training, and Networking	Using Special Projects and an Institute to Build Community Support
Room B-9	USDA Funding Opportunities for Small Farmers	Understanding the USDA Peer Review Process–Views from the Peer Review Process

THURSDAY, SEPTEMBER 17

	Concurrent Session III **8:00 AM to 9:30 AM**	**Concurrent Session IV** **10:30 AM to 12:00 PM**
Room B-1	Improving USDA's Focus for Small, Beginning and Socially Disadvantaged Farms at USDA	Implementing Farm Policy: Preserving and Enhancing Diversity Initiatives in the Regulatory Process
Room B-10	Sustainable Livestock in a Small Farm System	Ecosystem Approaches to Small Farm Production
Room B-2	Farm Succession	Recordkeeping and Business Planning
Room B-4	Enterprise Planning and Market Assessment Tools	On-line Marketing, Legal Issues and Urban Farming
Room B-6	Engaging a Multi-Cultural Farming Audience (Part I)	Engaging a Multi-Cultural Farming Audience (Part II)
Room B-7	Understanding the Small Farm Audience, Needs Assessment and Evaluation of Program Impacts	Farmer-to-Farmer Networking and On-line Formats for Knowledge Exchange
Room B-9	USDA Boards and Committees—How You Can Participate and Why You Should	Resources and Programs for Immigrant, Refugee and Other Beginning Farmers and Ranchers

Pre-Conference Short Courses

These will be held on Tuesday, September 15, 1:00–4:00 PM at the Hilton Hotel.

SHORT COURSE I

The Winning Educator (Part A)
Capitol Room, Hilton

Mr. Juan Carlos Rodriguez, University of Florida, Gainesville, FL

The Winning Trainer is a training opportunity and will cover three aspects of making educational efforts effective for farmers and other practitioners. These aspects are 1) training to application objectives; 2) building on the participants' knowledge and experience; 3) making learning active. The winning trainer focuses on getting the participant to build new skills and knowledge on the foundation already in place and knows how to create learner centered training programs.

Challenges and Opportunities in Establishing Performance Measures (Part B)
Dr. Djime Adoum, USDA–CSREES, Washington, DC

The second session of this workshop will address challenges and opportunities in establishing performance measures to determine and report program impacts. We will discuss the concept of budget and performance integration and the extent to which good program results feed into the larger budgetary process and make it easier for agencies to solicit additional funds and/or justify the continuation of existing programs to Congress and the White House.

SHORT COURSE II

Farm Financial Management
Conference Center 4, Hilton

Mr. Dale Nordquist, Center for Farm Financial Management, University of Minnesota, St. Paul, MN

In today's economic environment, financial management is critical to success. This session will provide training on four new farm financial management tools that you can use to help producers in improving their profitability. These management tools are the Agplan, balance sheets/financial statements, Finpack and Organic benchmarking program.

SHORT COURSE III

Computer Tips/How to Get Started Using Computers for Small Farmers
Conference Center 2, Hilton

Ms. Marcia Kirkpatrick, North Carolina A&T State University, Greensboro, NC

Dr. Henry English, University of Arkansas, Pine Bluff

Specific strategies on how farmers can enhance their self esteem and confidence in computer usage and also enhance their knowledge of technology will be shared. This workshop will also share some strategies on how to eliminate challenges farmers face in adopting computer skills that are essential in farm production and marketing tasks. Programs, websites, hands-on training sessions designed to assist small, part-time and limited-resource farm families eliminate or at the least reduce the challenges they face in bridging the digital divide will be featured.

SHORT COURSE IV

Reaching New/Beginning Farmers
Embassy Room, Hilton

Ms. Kathy Ruhf, Land for Good and North East Sustainable Agriculture Working Group, Belchertown, MA

Dr. Stephan Tubene, Small Farm Institute, University of Maryland, Eastern Shore, MD

This pre-conference training will explore who beginning farmers are and their characteristics and challenges. We will look at special populations of beginning farmers, such as immigrant farmers and socially disadvantaged farmers. We will also look at traditional and new outreach methods, and what kinds of messaging are most effective. We will offer opportunities for participants to explore and improve their outreach efforts.

SHORT COURSE V

Inter-Active Grant Writing: USDA/Stakeholders Grant Writing on Wheels

Rendezvous Room, Hilton

Team Members: **Denis Ebodaghe** and **Dionne Toombs**, Cooperative State Research, Education and Extension Service; **James Hill**, SARE Program and Fort Valley State University; **Carmen Humphrey**, Agricultural Marketing Service; **Geraldine Herring** and **Gladys Gary Vaughn**, Office of The Assistant Secretary for Civil Rights-Office of Outreach and Diversity; **David Wiggins** and **William Buchanan**, Risk Management Agency; **Linda Oliphant**, Natural Resources Conservation Service; **Donna Hines**, Food and Nutrition Service; **Jorge Comas**, Farm Service Agency; **Edgar Lewis**, Rural Development

Please make plans to attend this interactive grant writing session where your goals and objectives when well articulated can result in your proposal being successfully funded. Advanced planning and preparation are the keys to successful grant writing. The Dos and Don'ts in proposal writing, working with collaborators, timeline for project completion, how to know that you have good evaluation plan in place, how do you plan to sustain your project beyond the expiration date? You will get the response to all these questions and a whole lot more at this interactive participatory workshop session.

Concurrent Sessions

Wednesday, September 16, 2009
1:30 to 3:15 PM

SESSION 1A

001. Direct Marketing Opportunities: Farmers' Markets, CSAs, Restaurants, and Institutions

Prairie Capital Convention Center: B-4

Moderator: ***Errol Bragg***, USDA–Agricultural Marketing Service

How Small Farms Can Market to Local Collegiate Food Service Operations

Shermain Hardesty, University of California, Davis

Food service operations at a growing number of colleges, universities, hospitals and other institutions are developing "locally grown," "sustainable" and organic food procurement programs. We conducted research regarding the opportunities for small farms to market produce to collegiate food service operations and the obstacles that need to be overcome. In 2007, we interviewed 99 food service managers at California colleges, universities, and teaching hospitals. The data indicated that: *28% of colleges have local produce buying program *22% of colleges are developing local produce buying program *The proportion of produce purchases that were locally grown averaged 28%, and ranged from 3-70% *The food service operations sourced their locally grown produce primarily from two sources: produce distributors (42%) and Growers Collaborative (39%). However, there are considerable obstacles that small farmers encounter when trying to market their locally grown produce to collegiate food service operations: *Low prices and convenience can be more important than "values" of supporting local food buying *Small growers often lack the liability insurance required by the college *Small growers face challenges in the delivery system, such as logistics, timeliness, and consistency of deliveries *The colleges want to deal with only a single delivery of a broad range of produce items and one invoice, rather than receiving deliveries and handling invoices from multiple growers In order to overcome these constraints, there needs to be an increase in the number and viability of distributors that work with local, small to mid-scale family farmers—non-profit allied distributors. Alternatively, organizations supporting small farms need to work with regional produce distributors to increase the number of local/ small growers they buy from. Additionally, these organizations should bring chefs/food service buyers, distributors and farmers together for networking, partnerships, negotiations, business deals, relationship building.

Tools to Enhance the Success of Farmers' Markets

Garry Stephenson, Oregon State University Small Farms Program

Farmers' markets are rapidly growing in number throughout the United States. Keeping these markets open and operating efficiently is important both for the farmers that sell at these markets and the communities these markets serve. Success is not assured and it is a little known fact that many farmers' market fail. This session examines the conditions associated with success and distress of individual farmers' markets. It provides research based information and recommendations for market organizers to assist with their decision making and strategic planning. Information and resources for three important areas are addressed: 1.Matching management tools and structures to specific sizes of markets. 2. Why some markets fail. 3. What managers identify as the three key characteristics of farmers markets. This information benefits farmers' market managers, boards of directors, Extension and other professionals who work with farmers' markets. It assists with current management decisions and strategic and long-term planning. This information has application at local and national levels. It is providing a framework for strategic planning for a statewide farmers' market association and is influencing national electronics benefits transfer (EBT) policy.

Wasatch Front Community Supported Agriculture (CSA) Collective: Growing Possibilities and Seeking Local Solutions to Food Production

Jeff Williams, USDA–Natural Resources Conservation Service

The Great Salt Lake RC&D's strategic plan emphasizes the importance of CSA as a tool to serve the needs of consumers by providing fresh locally grown produce and encouraging a varied and balanced diet while preserving farmland in the rapidly developing Wasatch Front. Farms in northern Utah are voluntarily cooperating to increase the viability of their operations by diversifying and marketing directly to consumers using a Community Supported Agriculture (CSA) model. The Wasatch Front is experiencing high rates of development which is a significant threat to the local farming community. Directly linking consumers and farmers helps increase revenues by getting closer to retail prices. By working collectively, farmers will be able to increase the effectiveness of educating consumers about the benefits of CSA through collaborative marketing, brochures, displays, signage, packaging and labeling, transportation, training, sponsored events, workshops, and evaluation of results. By diversifying and directly marketing to consumers, these local independent farms and partners hope to grow the market share for CSA, create an important relationship with customers by educating them about how their food is grown, where it is produced and who is responsible for bringing fresh, locally produced fruits and vegetables into their homes and onto their tables. The GSL RC&D hopes to educate and encourage one percent (to start) of the over 1.6 million people

residing in these five counties to participate in CSA. This would be over 16,000 consumers participating in CSA which would be over 14,000 more than currently participates in this fledgling effort. This joint effort to keep a locally grown food supply close to a large metropolis center has been successful but has a lot more work to ensure it becomes sustainable.

Farm to Chef

Bion Bartning, Basis Holdings LLC

This presentation will discuss a new and profitable model for direct distribution from small farmers directly to retailers, restaurants and other wholesale customers. By partnering with a mission-driven business based in New York City, farmers have been able to save time and money, gain access to new customers, ensure they receive a fair price for their products, and protect themselves against the risk of unexpected price drops.

Building Extension and Agriculture Networks for Farm-to-School Program Success

Patrice Barrentine, Washington State Department of Agriculture

Last year, the Washington State Legislature passed the Local Farms-Healthy Kids Act, establishing a Farm-to-School Program in the Washington State Department of Agriculture (WSDA). The Program will help producers market their foods to schools and support schools through model policy development and practical assistance to increase purchases of and education about foods grown in Washington. Success of individual programs is heavily dependent on the appropriate match of farm and school. The scale, culture and working realities on each side affect potential project viability. The necessary relationships are best built using locally-based knowledge within each community, which presents a challenge in developing a statewide program with limited staff. To provide the best service, we are building on strong existing relationships between WSDA and Washington State University Extension through the WSU Small Farms Team. A farm-to-school committee provides feedback, outreach and ideas, and agriculture professionals around the state serve as an information network and help link up the most appropriate partners in their communities. We have built a one-day workshop to train agriculture professionals to support local farm-to-school connections, covering the following topics: * The farm-to-school concept, including the benefits of school markets to our agricultural stakeholders, the broader goals of food and farming education and local food consumption for students, and the importance of locally-based knowledge to building successful partnerships * Tools, tips and resources for locating and purchasing Washington agricultural products * Food safety and Good Agricultural Practices (including audits and certification) * Liability insurance requirements * Resources and ideas for tying farms to education goals for food, farming, nutrition and agricultural stewardship The Program has been in development since December, 2008, so the results of this approach are not yet known. The presentation will cover the working model and information from the workshop and share any results to date.

SESSION 1B

002. Sustainable Farming Course Series (Part I)

Prairie Capital Convention Center: B-6

Moderator: ***James Hill***, Fort Valley State University

Conducting a Small and Beginning Farmer Series

John W. Clendaniel, Delaware State University

Delaware has a new influx of small scale landowner/ farmers that are trying to generate a profit from their land. This program was designed to inform new farmers, through monthly workshops and hands-on trainings; equipment operation, irrigation, farm planning, marketing and income opportunities in alternative enterprises. With the help of the DSU extension professionals, DSU farm staff, farmers and Ag Vendors, we developed a 2008 Small and Beginning Farmer Series. These workshops were designed as a farming introduction course for all new landowners. The workshops in this series covered all topics needed to start up a new ag enterprise and were designed with both classroom and hands-on field settings training methods. The educational component for the series for farmers and landowners focused on cultural practices, farm management, marketing, and environmental aspects of niche markets During the series of ten workshops, DSU extension professionals reached 82 small and beginning farmers that attended one or more workshops to receive information to assist them with their operation. The impacts directly linked to this program are an increased number of farmers and landowners awareness of both practical agricultural as well as the latest advances in cultural management practices, crop varieties, irrigation technologies, and integrated pest management strategies for agronomic, vegetable, and horticultural crop production by 82 and increased the amount of land used for farming and producing high value, niche market crops, such as pole lima beans, ethnic crops, and other vegetable crops by 5 acres.

Cultivating Success: Community-Based Education for Sustainable Small Farms

Marcy Ostrom, Washington State University, Small Farms Program; Cinda Williams, University of Idaho

Cultivating Success is a collaborative educational program in sustainable farming developed by Washington State University (WSU), the University of Idaho (UI), and the non-profit, Rural Roots. The long-term goal of this program is to increase farm ownership and survival rates, improve farm income, and enhance environmental stewardship among Washington and Idaho's small-scale producers, including Latino, Hmong, and tribal producers. To accomplish this goal, semester-long courses, intensive short courses, and internships in organic farming and agricultural entrepreneurship techniques are offered through County Extension Offices and on campus at WSU and UI. These hands-on, participatory courses are taught in partnership with experienced farmer mentors and are offered in English, Hmong, and Spanish. Cultivating Success courses have been offered at over 30 different learning sites to

over 2,000 participants. Future objectives include developing stronger regional support networks and community-based markets to support beginning small-scale food producers; increasing Latino, Hmong, and other small farmers' access to arable land in targeted, critical regions; develop more extensive on-farm learning opportunities; develop additional online resources, and to conduct ongoing evaluation of Cultivating Success educational and farm mentoring projects to identify, develop, and improve methods, and to communicate results of local and regional activities to national groups serving small and immigrant farmers. More information on this program can be obtained at: www.cultivatingsuccess.org.

Engaging Sustainable Small Farms and Farmers in the Teaching-Learning Process: New Directions for "Cultivating Success"

Cinda Williams, University of Idaho; *Ariel Lynne Agenbroad, University of Idaho Extension, Canyon County*

The Cultivating Success program is a collaboration of University of Idaho Extension, Washington State University Small Farms, and non-profit Rural Roots, providing sustainable small farms education in Washington and Idaho. Since 2000, the program has increased knowledge, skills and opportunities for producers and strengthened consumer understanding and support of sustainable local and regional farming systems. Cultivating Success offers a series of courses and on-farm education. Over 35 county Extension offices, college campuses and/or farms in WA and ID have served as course sites. Over 2,645 students have participated, including 646 Latino and/or Hmong immigrant farmers. Experienced farmers participate in the program as collaborators, advisors, mentors and instructors. Thirty-four experienced farmers have gone through farmer-mentor training and ten are currently certified to host an apprentice/provide mentorship on their farms. In 2007, program partners implemented a study to reassess the experiential education needs of Idaho and Washington farmers and to specifically: a) determine topics most useful to small farmers, b) identify preferred scheduling and class/workshop formats, c) assess the level of interest of experienced farmers in leading on-farm workshops or trainings, and d) identify barriers and incentives for participation. Survey data collected from 412 producers provided fresh, valuable information and identified new directions for programming. In 2008, program partners used results to develop and present eight different on-farm experiential learning opportunities which were documented and assessed through post workshop interviews of producers and on-line surveys of participants. Case studies have been completed profiling the benefits and challenges of each format. This presentation will focus on significant, formative findings from the 2007 study and resulting "lessons learned" from each of the on-farm experiential learning formats offered in 2008. Recommendations and advice will also be shared for producers, extension, and non-profit educators engaged in teaching and facilitating new farmer and on-farm education.

Farm Beginnings®—Sowing the Seeds for New and Transitional Farmers with Training and Support

Deborah Cavanaugh-Grant, University of Illinois Extension

Farm Beginnings® is a year-long training and support program where beginning and transitioning farmers learn firsthand about values-clarification, goal setting, business planning and marketing. Farm Beginnings® provides training and hands-on learning opportunities in the form of classroom sessions, farm workshops/tours and mentorships. Farmers and other agricultural professionals, including Extension educators, serve as the primary presenters, mentors and steering committee members. This presentation will provide an overview of the Farm Beginnings® program including the history of how this innovative program, initiated by The Land Stewardship Project in Minnesota, is now being conducted in six states (Illinois, Minnesota, Nebraska, New York, South Dakota, and Wisconsin). Examples of approaches from each of the state programs will be presented, as well as information about how you can implement a similar program in your state. Information about the newly formed Farm Beginnings® Collaborative will also be discussed.

Farm Beginnings® Programs in Southeast Nebraska Assist Beginning Diversified Farmers

Gary Lesoing, University of Nebraska, Lincoln Extension

The Land Stewardship Project, out of Minnesota, received a Sustainable Agriculture and Research Education (SARE) grant to pilot their Farm Beginnings® Program in Nebraska. This program trains graduates in innovative, low-cost sustainable farming practices. In Nebraska, other than near the metropolitan areas, rural populations are decreasing, in many counties over 5 percent. Any program that will encourage repopulation of rural Nebraska and improve the sustainability of the land and rural communities is needed. This training course provided an opportunity for people to learn firsthand about low-cost, sustainable methods of farming and see potential opportunities for themselves in rural Nebraska. Twelve agricultural business operations from Nebraska completed the Farm Beginnings® training program. The participants in the program were from all walks of life, with young single men wanting to learn more about the business side of farming, college students researching and evaluation potential farming opportunities, young couples and families currently supplementing their income with part-time farming enterprises, older families investigating alternative enterprises and recently or soon to be retired individuals looking to start a new or second career. Participants were involved with various farming enterprises, including: natural or organic beef production, pastured poultry and swine production and sale of eggs, vegetables, fruit, honey and milk from a dairy goat herd. Members of the Farm Beginnings® class participated to learn more about sustainable agriculture and holistic management, business planning and marketing, alternative, diversified and value-added enterprises and how to get started in farming. At the completion of the program, participants were asked to rate the overall Farm Beginnings® Program on a scale of 1-7, with 1 being poor and 7 being excellent. The

average rating for the evaluation of the program was 6.16. A second Farm Beginnings® class was conducted in 2008-9 with 7 potential farms participating. Future classes planned for 2010.

Grow Your Farm

Debi Kelly, University of Missouri; *Dean Wilson, University of Missouri Extension*; *Trisha Grim, Lincoln University of Missouri*

There's no question that the current trend toward home grown farm products is providing real opportunities for growers. So, how do you get started on developing a successful farm business? Consider attending the Grow Your Farm course offered by University of Missouri Extension. The eleven week course consists of eight seminars taught by Extension staff and successful farmers, and three farm visits to innovative farming operations. The objective of the course is to help participants identify one or more ag enterprises and develop a farm plan to guide them to reach their goals. Those attending will learn how to identify and prioritize personal and family goals, write a mission statement, assess land and facilities potentials, understand how to write a business plan, evaluate the feasibility of an enterprise by managing financial tools, consider marketing options, and become familiar with legal issues pertaining to farming. Grow Your Farm is ideal for those who may want to convert a hobby or interest in growing things into a profitable business. And while it is extremely well suited for small producers who may be entering agriculture, it is just as valuable to established operations that may be considering adding an alternative enterprise or considering marketing value-added products. Recent Grow Your Farm classes have also been helpful to urban folks that are considering a move to the country. While they might not be interested in actually starting a business, they want to develop a plan to manage their acreage in a sustainable manner. The final session of Grow Your Farm gives participants the opportunity to share their farm plans with the other class members. The network established with their classmates, the farmers that have shared their experiences, and extension staff provides a valuable resource as the growers begin implementing their farm plans.

SESSION 1C

003. Gaining Community Support through Community Markets, GAP, Training, and Networking

Prairie Capital Convention Center: B-7

Moderator: ***Rhonda Brown***, USDA–Rural Development

Building Support for Local Agriculture through Community Markets

Hill Grimmett, Northern Colorado Food Incubator

A coalition of community organizations and local farmers, ranchers and other producers has been working to build community support for local agriculture through developing winter-time farmers' markets in Fort Collins, CO since 2006. The effort has grown from a single event in 2006 to five monthly markets in 2008-09, bridging the off-season gap so that Fort Collins now has at least one farmers' market every month of the year. In addition, the enthusiastic reception of these winter-time Community Markets had led the city government and the Fort Collins Downtown Development Authority (DDA) to commit substantial planning funds for a year-round Community Market venue. During the 2008-2009 season, the Community Markets have produced sales over $100,000 for local producers and have brought an average of over 1,500 people into downtown Fort Collins for each market. Community support for the producers has grown, participation in CSA programs and other producers' initiatives has increased, and several businesses have provided information that their economic survival during the current recession has been positively impacted by the Community Markets both through sales at the markets and additional sales from new customers generated from the markets. This presentation will explore the origins, development and coalition-building that has made the Fort Collins Community Markets a success in bringing a year-round presence of local agricultural producers and products into the urban context year-round.

Training, Engaging, and Marking Support for Small Farm Sustainability

Dorathy Barker, Operation Spring Plant, Inc.

The mission of Operation Spring Plant, Inc. (OSP) is to provide an environmentally safe food products, along with technical and financial assistance to minority, limited resource and small family farmers, who need to engage in timely seasonal planting activities; who need marketing outlets to sell their crops; and who need to sustain their farming operations. OSP has bridged the gap of working with Cooperative Extension that generally doesn't target this audience. On January 9th-10th, 2009, OSP held its Small Farmers' Conference along with a preconference workshop on with training on GAP/GHP. Funding for this additional training was provided by CSREES. OSP, with RMA, NC A&T SU, local and regional CBO's facilitated this event, which featured speakers from economics, education and marketing as it relates to farming. Our program of "Youth and Today's Agriculture" has focused on the next generation of family farmers. It has made them wonder whether to follow agribusiness or agriculture curricular. Our "Women in Today's Agriculture" members have increased. We added thirty-six more women who are landowners or farmers. We have found several avenues of outreach to the community. One of these programs is called "Stamp out Hunger". Its purpose is to provide food for the elderly, disabled, single parents, abusive homes, or serves as a marketing outlet. OSP's Project Director and Farm Coordinator assisted in the development of four registered cooperatives. The rural business cooperative and marketing program is an on-going venture. Prize of the Harvest, OSP's marketing and distribution arm acquired a refurbished packing facility in Faison, NC to give the farmers a place to sell and ship their produce. It is a 6,700 square ft. facility used to process and store produce. We made additions that include a hydro-cooler along with conveyers. The funding for this came from RAFI-USA.

York County Farmers' Network—Strengthening Local Agriculture

Frank Wertheim, University of Maine Cooperative Extension

York County has a diverse farming community ranging from apple orchards, to red deer farms, traditional dairy and beef operations and mixed vegetable, herb and flower farms. As a result of diverse operations agricultural producers often do not have the opportunity to come together and address common needs and have expressed a feeling of isolation. In 2004 the York County Farmers' Network was developed with a mission to be a community of farmers that promotes, supports and strengthens local agriculture through informal gatherings, demonstrations, and information and resource sharing. Goals: * Strengthen farm financial viability * Provide interaction between farmers to build community * Be inclusive of all types of farms: large, small, part-time, organic, non-organic, crops, livestock, etc. * Collectively market/promote York County farms * Encourage growth of York County farm-based businesses * Stay up to date with best agriculture practices * Develop a network web site development for farmer communications and marketing to the public. Educational Design and Delivery Methods: * Development of a network planning and leadership team, bylaws and officers. * Informal winter monthly breakfast meetings, indoor potluck meetings with educational programs, and seasonal on farm potluck dinners, farm tours and educational sessions. Program Impacts Anecdotal stories and evaluations document that network members: * Have developed a sense of community and feel less isolated * Frequently utilized connections made to address issues such as repairing farm machinery or sharing equipment. * Adopted sustainable farming, IPM and new cultural practices * Developed new marketing strategies gained as a direct result of the network website www.ycfn.org * Begun exploration of obtaining conservation easements through local land trusts and state programs.

Fresh Produce Safety Efforts in North Carolina

Keith Baldwin, North Carolina A&T State University

Food safety has come under increasing scrutiny in the past few years. Outbreaks of food-born illnesses resulting from contamination of spinach, peppers, pistachios and peanuts, have resulted in legislation in the U.S. Congress. In 1997 in North Carolina an integrated, multidisciplinary task force, the North Carolina Fresh Produce Safety Task Force was assembled to address the issue. Both land-grant universities in the state, NC A&T State University and North Carolina State University, the North Carolina Department of Agriculture and Consumer Services, the U.S. Food and Drug Administration, the NC Farm Bureau, commodity groups as well as other private partners, including farmers are represented on the Task Force. The Task Force has created a strategic plan, formed working groups focused on education, research, industry and policy, networking and management support. Train-the-trainer modules have been developed and Extension agent training is being conducted. This presentation will address the integrated programming effort that has made all this work possible.

Good Agricultural Practices Impacting Small Acreage Farmers in New Mexico

Nancy Flores, New Mexico State University

Since 2002, Good Agricultural Practices (GAP) programs have been presented by New Mexico State University with the assistance of New Mexico Department of Agriculture throughout the state. Many producers have less than 5 acres and supply fresh fruit and vegetables to farmers' markets and participate in the farm to school program. Although many producers are not completely GAPs certified, their awareness of food safety issues and small changes in sanitation, hygiene and management have reduced the risk of microbial contamination of produce. This presentation will discuss program efforts and provide results of a survey of producers who have received training but have not fully implemented GAPs.

Small-Scale Farmers of African-American Descent and Contamination Events

Louie Rivers, Michigan State University; *Marion Simon, Kentucky State University*; *Louie Rivers, Jr., Kentucky State University*

Recent food contamination incidents in the U.S. have been sourced to both international and domestic food producers, bringing food safety issues to the forefront of many food eaters' concerns. Food safety standards and Good Agricultural Practices (GAPs) are promoted by Extension and industry advocates, making them available to producers through various information sources, yet as investigations of food contamination incidents reveal, they are not always followed. There is concern that the complexities of agricultural enterprises are overlooked in the process of developing uniform food safety standards and risk management messages. This National Integrated Food Safety Initiative (NIFSI) project uses mental modeling to explore variations in social constructions of food-safety as seen through the converging and complex understandings and perceptions of GAPs food safety prevention, control and response practices among fresh produce growers in Ohio, Indiana, Michigan and Kentucky. Using in-depth, semi-structured interviews, fifty producers were interviewed in this study, representing various scales of farming, in addition to underrepresented farming enterprises from Amish and African American households of Ohio and Kentucky, respectively. The goal of this research is to better understand how farmers perceive food safety issues, contamination prevention and control, how these integrate into their cultural model of farming, and to provide risk messages, through Extension, which are tailored to each group's understandings, concerns and farm enterprise. This presentation focuses on insights derived from aspects of the project focused on small scale farmers of African-American descent.

SESSION 1D

004. Unique Approaches to Sustaining Small Farmers

Prairie Capital Convention Center: B-10

Moderator: ***Larry Holmes****, USDA–Natural Resources Conservation Service*

Limited Resource Farmers Can Give Back to Your Program

Amy Carrington, Cultivating Community

As small scale farmers continue to demonstrate success, agricultural professionals will need to increase their capacity to serve both existing and new farmers. Experienced farmers understand the needs of growers who are entering or trying to navigate the agricultural system and can provide an important link to the information and resources that are available. By building relationships with new and/or underserved growers, experienced farmers can create a bridge between the small farm community and "mainstream" service providers. The New American Sustainable Agriculture Project (NASAP) is a community-based agricultural initiative. This innovative project was initiated in 2002 with a community organizing approach. The current stakeholders are socially disadvantaged/ limited resource Latino, Somali, and Sudanese farmers who are living in Maine and New Hampshire. Emphasis has been placed on building leadership, creating ownership of farm resources, and increasing farmers' knowledge of farming techniques and agricultural programs. This presentation will illustrate several ways in which farmers give back to the NASAP program thus increasing its capacity to serve farmers, including: 1.Farmers serve as leaders. They conduct outreach to new farmers, attend leadership trainings, and participate in program steering committees. 2. Farmers teach introductory classes and workshops on production and marketing and host demonstrations on their farms and at markets sites. 3. Farmers "pass-on-the-gift" of training. Those who attend regional and national conferences teach a workshop when they return home. 4. Farmers "pass-on-the-gift" of tangible farm resources. Those who receive resources such as seeds, plants, small machines, etc. return the resources via cash payment, by delivering similar resources to another grower, or by training/mentoring other farmers.

Use and Management of Water in Sustainable Agriculture

Cassel Gardner, Florida A&M University

Sustainable Agriculture is actually a new term given to an old practice. The practice which is largely undefined involved applying set of criteria to the use of input factors necessary for the successful outcome of an enterprise while protecting the natural resource base. In most developed countries where irrigated agriculture is practiced over 33% of available water is used for irrigation purposes. On the other hand in many less developed countries agriculture is dependent on seasonal precipitation. Factors such as global climate change and anthropogenic activities affect the water cycle resulting in conditions of drought and desertification. Agriculture, industry and municipal consumption are the major sector of human water use on a global scale. Of these agriculture is credited with the greatest level of consumption. According to the literature, irrigation accounts for about 40% of total freshwater withdrawal from the environment. In fact, USGS data shows that 137 million gallons of water per day is used for irrigation in US agriculture. This water is withdrawn from surface and ground water sources. Comparatively, less developing countries depend on rainfall for their water supply. Scarcity and unavailability of water for agriculture will limit food productivity highly required for our growing population. To sustain water availability from agriculture, it will be necessary to implement conservation practices, develop crops that are more drought tolerant, conduct research to alleviate spatial arrangement and cropping sequence fertility regime and other applicable best management practices (BMPs) this presentation will discuss water use practices which are compatible with sustainable agriculture.

Opportunities and Challenges for Developing a Small Ruminant Industry

Fidelis E. Okpebholo, Virginia State University

The meat goat enterprise is a small ruminant enterprise, and is currently one of the fastest growing agricultural businesses in the United States. This growth has created opportunities for small farmers, struggling to profit from production of dwindling traditional crops like tobacco, to diversify and integrate meat goat production into their farm enterprises. However, there are challenges that must be addressed in order to develop a viable meat goat industry. Demand for goat meat in the United States is high and will continue to increase. Data from 2006 USDA-NASS report indicate that between 1999 and 2006, goat meat imported to the United States increased by 329%, and value for the same period increased by 535%. Import accounts for 60% of goat meat currently sold in this country. High demand for goat meat can be attributed to the increase in the number of immigrants from countries where goat meat is traditionally consumed. Other potential goat meat consumers are health conscious individuals looking for alternative meats. Goat meat provides this alternative because compared to chicken and other red meats it is relatively low in total and saturated fats and high in protein. Other factors that created opportunities for small farmers to invest in meat goat enterprise are: low start-up cost, minimal labor requirements, use of goats for brush control, multi-species grazing and prolificacy of goats. The main challenges that have created obstacles to the development of the meat goat industry are: lack of effective means to control internal parasites, lack of effective marketing strategies, inadequate expertise information, and limited access to credit facilities. These opportunities and challenges will be addressed in the context of sustainability for small, limited-resource, and socially disadvantaged farmers.

On-Farm Sustainable Integrated Systems

Magid Dagher, Alcorn State University

On-farm sustainable integrated systems for small-scale agricultural enterprises are conceptually feasible with some already in existence and others in the pre-launch and developmental

stages. They can be profitable depending on the effectiveness of the organizational structure and implementation strategy. For a given enterprise, say a vegetable operation, employing an integrated system may entail initially identifying and assessing markets for the product, followed by procurement of resources; application of the appropriate technology in production; use of efficient harvesting methods; utilization of proper post-harvest handling techniques; adding value to the primary product; and, then, marketing wholesale and/or retail to consumers and middlemen. Options along the spectrum range from two to multiple major components of the system, depending on the farmer and the enterprise. Further, the farmer or rancher may want to focus on on-farm production systems that link two or more sub-systems of production. For example, a farmer could establish a farming operation that is dynamic and encompasses symbiotic interaction among vegetable crops, aquaculture, and livestock. Such a system would involve simultaneous, interdependent interactions among the relevant sub-systems, geared toward lowering cost, increasing profits and ensuring a long-term sustainable system. This paper will provide examples of at least 3 on-farm sustainable systems that include crop, livestock, forestry and related enterprises. Since small-scale producers are often urged to adopt alternative crop and livestock enterprises that are more profitable per acre, given their scale of operation, it is important and desirable to also have an appropriate marketing plan and strategy to ensure brisk sales. Current technology to grow these crops and available cost studies with enterprise budgets will be helpful in planning and estimating potential returns.

SESSION 1E

005. Energy Efforts across the Country

Prairie Capital Convention Center: B-2

Moderator: ***Nirmal Joshee****, Fort Valley State University*

Biodiesel Production and Its Implications for Small Farmers

Dorathy Barker, Operation Spring Plant, Inc.

Phillip Barker, OSP, Inc. farm technician and marketing specialist has been producing biodiesel for two years for farm use from used cooking oils, collected from restaurants in a 50 mile radius, thanks to grants from Rural Advance Fund, USDA RMA and NRCS. These funds were awarded to OSP to develop the art and science of biodiesel production and transfer that knowledge to African Americans, small and underserved farmers in North and South Carolina. OSP has spoken throughout North Carolina, South Carolina, Virginia, Georgia, Washington, DC and Oklahoma on the production and use of biodiesel. Our demonstration in these states has prompted interest in forming fuel/marketing cooperatives looking at feed stock for biodiesel and new enterprises to sustain the farming operation. This funding impact has created over $50,000 in savings in NC since the biodiesel production was introduced, reported at the end of the 2008 production year. Test with seed oils using soybeans, canola, sunflower, rape and cotton seeds and others fits into our fuel making process and helps OSP achieve its goals. The North Carolina Farmland Preservation, a funding source through the NC Department of Agriculture, awarded OSP $30,000 to purchase a seed extruder to extract oils from soybeans and other seeds to produce alternative fuel. The by-products are used to supplement feed for livestock, make soap and other uses. Currently, all the pieces are not in place for full production. OSP is presently producing a limited amount of fuel and distributing between 15-20 gallons of fuel to selected farmers for testing. We are members of Piedmont Biofuels of Pittsboro, NC and collaborate with NC A&T and NC State University, NCDA&CS and NRCS on many agricultural issues. We feel this project will have a positive economic gain in NC; also it will generate an environmentally safe and sound fuel system.

Can Sweet Sorghum and Sweet Potato Ethanol Contribute to Self-Sufficiency of Small Farms?

Michael Bomford, Kentucky State University

Sweet potato (*Ipomoea batatas* L.) and sweet sorghum (Sorghum bicolor L.) are promising crops for advanced biofuel production because they are better suited than corn (*Zea mays* L.) to low input production on small farms in the south. They can be considered advanced feedstocks only if lifecycle greenhouse gas emissions are less than 50% of gasoline baseline emissions. Both sweet potato and sweet sorghum are multi-functional crops, with potential to simultaneously produce human food, animal feed, and biofuel feedstock. Kentucky State University is exploring the potential for organic production techniques and decentralized processing systems to reduce lifecycle greenhouse gas emissions of energy produced from these crops at a range of small farm scales. In 2008 biointensive production - a garden-scale strategy relying entirely on human labor - gave the greatest return to energy investment among the farm scales tested. Tractor-based small farm systems gave an inferior energy return, but a far superior return to human labor. Approximately 3% of the sweet potato produced in a biointensive garden would satisfy the additional metabolic energy consumed by the gardener as a result of gardening. This compares with a tractor-based small farm, which would require that approximately 30% of a sweet sorghum crop be converted to ethanol to meet the fuel requirement for feedstock production and ethanol processing.

Community-Based Wind Power: A New Crop for the Nation's Small Farmers

Dan Thiede, The Minnesota Project

The Minnesota Project is a 30-year-old nonprofit organization that serves Minnesota and the Midwest with a key mission of promoting effective clean energy solutions for rural communities. We know that small farmers who want to get involved in community wind projects have incredible potential to see economic, environmental, and social benefits for themselves and their communities. We also know that there is much work to be done to create policy environments in states across the U.S. that supports community projects. The United States is now the world's leading producer of wind power, but we have yet to seize the opportunities that community-based wind holds in a

significant way. Community wind is defined as locally-owned, commercial-scale wind projects that optimize local benefits. Locally-owned means that one or more members of the local community has a significant direct financial stake in the project other than through land lease payments, tax revenue, or other payments in lieu of taxes. The term "community wind" refers to the method and intention of development rather than the size of the project. Minnesota has set an example for the nation with their community wind policies and projects (25% of total wind generation), which we are excited to share with owners of the nation's small farms. In our presentation to the 5th National Small Farms Conference we will offer a basic overview of community wind and supporting policies in Minnesota, walk through various ownership models and the development process, and share case studies of commercial-scale community wind projects that have been successful on small farms in Minnesota.

How Are Energy Costs Affecting Greenhouse Growers?

Robin Brumfield, Rutgers University; *A.J. Both, Rutgers University*; *George Wulster, Rutgers University*

In 2003, the average greenhouse in New Jersey spent 5.3% of sales on heating fuel, and had profits of 9.4%. By the middle of 2008, the cost of fuel oil used to heat greenhouses had almost tripled. We mailed a total of 397 surveys containing 21 questions related to energy use to greenhouse growers in New Jersey in September 2008. We received 56 (a 14% return-rate) usable surveys. Oil, propane, and natural gas were the most common types of heating fuels used either alone or in combination by the respondents. Forty-five percent of the respondents had implemented energy saving technologies since 2003 and 39% are considering implementing energy saving technologies. Energy curtains, lower set point temperatures, bottom heat, and closing down a portion of the year were the most common energy saving technologies that have been implemented. Solar and wind were the most frequent energy saving technologies respondents were considering. While only 4% had adopted alternative energy, 45% of them were investigating new methods of energy use, storage, and generation. Some of the alternative energy uses included biomass (wood, corn, switch grass, etc.), co-firing (coal and biomass), solar, wind, electric, geothermal, and double energy curtains. Sixty-six percent thought fuel surcharges were bad for business, and nine percent felt they had lost customers from charging a fuel surcharge. While eighty-four percent of the respondents indicated that their vendors were charging a fuel surcharge, twenty-three percent of respondents had asked their vendors to waive the fuel surcharge, and 13% had switched vendors because of fuel surcharges. Only twenty-three percent of respondents were charging their customers a fuel surcharge, thirteen percent had customers who asked them to waive the fuel surcharge, and 25% would consider waiving fuel surcharges in the future.

Preparing County Extension Staff to Help with Consumer Energy Questions

Donna Coffin, University of Maine Cooperative Extension; *Kathy Hopkins, University of Maine Cooperative Extension*

"Community wind helps get people connected to their energy use. Local energy production helps to build a better society, a better culture, and a better planet" - David Benson, Nobles County Commissioner and Farmer, MN Residents in Maine are having problems meeting the bare minimum of their needs for heating, transportation and food due to these rising costs. Many UMaine Extension clients have requested specific information on the relative value of alternative heating fuels, hybrid cars, and value of home grown foods. A special Consumer Energy Initiative was established to assist county extension staff in addressing client's needs for energy information. A four pronged approach to this issue was implemented. First a web site was opened that carried links to reliable information of interest to home owners including: conservation, heating, alternative energy, business, and transportation. This was followed up with a number of UMaine Extension publications on energy conservation, safety, heating alternatives and alternative energy options. A program curriculum (sample flyers, news releases, PowerPoint Presentations, and post meeting evaluation) was written and presented to staff to deliver a two hour program to clientele on heating and energy saving tips. And finally a display on home energy education was developed. Due to increased need for this display multiple copies were deployed throughout the state. Staff also participated in a special Keep ME Warm Kit distribution in partnership with the state of Maine Office of Energy Resources and Efficiency Maine. The goal of the Consumer Energy Initiative includes: Extension staff will access energy related resources to respond to client requests; Clients will report increased knowledge about energy conservation and alternatives; Clients will make informed decisions to upgrade or replace energy systems in their home, vehicles or businesses; and Clients will reduce the amount of energy used in their daily lives.

SESSION 1F

006. How Diversity and Equity Became Law: Gaining a Seat at the Table in the 2008 Farm Bill

Prairie Capital Convention Center: B-1

Moderator: ***Jay Johnson****,* USDA–National Agricultural Statistics Service

The 2008 Farm Bill contains more than 30 sections designed to improve diversity and equity in agriculture. This session will focus on the strategies that the grassroots leaders of Farm and Food Policy Diversity Initiative used to design and champion the legislative proposals. Also included are those who worked on the Agriculture Committees who wrote the proposals and assured their inclusion in the final bill. The story of how these

provisions were included (or in some cases left out) in the farm bill debate will also be shared, along with an overall review of the process from subcommittee action to conference committees to final passage. Materials summarizing the relevant provisions, which provide more direct assistance and more support for technical assistance for socially disadvantages, small and beginning farmers, will also be shared.

Presenters:

Edward J. Pennick, Federation of Southern Cooperatives/Land Assistance Fund

Savi Horne, North Carolina Association of Black Lawyers Land Loss Prevention Project

Rudy Arredondo, National Latino Farmers & Ranchers Trade Association

Quinton Robinson, USDA–Office of Small Disadvantaged Business Utilization

Ben Burkett, Mississippi Association of Cooperatives

SESSION 1G

007. USDA Funding Opportunities for Small Farmers

Prairie Capital Convention Center: B-9

Moderator: ***Paul Johnson****, U.S. Forest Service*

The 2008 Farm Bill continued previous funding programs for small and beginning producers and the groups that serve them, and began new programs. This session will provide a review of these programs and how you can use them.

CSREES Funding Opportunities through AFRI Small and Medium-Sized Farms Program

Suresh Sureshwaran, USDA–CSREES; Diana Jerkins, USDA–CSREES

This program investigates how economic and environmental interactions affect the competitiveness, efficiency, and long-term viability of small and medium-sized farms and ranches. The long-term (10 year) goals for this program are: increase the value of agricultural products sold per farm by small and medium-sized farms through the adoption of environmentally sustainable, economically viable best management practices; increase the share of the food dollar accruing to the small and medium-sized farms and to rural communities by creating on-farm value added activities based on enhanced knowledge of the interactions between changing consumer needs, environmental sustainability and economic profitability; and adopt ecological practices that will enhance the economic value of the land, operated by small and medium-sized farms, in agricultural use. Applications to the 2009 program will be accepted till June 5, 2009. Grants totaling $4,800,000 are expected to be disbursed, with maximum grants of $500,000. This presentation will provide more details on the program to interested applicants, including success stories of funded projects.

CSREES Funding Opportunities through Beginning Farmer and Rancher Development Program

Suresh Sureshwaran, USDA–CSREES; Patricia McAleer, USDA–CSREES

Section 7410 of the Food, Conservation, and Energy Act of 2008 (Pub .L. No. 110-234) amended Section 7405 of the Farm Security and Rural Investment Act of 2002, and made available in FY 2009 $18 million to fund a Beginning Farmer and Rancher Development Program (BFRDP). To support the nation's beginning farmers and ranchers, the BFRDP will make competitive grants to new and established local and regional training, education, outreach, and technical assistance initiatives that address the needs of beginning farmers and ranchers. Priority will be given to projects that are partnerships and collaborations led by or including nongovernmental and community-based organizations with expertise in new agricultural producer training and outreach. A maximum of 25% of the program funds each funding year will be allocated to address the needs of limited resource farmers and ranchers; socially disadvantaged beginning farmers or ranchers, immigrant farm workers planning to become beginning farmers or ranchers; and /or other farm workers desiring to become beginning farmers or ranchers. As FY 2009 is the first year in which the program is being conducted, examples of projects being recommended for funding will be provided. Participants will be provided with information on how to apply for future grants in this program.

CSREES Funding Opportunities through Small Business Innovation Research Program

Suresh Sureshwaran, USDA–CSREES

The Small Business Innovation Research (SBIR) program offers grants to qualified small businesses in support of high quality; innovative research related to important scientific problems and opportunities in agriculture that can be commercialized. The SBIR program has awarded more than 2,000 grants since its inception in 1983, allowing hundreds of small businesses to explore their technological potential and profit from the commercialization of their innovative ideas. Funding for the SBIR program in FY 2010 is estimated at $19 million and is allocated over 12 broad topic areas. Three of the topic areas - Small And Mid-Sized Farms, Marketing and Trade, and Rural Development - are particularly relevant to small farms and ranching enterprises. Small And Mid-Sized Farms topic will support the development of new information and technologies to improve the viability and profitability of small and mid-size farms and ranches, including development of new agricultural enterprises (including organic), and how to market these products; new management tools to enhance the efficiency and profitability of small farms; farming methods that are directed at more efficient use of natural resources; and new educational tools to ensure that small farmers have the information they need to operate their farms on a sustainable and profitable basis. Marketing And Trade topic area focuses on innovative marketing

strategies to increase sales of raw or processed agricultural, forestry and aquaculture products (including organic), and value-added foods, feed and industrial products derived from them. The primary focus of the Rural Development topic area is on the development of new technologies, and on the innovative application of existing technologies to address important problems and opportunities affecting people and institutions in rural America. Examples of projects previously funded through these three topics will be provided and participants will be provided with information to apply for this grant program.

Farmers' Market Promotion Program (FMPP) Farm Bill Financial Assistance for Direct Marketing Projects in 2010–2012

Carmen Humphrey, USDA–Agricultural Marketing Service

The purpose of Farmers' Market Promotion Program (FMPP) is to promote the domestic consumption of agricultural commodities through Federal funding. FMPP is a competitive grant program, first funded in 2006, which expands direct producer-to-consumer market opportunities for eligible entities. Eligible entities include: 1) agricultural cooperatives, 2) producer networks, 3) producer associations, 4) local governments, 5) nonprofit corporations, 6) public benefit corporations, 7) economic development corporations, 8) regional farmers' market authorities, and 9) Tribal Governments. Projects may include, but are not limited to, creating agricultural marketing cooperatives, researching farmers' and customers' needs and creating educational programs to meet those needs, developing agritourism activities that enhance long-term economic viability of farmers and farm marketing outlets, and establishing and creating new farmers markets and other direct-marketing businesses. Under the 2008 Farm Bill provisions, AMS will make approximately $5 million available to the eligible entities in 2010 and approximately $10 million in 2011 and 2012.

Wednesday, September 16, 2009
3:30 to 5:15 PM

SESSION 2A

009. Niche Marketing for Dairy, Meat, and Vegetables

Prairie Capital Convention Center: B-4

Moderator: ***Sibyl Wright***, USDA–Food Safety and Inspection Service

Get More from Your Milk: Increasing Profit through Value-Added Products

Sarah Roth, Penn State University; *Jeffrey Hyde, Penn State University*; *Angela Gloy, Cornell University*; *Brian Kelly, Penn State University Extension*; *Kerry Kaylegian, Penn State University*

Dairy is a prominent agricultural industry in the vast majority of states in the U.S., particularly the Northeast. Owners of dairy farm businesses are exploring or starting value-added dairy product enterprises as a way to increase profitability or provide an opportunity for the next generation to return to the farm business. However, the decision to enter into value-added dairy production is sometimes not well researched or planned. We developed a publication addressing the issues that dairy farmers need to explore before making the decision to start a value-added dairy enterprise. The publication guides readers through the important issues of choosing a value-added product, marketing, understanding the resources needed and available for a new venture, and assessing the profitability of different options. In addition to the printed publication, an online curriculum is also being developed with completion expected near the end of March 2009. This web-based format will provide access to the information in the printed publication by individuals across the country as well as allow authors the ability to update and modify the materials as deemed necessary without concern for printing and distribution expense. A two-day workshop was held in late February 2009 that utilized the publication as its foundation. Participants ranged from dairy farmers who already have a value-added enterprise to individuals interested in value-added dairy product processing and not currently operating a dairy farm. Workshop sessions included good manufacturing processes, marketing, milk microbiology, and processing of cheese, ice cream, and yogurt products. Surveys to evaluate attendees' plans after participating in the workshop as well as the usefulness of the publication and workshop were mailed in late March 2009. These efforts are viewed as the foundation for further programming.

Grass-Roots Marketing: The Wisconsin Grass-Fed Beef Cooperative

Laura Paine, Wisconsin Department of Agriculture, Trade, and Consumer Protection; *Jeff Swenson, Wisconsin Department of Agriculture, Trade, and Consumer Protection*

Grass-fed beef is gaining popularity nationwide with a growing number of direct market entrepreneurs as well as several national brands entering the market. However, many farmers don't have the time or the interest to do their own marketing. Using the resources of the WI Department of Agriculture's Market Development programs, Wisconsin pasture-based beef producers formed the Wisconsin Grass-Fed Beef Cooperative in June 2008. Their goals are to pool their resources to market their product collectively, produce a high value product for restaurants and upscale markets and return a premium to their members. This presentation will share how we worked with these producers to conduct their own market research, brand development, and business planning, leading to the successful launch of "Wisconsin Meadows 100% Grass-Fed Beef" in January 2009.

Case Histories of Grass-Fed Dairy Market Development in the Upper Midwest

Laura Paine, Wisconsin Department of Agriculture, Trade, and Consumer Protection

Growing consumer interest in 'grass-fed' dairy products provides an opportunity for a niche market for pasture-based

farmers. A premium for grass-based products can encourage more farmers to adopt this environmentally-friendly practice. In the Upper Midwest, pasture-based farming using management intensive grazing (MIG) is also a profitable alternative used by over 25% of the Wisconsin's 14,000 dairy farmers. As a market for grass-fed foods develops, entrepreneurial dairy farmers and processors in the Upper Midwest are working to capture a premium with new grass-fed products. This paper will tell the stories, successes, and struggles of these new products and the new, farmer led companies that produce them. Case histories will include several newly established farmer cooperatives partnering with existing processors and single dairy farmstead processors.

Where's the Beef? Markets for Organic and Grass-Finished Beef

Jeff Schahczenski, National Center for Appropriate Technology

According to a recent report by the research and consultancy firm, Organic Monitor, the organic meat sector increased sales by 51% in 2005 with an expectation of an additional 42% growth in 2006. Despite this growth many smaller farmers can not seem to profitably access these markets. Why? This presentation will explore the major issues facing expanded organic grass-finished beef markets. The author will share research work done with the Montana Organic Producers Cooperative and ranchers and marketers in California, comparing results with limited published work. The presentation will discuss some answers to critical questions: *What are the costs and risks of grass-finished organic beef production? *What is the range of prices being offered today and in the near term? How do those prices reflect net income in relationship to members' production costs? *Can marketing cooperatively improve market return over time? *Can a national relational marketing structure based on the Organic Farm Relational Marketing (OFARM) model assist in maintaining fair prices over time?

High Tunnels for Season Extension of Specialty Vegetable Production on Small Farms

Osei-Agyeman Yeboah, North Carolina Agricultural and Technical State University; *Godfrey Gayle, North Carolina Agricultural and Technical State University*; *Reddy Muchha, North Carolina Agricultural and Technical State University*; *Reyes Manuel, North Carolina Agricultural and Technical State University*; *Victor Ofori-Boadu, North Carolina Agricultural and Technical State University*; *Kurt Taylor, North Carolina Agricultural and Technical State University*

The primary objective of this study is to extend the vegetable production season on small farms in North Carolina. To this end a tobacco greenhouse was converted to two high tunnels (50' X 20'). One of the high tunnels is used for transitional organic production of specialty tomatoes, whereas the second high tunnel is for production of the tomatoes with renewable energy heating for comparison. Biological Engineering students assisted in the design and construction of the high tunnels. The high tunnels are constructed on a small farm of Charles Lucas in Montgomery County, North Carolina. The farmer is interested in organic production of specialty vegetables. The NRI project provided some materials for construction of the high tunnels, planting material and irrigation supplies. Results from the tomato production in the high tunnels will be assessed for economic benefits and compared to production results from conventional greenhouse systems. A "Farm Productivity and Environmental Quality Improvement Workshop" was conducted in March 2009. Twenty-six small farmers across North Carolina participated in the workshop. The workshop provided information on organic production practices, specialty crops, mushrooms, high value crops, water and nutrient management, biofuel, swine production and animal waste management. Farm business plans and record keeping, farm cooperatives and the new farm bill and other USDA programs were discussed and information provided to the participants. During the March 2009 workshop, three small farmers were selected for organic certification training as well as for technical assistance to become more sustainable. We are continuing our efforts to find more small farmers interested in organic production and certification. The certification training workshop will be conducted in early summer 2009. Selected farmers will be monitored to evaluate the impact of organic certification on their profitability and access to new markets.

Exploring Marketing Opportunities for Ethnic Vegetable Producers in Urban Centers

Andy Joseph Wetherill, Delaware State University

Delaware State University did a marketing study to learn the requirements for marketing ethnic crops to ethnically rich areas such as Washington DC and Philadelphia. The study was conducted by an extension educator and two farmers who were familiar with the ethnic retail establishments in the Washington DC and Philadelphia areas. In this study, fresh samples of callaloo (*Amaranthus* spp), produced in Delaware, were given to ethnic stores in greater Washington DC and Philadelphia areas. Callaloo was chosen because it was ready for market at the time of the study and is a vegetable that is popular in five large urban ethnic groups. The retail representatives were asked to provide feedback on produce quality, price, willingness to purchase and other factors that were necessary to close the deal. Thirty retail establishments in Washington DC and Philadelphia were contacted. The type of businesses contacted included ethnic restaurants, grocery stores and produce markets. The market information will be made available to ethnic crops producers who were interested in doing business in large culturally rich centers throughout the Mid-Atlantic States. The long term objectives of the study are: 1. Identify market demand for ethnic foods in these urban market segments 2. Identify specific needs and wants of the potential customers 3. Examine potential levels of profitability for farmers selling ethnic foods to these urban centers. Approximately 70 percent of the retail stores were interested in purchasing callaloo if it could be supplied on a consistent basis. Initial feedback seems to indicate a demand for ethnic produce that is grown in and around the Washington DC and Philadelphia sub-region. However, addition study, resources, and time are required to know the real demand for fresh ethnic vegetables in these two market segments.

SESSION 2B

010. Sustainable Farming Course Series (Part II)

Prairie Capital Convention Center: B-6

Moderator: ***Rafael Olmeda****, University of Puerto Rico*

Farmers, Start Your Engines: Bringing Southern Ohio Farms to Life

Jeff Fisher, The Ohio State University; Tony Nye, The Ohio State University

Increased clientele requests from new and small farm owners indicated the need for a comprehensive farm ownership and management program. The "Southern Ohio New and Small Farm College" was developed for the growing audience of landowners wanting to make the most of living on a small farm with either traditional or alternative enterprises. There have been 335 land owners participate in the eight week program at 11 locations since 2005. A core group of Extension Educators developed the curriculum which included: Getting Started in the Planning Process, Sources of Assistance, Agricultural Legal Issues, Inventory of Natural Resources, Financial and Production Record Keeping, Crops and Horticulture, Animal Production, and Marketing. Instructors represented OSU Extension, government agencies, elected officials, and private industry. The course includes a single day tour of successful local agricultural enterprises and concludes with a graduation ceremony. According to a pre-program survey, the participants reported an average farm size of 58 acres with an average length of ownership of 6.15 years. Only 19 percent had previously attended an Extension educational program. Post-program surveys indicated 82.1 percent of the participants developed or changed their business plan for management of their property after attending the New and Small Farm College. Participants evaluated the overall program a 9.3 out of a 10.0 scale, with 100 percent stating they would recommend this program to other small farm owners. A desire for more in-depth information from program participants led to the development of "Opening Doors to Success." This intensive single day Small Farm conference gives small farm owners the opportunity to choose from over 40 different seminars taught by Extension professionals and industry leaders on a variety of agricultural enterprises and management topics. A tradeshow representing industries servicing small farms is available for participants to visit throughout the day.

Growing Farms: Successful Whole Farm Management

Dana Martin, Oregon State University Extension; Nick Andrews, Oregon State University Extension; Melissa Matthewson, Oregon State University Extension; Melissa Fery, Oregon State University Extension; Garry Stephenson, Oregon State University Small Farms Program; Kristin Pool, Oregon State University Extension Service

Meeting demand and need for new farmers is a major emphasis for Extension programming during this era. Integrating correct management tools will enhance the success of these new farmers. With many regions developing beginning farmer programs, the Oregon State University Small Farms Program set out to create an educational program that meets conditions specific to conditions in Oregon. Growing Farms: Successful Whole Farm Management was funded through a grant with USDA Risk Management Agency and is intended to help new farmers manage risk through understanding the linkages between the biological, financial and human dimensions of their farms. Growing Farms included eight workshops covering six broad topical areas conducted in four regions of Oregon integrating specialty crop production with farm business management. The workshops paired Extension faculty and other agricultural professionals with experienced farmer instructors. More than 100 farmers participated. Specific workshop topics included: *Dream It: Strategic Planning. Defining personal values, assessing farm resources, grants and financing options. *Do It: Farm Operations. Two sessions addressing production options, labor management, equipment and the importance of renewable energy. *Grow It: Production. Two sessions focused on farming methods that improve soil quality, maintain optimal fertility, and manage pests ecologically. *Manage It: Farm Finances. Business structures, cash flow, access to credit and tax liability. *Sell It: Marketing Strategies. Wholesale and direct marketing strategies. *Keeping It: Managing Liability. Risk management tools such as farm and crop insurance options and agricultural entrepreneurship. As a result of this series, participants have formed strong networks with other beginning small acreage farmers, experienced farmer instructors, and agricultural and business professionals. Participants gained better access to science-based information and plan to use this information to improve their small farm business. Short-term evaluation data are impressive (medium-term outcomes for this program will be available by mid-September).

New Farm Ventures—Working with Natural Systems

John M. Thurgood, Cornell Cooperative Extension of Delaware County

An often overlooked topic of many beginning farmer educational programs is the relationship between farming practices and their effects on natural resources. Farmers participating in "Working with Nature for Profit," a one day unit of two intensive New Farm Ventures Courses, explored how ecosystem processes function and the services they provide farmers and society. The ecosystem processes of community dynamics, hydrologic cycle, nutrient cycle and solar energy flow were presented. Farmers were introduced to the concepts of farm sustainability, bio-diversity, succession and watershed management. Participants explored how actions taken on the land affect ecosystem processes and how they can manage the land to nurture those processes. Farmers learned the many services that ecosystem processes provide, including healthy water, cattle, and crops, if the land is managed properly. Participants worked in groups to study a case farm with degraded resources and discussed the breakdown of the ecosystem processes. They were asked to develop ideas on action to be taken to improve the farm. Farmers also learned how they can manage their land for multiple returns, such as hay production, and to support a population of grassland birds. Participants were presented the

implications of farming in the New York City Watershed and the need to maintain a healthy water supply for the 9 million residents that reside in and around NYC. They also learn of the benefits of participating in the Watershed Agricultural Council's whole farm planning program and USDA conservation programs including the Conservation Reserve Enhancement Program. The fourteen participants learned that farming is more than producing widgets; it is working with nature to produce the sustenance of life and that for the farm to be sustainable, ecosystem processes need to be nurtured.

University of Minnesota Extension Educators Create Small Farm Team to Address Needs of New Audience

Betsy Wieland, University of Minnesota Extension; *Nathan Winter, University of Minnesota Extension*

Small acreage ownership in Minnesota is increasing rapidly and can dramatically impact local community economics and the landscape. Extension Educators throughout the state have been getting questions from these land owners, many of whom have little experience with Extension programming, about land management issues ranging from tree care to poultry management and agricultural enterprise opportunities. To engage this new audience, Extension Educators formed the Small Farm Team to assess educational needs, determine currently available resources, and bridge information gaps. The team consists of 17 Extension Educators from a variety of duties including county based educators, food safety, pesticide and community vitality specialists. The team's first project was an eight-week pilot workshop series on small farm management in 2008. The workshop, which was based on curriculum developed by Extension Educators in the western U.S., discussed land management issues like water quality, soils, and pasture management. Thirty small acreage owners regularly attended the three hour Monday evening sessions. In 2009 this core series ran again with 40 participants and a three-week pilot series on Livestock was also offered. The team also organized "Living on the Land: An Expo for Rural Landowners". Sessions in four different tracks provided information on topics like "Soils 101" and "Sheep Shearing." Evaluations from the workshop participants and the 400 expo attendees were overwhelmingly positive. Lastly, a webpage was developed as a resource for the audience: www.extension.umn.edu/smallfarms. One major conclusion from the team's work thus far is that the increase in small farms affects a vast array of people, companies and organizations. Governmental organizations, farming organizations, banks, hunters, environmental groups, curious citizens, beginning farmers, and hobby farmers were all active participants in the events. The Small Farm Team's workshops, expo and website helped bring them together to learn and be successful.

Small Farmer Agricultural Leadership Institute

Dawn Mellion Patin, Southern University Ag Center

Formal training and instruction in leadership development had not been offered to small, limited resource agricultural producers in this country, until the Southern University Ag Center established the Small Farmer Agricultural Leadership Institute. By implementing this two year training course, the Ag Center is providing a critical service. The Institute promotes small and family farm sustainability by enhancing the decision-making and leadership development skills of these producers. As they work through eight leadership principles, they become better leaders while enhancing farm management skills. The Institute targets minority, socially disadvantaged and limited resource agricultural producers. Through a highly competitive process, 56 participants have been selected to enter into the Institute. During the course of study, participants attend rigorous, interactive, experiential learning workshops and attend farm and agricultural business tours. The Institute has graduated a cadre of minority agricultural producers who are more informed, confident, and capable. They are assuming leadership positions in their communities and the agricultural sector at large. Institute graduates are currently serving on national, regional and local advisory boards, taskforces, councils and committees.

A Successful Tool for Teaching Small-Acreage Owners Sustainable Farming Practices

Susan Donaldson, University of Nevada Cooperative Extension; *Stephanie Etter, University of Idaho Extension Canyon County*

As Western states subdivide larger parcels and ranches, the need for sustainable land management increasingly rests with a new group of owners with little experience in stewarding land. The multi-phase multi-state Living on the Land: Stewardship for Small Acreages (LOL) curriculum addresses the need to reach, teach and assist a growing population of western landholders moving onto small-acreage properties in managing their natural resources and developing sustainable systems. LOL is a complete package for use in educating small-acreage owners that presents research-based information on key natural resource issues (goal setting, soil, water, wildfire, plants and animals) as well as information on sustainable small-acreage enterprises and systems. The curriculum crosses disciplines and brings together information needed to address a multitude of community concerns. Rather than focusing only on water quality issues, LOL also integrates economic and social issues as they relate to natural resource protection, quality of life and sustainability. More than 2,000 copies of the curriculum have been distributed, and programs have been offered in a number of states. This presentation will detail the results of extensive evaluations of both the curriculum and resultant programs in several states to identify successful elements in reaching this audience. Alumni of the Idaho LOL program reported after taking the course of selecting appropriate forages, improving pasture and livestock management methods, improving domestic and livestock water quality, establishing market or CSA gardens, and establishing fencing and irrigation systems. Three years of exit testing and focus group data suggest LOL presents useful information on all aspects of land and resource management applicable to owners of small acreages 1-50 acres in size; addresses and solves critical stewardship problems; brings together the resources of universities, Extension, and local experts; and comprises "the best single resource for learning what is involved in managing a small acreage."

SESSION 2C

011. Using Special Projects and an Institute to Build Community Support

Prairie Capital Convention Center: B-7

Moderator: ***Michelle Radice****, USDA–National Agricultural Statistics Service*

Building the Small Farms Institute (SFI): From the Ground Up

Jeanine Chavez Castillo, New Mexico State University; *Jeff Graham, Mysterious Horizons Farm, Owner & Manager*

Much of our domestic agriculture is still conducted on "small" farms and ranches. In fact, 91% of all farms and ranches in the US are small-scale operations, but they produce more than 25% of our food and fiber and represent 70% of the total farms and ranch land. New Mexico agriculture mirrors these small farm statistics, yet is ranked number two for food insecurity in the United States. In addition, changes in demographics show that women and Hispanics are an increasingly large proportion of small-scale farmers, and these populations are in need of assistance. Furthermore, in NM, Native Americans struggle with retaining their farming and ranching traditions. NMSU and constituents have created a Small Farms Institute (SFI) for research, education, and outreach to promote sustainable, small farms, and food security in NM. The focus of the SFI will be the Rio Grande valley, which is experiencing increased urbanization that competes for land and water resources and reduces available farmland. The SFI goals include improving the economic viability of small farms, increasing the availability of locally grown, healthy foodstuffs for the citizens of NM, and providing an educational venue to develop and train the next generation of NM small farmers. This includes establishment of a Sustainable Agriculture Research-Education Center (SAREC), the creation of a SFI Student-Involved Garden, and development of an undergraduate degree program in sustainable agriculture at NMSU. Over the past three years, we have garnered $169,000 in one-time funding and a greenhouse, established a SFI advisory committee, hired a SFI coordinator, and reallocated three existing faculty positions. However, this progress has not been without barriers. Based on these experiences, we will outline these barriers and solutions to overcome them. We hope our experiences will serve as a model for similar programs across the United States.

Improving Economic Returns and Long-Run Sustainability in a Rapidly Growing, Peri-urban, Multicultural, Traditional Farming Community

Leeann DeMouche, New Mexico State University; *Rhonda Skaggs, New Mexico State University*

Small-scale, peri-urban agriculture throughout the United States is multifunctional, highly valued by local populations, contributes to nutrition, cultural preservation, lifestyle opportunities, economic returns, environmental quality, and social stability. One multicultural (e.g., Native American, Hispanic, and Anglo) community in New Mexico which is at the forefront of attempting to preserve its local, traditional agricultural system is the South Valley located in the Middle Rio Grande Basin, south of the Albuquerque metropolitan area. In the past few years the citizens of the South Valley community area have organized to address the threats they believe confront them as an agriculturally based community in the peri-urban shadow of the city of Albuquerque. The objectives of this project are to identify and quantify currently unmeasured scientific parameters which affect agricultural productivity and agricultural water use in peri-urban, small scale, multicultural, traditional agriculture; and use the technical engineering and hydrologic results obtained to develop technologies and guidelines which will enhance the profitability and sustainability of small-scale farms. This project will evaluate the hydrologic, socio-economic, and policy components of agricultural production in the study area, and the related hydrological balance of the system. This project is unique in that it combines both technical and engineering-based research with participatory action research which actively involves study area residents in the research and technical recommendation development processes. Adoption of best management practices and other changes in the agricultural system likely to increase economic and environmental sustainability are enhanced as a result of the participatory process.

Supporting Small Farm Viability through Improved Local Markets and Livestock Processing Opportunities

Anusuya Rangarajan, Cornell University Small Farm Program

In 2006, the Cornell Small Farms Program hosted the first NY Small Farm Summit. Over 80 participants from around New York State brainstormed and then prioritized promising opportunities to enhance the viability of small farms in NY. Two of the opportunities identified by participants were to increase local markets and improve livestock processing regulations and infrastructure for small farms. In response, the Small Farm Program sponsored two work teams to bring together diverse stakeholders to create strategic plans to achieve these opportunities. In 2008, the Local Markets Team conducted a survey to determine the strengths, weaknesses, opportunities and threats to local food production, processing, distributing, marketing, purchasing, and consumption. The Team summarized the results in a one page document, focused on opportunities and challenges to the supply side (farmers/ producers/ processors) and demand side (buyers/ consumers). Local food leaders were then invited to a one day Local Markets Summit. Participants identified several strategies that, together, could be integrated into a statewide plan to address the issues that hinder stronger connections between NYS producers and consumers. The livestock team initiated their efforts in Nov '07 by creating a list serve, LivestockProcessing-L, for communication among interested livestock farmers, small scale processors, extension staff, and agency representatives in New York and bordering states. The list has over 250 members, including regulators, engaged in very active and productive discussions, which has led to several important rules clarifications. The Team revised the Farmers Guide to Direct Marketing Livestock and

Poultry, adding chapters on mobile processing, record keeping, and processing requirements for organic labeling. A prioritized plan of work was presented in person to NYS Agriculture Commissioner and the team continues to work with the Commissioner's office to discuss ways to implement the plan. Methods and outcomes from these efforts will be shared.

Reconnecting the Middle: Building the Organizational and Physical Infrastructure for a Local and Regional Food System

Anne Pfeiffer, University of Wisconsin Extension, Ag Innovation Center; *Michelle Miller, University of Wisconsin, Madison, CIAS*; *Lindsey Day Farnsworth, University of Wisconsin, Madison, CIAS and Urban and Regional Planning*

In this time of economic turbulence and increasing environmental stress, local food and farming systems play an increasingly critical role in the vitality of both rural and urban communities. Building a viable local/regional food distribution system provides small and midsize farms with an opportunity for a sustainable livelihood and has the potential to reinvigorate rural communities, preserve working farmland and supply consumers with healthy food. Past local food projects, however, have tended to focus on niche markets and localized efforts. In light of the soaring popularity of local foods, it is time to move from the specialty, boutique market to the mainstream. The success of a thriving food system is thwarted, however, by lack of infrastructure, both physical as well as relationship-based. Challenges to a vibrant local/regional food distribution system include fostering dependable mid-scale markets, meeting food safety and post-harvest handling requirements demanded by wholesale markets, and incremental processing including production of fresh-cut, chopped, frozen, and ready-to-eat products. In order to create the necessary physical and organizational infrastructure for such a system, the Center for Integrated Agricultural Systems (CIAS), UW-Madison and the Agricultural Innovation Center at UW-Extension have conducted a nationwide case study of models offering insights into mid-scale locally or regionally produced food distribution. Emerging from these case studies, as well as on-the-ground business development work, is a series of best-practices for the success of mid-scale agricultural businesses. Early results show that essential components include: diversity within a system, processing, trans-disciplinary skill transfer, narrative-based marketing, the high value of transparency, critical attention to quality, and the role of varied business models. Furthermore, business development work in Wisconsin is beginning to demonstrate the essential role of business clustering and creative approaches to the infrastructure development that will be necessary to scale-up local food distribution.

Local, Pride-Cultivating Food and Community

Kyle Cecil, University of Illinois Extension; *Carrie McKillip, University of Illinois Extension*

The intent of the Local Food Systems -Local Pride Project is to take a comprehensive approach to building the capacity of local foods systems by linking the food production and processing of the region to community development, economic opportunity, and environmental sustainability. In order to accomplish this broad intent, coordination must occur among producer/distribution/retail concerns as well as education for producers on production, budgeting and environmental sustainability. In addition, consumer awareness of availability and benefits of locally grown food must be enhanced. This project involves the development of partnerships between Extension teams, counties, University departments, producer groups, retailers, and stakeholders. As all of these entities are essential to the development of a local food system, the project places a high priority on using stakeholder input into outreach efforts. This presentation will provide a case-example of how one community is approaching the development of a local food system. The case will highlight strategies that have worked well and those that provided valuable lessons to the effort. The presentation will conclude with a discussion regarding key questions that groups should dialogue with stakeholders when considering undertaking such an initiative.

Is There Support for Value-Added Agriculture in Alabama? Evidence from Statewide Surveys

James Bukenya, Alabama A&M University; *Latravis Brazil, Alabama A&M University*; *Buddhi Gyawali, Alabama A&M University*; *Swagata Banerjee, Alabama A&M University*

This emerging shift from commodity agriculture to product agriculture, that is, from quantity to quality, is likely to have important effects in many rural areas in Alabama, especially where large-scale, industrial agriculture remains a significant part of the state's economy but where smaller-scale production also predominates. For agricultural value-added initiatives to succeed however there must be a cluster of active leaders from a diverse cross-section of the agriculture community, who are knowledgeable about value-added initiatives and a broad range of community issues, and leaders from non-agriculture sectors who are knowledgeable about value-added agriculture and supportive of its needs. To determine whether this cluster of local leaders exist in Alabama, this study examines small farmers and local economic development leaders' knowledge of value-added agriculture initiatives, as well as their involvement and willingness to attract and support value-added initiatives. The analysis draws on data from both a mail survey administered to 998 small farmers and a web-based survey administered to 376 local economic development leaders in Alabama. The results point to several factors that seem to be strongly correlated with the respondents' support of and involvement in value-added initiatives, including age, gender, education, and concerns about increasing profit margin, local business, local income and local jobs. The insights gained from the study should help in guiding local communities that are trying to use value-added agriculture initiative as a tool for rural development. This project is being supported by National Research Initiative Competitive Grant. No. 2006-55618-18212 from USDA /CSREES.

SESSION 2D

012. Community Food: Where the Farm Meets the Market

Prairie Capital Convention Center: B-10

Moderator: ***Carmen Humphrey***, USDA–Agricultural Marketing Service

"Are We Organic Yet?" NOP Compliance for Non-certified Organic Growers

George Kuepper, Kerr Center for Sustainable Agriculture

The National Organic Standard requires that all farms marketing their produce as organic must be certified. An exemption exists for small farmers that sell less than $5000 of organic products annually. Many small market growers take appropriate advantage of this exemption and continue to use the organic label to sell their wares. However, exempt farmers must still comply with all other relevant portions of the Organic Standard, which requires certain practices and prohibits many standard agricultural inputs. But because they are not subject to the review and inspection processes required for certified growers, exempt growers do not get the same level of guidance to ensure that their growing and handling methods are really organic. There are numerous reports of growers misrepresenting themselves and their produce as organic, especially at farmers' markets. The result is growing consternation among other sellers and concern among consumers. The Kerr Center for Sustainable Agriculture has developed a guide (*Small Scale Organics: A Guidebook for the Non-certified Organic Grower* http://www.kerrcenter.com/publications/small-scale-organics.pdf) to assist exempt farmers in assessing their compliance with the Organic Standard. The guide also provides streamlined tools that can be used by market managers, Extension personnel, buyers, and the farmers, themselves, to document and affirm compliance. The presentation will discuss the issues of exempt organic production and how the guide might be employed to address them.

Farmers' Markets' Contributions to Sustainable Food and Farming Systems: Lessons from Michigan

David S. Conner, Michigan State University; Susan B. Smalley, Michigan State University

Farmers' markets have numerous potential contributions to the sustainability of food and farming systems. Farmers' markets can provide excellent marketing and business incubation opportunities for beginning farms, supply healthy food to urban and rural food deserts and decrease the number of miles food travels. For these and other reasons, fostering farmers' markets is an important recommendation of the Michigan Food Policy Council. We will present a summary of our ongoing research on farmers' markets in Michigan, discussing strategies to enhance the markets' contributions to the state and region, its farmers and its consumers. Over the past four years, we have utilized an array of research methods, including focus groups, Rapid Market Appraisal, written surveys and telephone surveys representative of the state's population. We find that while the number of markets is increasing and they continue to serve large numbers of Michigan residents, potential exists for greater contributions to a more sustainable farming system. Opportunities for enhancing benefits of farmers' markets include: * Extending the growing and therefore market season with passive solar greenhouses (hoop houses) * Ability to accept EBT (food stamps) and other electronic forms of payment * Building upon the strong 'Grown in Michigan' brand and demand for locally grown foods * Increased availability of certified organic products * Coordination with civic organizations to draw customers to downtown areas Our recommendations include: * Establishing a diversity of farmers and products which appeal to a broad customer base * Marketing efforts to clearly advertise the markets' locations and times * Clear labeling policies to assist consumers in finding locally grown products We conclude with potential roles for agricultural professionals: * Training and technical assistance for vendors and managers in marketing, food safety and handling, business planning, conducting research, accepting EBT * Beginning farmer development * Market facilitation and sponsorship.

Marketing Local: Communicating the Production Story

Lindsey Day Farnsworth, University of Wisconsin, Madison, CIAS and Urban and Regional Planning

It is critical that local food businesses communicate a strong story through labeling, marketing, and merchandising. To the extent that consumers are willing to pay a premium for local, they are paying on the basis of that story. UW-Madison CIAS case studies corroborate other leading research on local food marketing and highlight some of the marketing strategies that are emerging in tandem with the scaling up of local and regional food distribution.

Marketing of Community Foods

Mary Hendrickson, University of Missouri

Local foods have been in the news across the nation as consumers turn to fresh, locally produced foods for reasons of taste, health and supporting local economies. Hooking consumers is one thing, but building long-lasting relationships that will support community food systems into the future requires civic commitment and involvement. By exploring the development of a community-based food system in Kansas City over the course of the last 15 years, we can see the value in focusing on personal relationships as the foundation for a vibrant, healthy, sustainable food system. In this session, I walk through the model of the Kansas City Food Circle, its application to direct farmer-to-eater relationships like farmers' markets, CSAs, as well as its potential in moving mainstream outlets like grocers and school food services into community food systems. The practical questions of "How do we build these relationships?" "How do we maintain them?" and most of all, "How do we protect them in community food systems?" will all be discussed.

Reaching New Markets and Building the Buy-Fresh, Buy-Local Movement in Central Illinois

Lindsay Record, Illinois Stewardship Alliance

The Buy Fresh Buy Local Central Illinois chapter was established in 2008 to assist in the process of expanding markets for locally produced foods, provide marketing tools to local producers and food businesses and to increase consumer awareness about the benefits of purchasing locally produced foods. The chapter is a growing network of farms, restaurants, retailers, restaurants and consumers participating in various events and activities including: a networking event for farmers and food businesses; distribution of an annual direct-marketing guide; and a "Local Flavors" restaurant series serving locally produced food in local restaurants. In its second year, the Buy Fresh Buy Local Central Illinois chapter has expanded to serve a broader region and integrate lessons learned from the first year. Executive Director of the Illinois Stewardship Alliance, Lindsay Record, will share how and why the Buy Fresh Buy Local Central Illinois chapter got its start and what the outcomes have been.

SESSION 2E

013. Marketing, Disaster Prep, Economics of Dairy

Prairie Capital Convention Center: B-2

Moderator: ***Peter Jackson***, USDA–Grain Inspection, Packers and Stockyards Administration

Challenges and Potential for Small Farmers Producing and Marketing Specialty Crops and Livestock: Case Studies on Practical Ways of Mitigating Elements of Agricultural Risks and Building Sustainable Small Family Farms

Samuel Scott, North-South Institute

Most small farms especially limited resource farmers are over-diversified and under- commercialized. These small farmers are engaged in disorganized production with more that seven (7) enterprises on small acreages and execute marketing operations in a subsistent manner. This has resulted in returns that cannot sustain their farms. Our research and experience have shown that a commercially diversified agricultural portfolio of three to four enterprises that include crops, livestock or even in some cases value-added food and beverage products can yield farm incomes that are sustainable This paper is developed to share tools and models used in working with small farmers in selected southern states to build sustainable farms, mitigate elements of agricultural risks, and provide case study examples of successful small family famers. These tools included enterprise diversification, market commercialization, farm financial literacy/farm record keeping, business organization and computer literacy as vehicles in mitigating agricultural risks and building sustainable small family farms. With over 70% of the small family farms in an unsustainable state, this paper presents results from a pool of over 1,500 small family farmers who are exposed to these models that are suggested. The paper will show small farmers and service providers how to: *select and combine successful enterprises of crops, livestock and value-added operations for successful enterprise development; *use models of enterprise development by teaching small farms how to enter into commercialized marketing opportunities based on these selected enterprises that are market driven; and *select the set of tools in farm financial literacy, cash flow management, simplified farm record keeping, and computer literacy, to train and demonstrate to selected farmers such that they can combine these with the above to gain access to various states and federal programs, especially capital.

Evaluating Marketing Channel Options for Small-Scale Fruit and Vegetable Producers: Case Study Evidence from Central New York

Matthew Neil LeRoux, Cornell Cooperative Extension of Tompkins County

This study investigates the relative costs and benefits of marketing channels used by typical small-scale diversified vegetable crop producers. The study compares the performance of wholesale and direct marketing channels, including how the factors of risk, owner and paid labor, price, lifestyle preferences, and sales volume interact to impact profitability across different channels. Case studies of four farms that sell through different marketing channels present a "snapshot" of the costs and returns associated with marketing their crops. Each case study farm has been in operation for over five years, and has between 15 and 20 acres in diverse vegetable and small fruit production. For the analysis of small scale vegetable marketing, it is not adequate to simply determine which one channel is the most profitable. The marketing mix for such farms includes consideration of many factors in addition to profit. Among many small scale farmers, profit maximization is less important than lifestyle preference. Additionally, the nature of highly perishable crops, along with the risks and potential sales volume of particular marketing channels requires a combination of different marketing channels to maximize gross income.

ReadyAG: Disaster and Defense Preparedness for Production Agriculture

David Filson, Penn State Cooperative Extension

The ReadyAG: Disaster and Defense Preparedness for Production Agriculture workbook is designed to help the farm or ranch owner plan for and manage disasters that can occur on the farm or ranch, such as power outages, drought, flood, severe snow or ice storms, but also such catastrophic events as tornadoes, hurricanes, fires, disease outbreaks, and other events, such as acts of terrorism or a nuclear accident. If a disaster hit a farm or ranch today, would it still be in business next month? Before disaster strikes, ReadyAG can help producers: *Identify vulnerable areas of production and management *Prioritize areas to strengthen *Create an action plan specific for a farm or ranch operation *Develop an accurate inventory of farm assets *Identify and engage local critical services *Find additional help. ReadyAG is a simple, comprehensive workbook that directs producers through a process to take a critical look at their agricultural operation, guiding them to determine areas that need improvement, thus helping them to become

better prepared for any event that could disrupt their operation. ReadyAG will help farmers and ranchers become better prepared for all disasters, so they can continue to be viable even in the face of disastrous events. This presentation will explain and illustrate the use of the ReadyAG workbook that will help agriculture producers become better prepared for any disaster. Participants will learn how to access the workbook, what information is generated, and how producers can significantly reduce their vulnerability and enhance their continuity of operations planning.

Small Farm Ag-Emergency Planning

James Jarman, University of Missouri Extension

Small farmers and their families are likely to be particularly vulnerable during an agricultural emergency. Has anyone thought or planned to address their specific needs during an agricultural emergency? When a farming community has large family farms, corporate farms, corporate supported farms like poultry or swine operations, small farmers may be forgotten and receive less assistance. In a farming community, there may be more people involved on small farms than on large farms. They may depend on their family and rural location for greater support and as an anchor for their philosophy on life. Also, they may be less flexible or tolerant to interference from forces outside the family and farm. Losses can cause a greater impact on their emotions and finances. Small farm animal production is less likely to be associated with an outside production company. These companies are in a position to support the emergency actions needed and help insulate their employed farmer or farm family from an agricultural emergencies' impact. This Power Point covers the main points small farmers and their families need to think about if they and their farm are involved in an agricultural emergency. There are slides with examples of recent agricultural emergencies, the provisions of the Homeland Security Presidential Directive 9, current threats, the most serious threats, ways to lessen the individual farm's threat, a discussion of the three most serious animal disease threats - foot and mouth disease, high path avian influenza and exotic Newcastle disease, the responses to these three diseases, and emergency management including mitigation, preparedness, response and recovery.

The Economics of Dairy Systems across the USA

Tom Kriegl, University of Wisconsin Extension, Center for Dairy Profitability

The Great Lakes Grazing Network (GLGN) Grazing Dairy Farms Financial Summary project initially sponsored by USDA IFAFS grant project #00-52501-9708, revealed relatively consistent differences in financial performance between Great Lakes states and between dairy systems, and demonstrated that the official USDA cost of production estimates were far different from the cost of production calculated from actual farm financial data from the same states. Multiple years of actual farm financial data has been collected from many states in the U.S. and put into a similar format to allow a fair comparison of cost of production between states and dairy systems. This comparison shows: 1. That the financial performance differences between states and systems demonstrated in the GLGN project appear elsewhere in the country. 2. Large differences between the cost of production estimated by USDA and the cost of production calculated from actual farm financial performance for the same states. 3. Small dairy systems typically attain more NFIFO/$ revenue than large dairy systems in the same state.

The Economics of Grazing, Organic, and Confinement Dairy Farms

Tom Kriegl, University of Wisconsin Extension, Center for Dairy Profitability

Ten Land Grant Universities plus Ontario standardized accounting rules and data collection procedures to gather, pool, summarize and analyze actual farm financial performance from many sustainable, small farming systems which currently lack credible financial data that producers need for decision-making, in a project initially sponsored by USDA IFAFS grant project #00-52501-9708. This effort compares Wisconsin organic dairy farm data to grazing and confinement data since very little organic dairy data was collected from outside of Wisconsin. However, the Wisconsin data is compared to the limited amount of organic data collected in other parts of North America. This project has over 80 farm years of Wisconsin organic dairy farm data spanning ten years to help understand the level of economic competitiveness of organic dairy farming. Insights include: 1.Actual farm financial data from organic dairy farms is still scarce. 2.The financial performance of organic dairy farms looks dramatically different from one part of the country to the other. 3.A number of individual farms are achieving financial success with an organic system. 4.The price premium was very important to the economic competitiveness of organic dairy farms. The up-to-date conclusions of this project can be accessed at http://cdp.wisc.edu.

SESSION 2F

014. New Opportunities for Small-Scale Farmers and Ranchers— How New Set-Asides, Advance Payments, and Other Tools Can Improve Accessibility of USDA Programs for Producers

Prairie Capital Convention Center: B-1

Moderator: ***Jorge Comas***, USDA–Farm Service Agency

The 2008 Farm Bill provides new tools to assure that socially disadvantaged and beginning producers are served by farm programs. This session will provide an overview of the new set-asides of funds for this sector of producers and how to prepare to access the set-asides and advance payments. Information on credit and rural development programs will also be provided. The presenters will share information on eligibility requirements for these new provisions.

A Discussion of FSA's Informal Appeals Process and the Illinois Agricultural Mediation Program (IAMP)

Stan Wilson, Illinois-Farm Service Agency; Cortney Kuntze, Illinois Agriculture Mediation Program

The goal of the informal appeals process to maximize opportunity for resolution of factual disputes between participants and FSA at the lowest possible level is examined. The informal appeals process provides opportunity for review by persons or committees with detailed knowledge of FSA program, knowledge of farming operations, and expertise in farm management. Participants may seek appealability review, reconsideration, mediation, or appeal of the decisions made along with a program application, form, agreement, or contract. According to the 1994 Act, Section 275, mediation is offered as part of FSA's informal appeals process. Any issue that may be appealed under FSA's informal appeals process may be mediated. The goal of mediation is to provide a means for parties in dispute to exchange information and to explore options in a nonbinding setting that assists in resolution of the dispute. Through mediation, parties may discover options for dispute resolution and avoid some or all of the cost and time that may accompany resolution through the administrative appeals and litigation."

Using FSA Farm Loan Programs to Purchase Land and Begin or Continue Farming

James Radintz, USDA Farm Service Agency

This presentation will provide an overview of FSA farm loan programs and how they may be coordinated with other commercial or state loan programs to finance beginning farmers, particularly to finance land purchases. Program features and approaches for partnerships with state programs and commercial lenders will be highlighted.

FSA American Indian Credit Outreach

Lou Anne Kling, National Tribal Development Association

Most people would define outreach as brochures, flyers, phone surveys, e-mail and other forms of easy approaches. On Indian Reservations, these methods are not very successful. This project uses peer mentoring, advocacy skills and training, informational and educational meetings, referrals and one on one technical assistance. On reservations, you cannot come on as an outsider and expect to be received with open arms. You build trust, you never promise more than you can deliver, do not be the pied piper and then drift away leaving the dreams and hopes smashed, along with more lost trust. In other words, do what you say you will do. A key is the ability to listen and make adaptations to your program based on the needs of farmers. Because of listening skills, we can assist participants in getting dreams down on paper, setting goals that become a reality and follow up successfully to bring dreams to fulfillment. The next element to lasting outreach is presence in the community. To build your reputation as a great liaison to the Indian farmers or youth, you must provide on-going follow-up, informational meetings and other contacts on a regular basis. We must be sensitive to cultural issues and change our approach so we respect the culture of their people. With these approaches we can provide better services, will have an Indian farmer with education, trust and knowledge to fulfill dreams as the First Farmers and Ranchers on this land. Lastly we must be able to motivate ourselves and the participants we work with as Outreach is not easy, and we need to get society to understand that outreach programs are making a difference. When outreach becomes an integral part of the system, the need to define it as a separate aspect of the programs will no longer exist.

Small-Scale Technology Information Templates

Cheryl Simmons, USDA–NRCS

NRCS Central National Technology Support Center (CNTSC) is working to build from work in the East and provide conservation information sheets for small farms in the central area. Focusing on unique aspects of the central region, CNTSC is working to add information sheets, including farmstead windbreaks, silvopasture for hardwoods, and catastrophic animal mortality. In the initial review of the Small Scale Technology Information Sheets, the Center is looking at: 61607; what is applicable to the Central Area? 61607; what is not applicable to the Central Area? 61607; ideas for other low-cost alternatives, 61607; new templates warranted for Central Area, and where possible, 61607; vetting templates with Sustainable Ag and Small Farm Partners Specialists are also recommending some general or systems approach information for Small Farms including: 61607; stream corridor protection 61607; water quality issues for the small farm 61607; wildlife 61607; cultural resources. The presentation will update the group on availability and location of the small farm information sheets.

SESSION 2G

015. Understanding the USDA Peer Review Process—Views from the Peer Review Process

Prairie Capital Convention Center: B-9

Moderator: ***Desmond Jolly***, Professor Emeritus, University of California, Davis

Many organizations serving small and disadvantaged producers depend on grants and cooperative agreements to support their work. For most of these programs, a competitive review process is required. Community based organizations and minority-serving institutions have long contended that a real review by peer groups is essential to a fair outcome of the process. A group of agency staff and peer reviewers will lead this conversation on how the peer review process works, how the different perspectives of the review panel contributed to the outcome, and on how you can participate as a reviewer. The importance of multi-year grants and encouraging as many grantees as possible to participate in the out years on a panel will be discussed.

Presenters:

David Wiggins, USDA–RMA

Mapy Alvarez, National Immigrant Farming Initiative

Suresh Sureshwaran, USDA–CSREES

Al Drain, retired, Director, USDA Office of Small Farms Coordination

Marion Simon, Kentucky State University

Thursday, September 17, 2009
8:00 to 9:30 AM

SESSION 3A

017. Enterprise Planning and Market Assessment Tools

Prairie Capital Convention Center: B-4

Moderator: ***Evert Byington***, USDA–Agricultural Research Service

Which Niche Markets Can You Fill?

Mary Shepherd, Farmers' Markets Today

This presentation will address consumer trends, the growing need and desire for safe local foods, and how small producers are able to fill those niches. The goal of the presentation is to help the producers discover hidden niche markets that exist in their regions, identify niche products they can develop or adapt for consumer trends, and find and attract niche customers for those niche products.

Market Planning and Marketing What You Produce

Duncan Chembezi, Alabama A&M University; *E'licia L. Chaverest, Alabama A&M University*

The expansion of sustainable agriculture requires the development of alternative production techniques and marketing strategies. Even though a number of viable marketing channels and strategies exist, many farmers have not been able to take advantage of these channels. The lack of participation in these markets by producers is varied and has been studied extensively. Small and limited resource producers are often faced with more extensive obstacles than large producers. They generally have less education and lack the resources to participate in alternative production or marketing methods. Most producers in Alabama are unable to access facilities that process livestock thereby limiting their sales to traditional and often unprofitable markets. Overall, limited resource farmers recognize the need to increase their competitive advantage in the market place, and have in some cases, created alternatives to traditional ways of doing business. The expansion of CSA, farmers' markets and niche efforts in specialty products is increasing annually. Institutional markets such as schools and hospitals and other direct markets can play a vital role in sustaining local agricultural producers and local economies. Direct marketing refers to selling on a personal, one-to-one relationship that ties farmers and consumers together. Many times this relationship is face-to-face. Other times, the consumer and farmer may not actually meet, for example, Internet sales. Overcoming barriers to these markets such as, production methods, insurance requirements, distribution channels, and quantities needed to supply an institution, can seem daunting to individual producers. This presentation draws heavily on the work and experience by the Small Farms Research Center working with small and socially disadvantaged producers. It outlines and recaps the many marketing channels and strategies that producers could access and utilize. It further highlights the pros and cons of each of the marketing channels. The merit of selling products before they are produced is emphasized.

Developing Agritourism as a Marketing Tool: The Big Picture

John Pike, University of Illinois Extension

Agritourism has become a hot topic for many small farms and tourism professional alike. There are a number of definitions for agritourism and fortunately, most are broad enough to include a number of businesses found in about any rural region. While agritourism has evolved as an unrecognized marketing tool for many entrepreneurs, recent changes in consumer travel habits have tourism professionals scrambling to meet the growing demand to incorporate education, history, nature and convenience into the shorter but more frequent trips that are increasingly replacing the traditional once a year, one or two week family vacation. This situation has created an opportunity for the members of the agriculture community involved in agritourism to partner with local and state tourism professionals to promote rural areas that have not been widely marketed before. These efforts of collaboration have proved to be very beneficial, however, the process of educating the farmers and tourism representatives about what agritourism means to each other has proved to be the most challenging aspect of the process in many cases. Farmers also do not always recognize that tourism is a major component of their business or recognize the opportunities to cooperate, instead of compete with other nearby agritourism attractions. This situation is not easily understood by many traditional tourism professionals accustomed to working with hotels, restaurants, theaters and other complimentary attractions that realize they are all part of the larger tourism industry. The same can happen with agritourism, but education and understanding is the key and facilitating this process can be very challenging. This presentation will focus on the different views of agritourism from the view of both the agriculture and tourism point of view and the challenges and successes associated with being involved with the development of ATPI, a statewide agritourism organization in Illinois.

A Market-Driven Enterprise Screening Guide

Ramiro Lobo, University of California Cooperative Extension; *Larry Lev, Oregon State University*; *Stuart Nakamoto, University of Hawaii, Manoa*; *Gary Bender, University of California Cooperative Extension*

The economic viability of small to medium scale and family farmers is seriously threatened in the United States. Escalating production costs, limited resources (land & water), increased regulations (labor & pesticides), urbanization, industrialization and globalization of agriculture, and increased competition have significantly declined profit margins for US farmers. Farmers must learn to operate in a business environment in which the success and profitability of agricultural operations is more dependent on factors external to the farm or ranch operation. Farmers need to increase their ability to deal with risks related to production, marketing, financial, legal, and human resource issues that not only impact their existing businesses, but which may also impact potentially profitable farming enterprises they identify. However, every farmer manages risks differently and the strategies and tools selected are greatly dependent on the values, goals and risk attitude of the farm operator. Enterprise diversification is a commonly used risk management strategy by farmers. Growers constantly search for new or alternative crops or enterprises to keep their operations economically viable. However, identifying and evaluating new or specialty crops with good profit potential is difficult and intimidating to most producers. The challenges are greater for small scale farmers with limited access to resources or who consider growing new or alternative crops for which relevant information is only limited at best. As a result, they make decisions under even higher uncertainty, further compounding the problem. The screening guide we present will help growers assess the profit potential of new or alternative enterprises they wish to consider. The guide provides an organized process to compare alternative enterprises while addressing factors relevant to the decision making and providing information resources to deal with areas of deficiency. Specific crop examples from San Diego County will be used to show how to use the guide effectively.

Harvesting the Bounty—Successful Micro Food Business

Nancy Flores, New Mexico State University

So how do you make money with Grandma's recipe for cookies, salsa, BBQ sauce, cheese, jerky? Making the food product believe or not is the easy part. Many small food processors fail not because of the product but because they lack basic skills in business planning, financing and management. This presentation will focus on how to provide assistance and guidance to food producers wanting to add value to their operation by further processing their agricultural products into a packaged retail product.

SESSION 3B

018. Engaging a Multicultural Farming Audience (Part I)

Prairie Capital Convention Center: B-6

Moderator: ***Shirley Brown***, USDA–Office of the Chief Economist

Extension Outreach Methodologies to Make Your Program More Effective—What Works, What Doesn't

Richard H. Molinar, University of California Cooperative Extension

California is a very ethnically diverse farm state. There are a number of different outreach techniques utilized in California to make our extension efforts more productive. Some of these include hiring ethnic staff, one-on-one farm visits, office consultations, group meetings, written materials, on-farm research, ethnic radio, audio and video, and offering gadgets/ gizmos/ attention getters. Some of these techniques work better with one ethnic group than another, and knowing the best technique(s) is vital to a high impact, productive program. Other practices that can influence success or failure include consistency of programs over a period of time, gaining the trust of the elders or leaders of each ethnic group, respecting and participating in cultural events and customs, and developing partnerships with other agencies and Community Based Organizations (CBOs). A classic example is the collection of "Pesticide Safety" booklets we have in Hmong, Lao, and Cambodian. They are useful for those who read those languages, however many first generation farmers only have a 4th grade education and many cannot read Hmong. Broadcasts on Hmong radio stations are much more useful.

Alternative Curricula Formats for Reaching Immigrant Farmers

Bee Cha, Washington State University Small Farms Program; *Todd Murray, Washington State University Small Farms Team*; *Patrice Barrentine, Washington State Department of Agriculture*; *Marcy Ostrom, Washington State University Small Farms Program*

Immigrant farmers are the fastest growing demographic sector of Washington agriculture. Over the past decade, the USDA Census of Agriculture recorded a 14 percent increase in the number of Latino-owned farms in Washington. In addition, around 5,000 Hmong refugees and increasing numbers of Eastern European and African immigrants with farming backgrounds live in Washington. Unfortunately, most conventional farmer education models are ill-suited for farmers with limited access to land, water, and capital; limited English proficiency; and traditions of oral communication. Meeting the needs of Washington's immigrant producers will require rethinking many of our approaches to Extension and public agricultural assistance programs. The Washington State Small Farms Team has piloted a variety of alternative learning formats for reaching

multicultural producers with sustainable farming and business planning curricula, including hands-on farm walks and workshops, radio shows, audio CDs and short films. Bee Cha, the WSU Hmong Small Farms Program coordinator, led a project to engage Hmong youth in helping the family farms of King County develop sustainable agricultural practices. Learning and passing of information in Hmong culture is traditionally done orally through folk stories and visually through art. While the classroom-style of teaching does reach some farmers, language, work schedules, and learning styles have been barriers to making education easily accessible. We found that most farmers have access to DVD players and that video has the potential to overcome some barriers to learning. Training educators and farming youth in video production supports our goal to provide appropriate, accessible education to farmers and to interest young people in farming and Hmong culture. This workshop will share a short sample educational film which is a snapshot of Hmong farming and marketing in Washington State. Films created to date have been screened with 600 Hmong community members.

Bringing Non-English Speaking Minority Growers into the Fold

Aziz Baameur, University of California Cooperative Extension

Communicating with non-English speaking small farmers there is more than just the language issue to solve. The provider of the services has to (a) find a trusted point of contact within the targeted community; (2) gain the trust of the clientele in question; (3) strive to assess the needs of the community; (4) demonstrate by a long-term commitment to the goals of the community of growers in need of services (5) find a common language for communication, usually the predominant language of the group in need of help; (6) provider and clientele has to take a risk on each other. In this presentation we will present a case study of a population of 80 Chinese growers in Santa Clara County, CA that needed help to comply with water quality regulations. In 2005 the Water Quality Control Board in Region, region III (RWQCB) launched an agricultural waiver program for water discharge requiring farmers who use irrigation learn how to manage water quality. To earn the conditional waiver, growers had to complete these short courses. The region's only major agricultural population without access to water quality courses was represented by ethnic Chinese growers, who operate numerous Santa Clara County's small-scale farms. By default, the Small Farm Program was assigned the leadership to bring this population in compliance by designing, enrolling, and delivering a water quality short course. Sixty-five growers, located within the affected area, were enrolled. By combining the five steps listed above and assembling a team of colleagues and organizations we were able to deliver a quality program in Chinese. It emphasized practical and hands-on approach, filled the needs of the clientele, and provided a solution to potential regulatory problems. This first step lead to other ventures into programmatic opportunities in pest management, food safety, postharvest storage, and land use issues.

Singing the Songs of Home in a New Land

Gladys Gary Vaughn, USDA–Office of Assistant Secretary for Civil Rights; Larry Laverentz, Department of Health and Human Services

On average of 65,000 refugees arrive in the United States each year. Approximately one-half or more of these individuals come from agrarian cultures and bring with them a desire to continue farming. The Departments of Health and Human Services and Agriculture have worked in collaboration for nearly five years to (a) build bridges to greater understanding and cooperation about issues affecting refugee farmers and their families, and (b) to search for new knowledge and new conceptualizations about how best to facilitate their transition to a new home and farming in a new land. Refugees have contributed immensely to the cultural diversity of the nation's food production and supply, cropping systems, traditions, management of soil and water, and the changing national palate. Their ability to produce familiar foods for consumption has helped ease the transition to extremely different circumstances. At the same time, as small farmers their food production has contributed remarkably to the economic well-being and vitality of both rural communities and ethnic urban enclaves. The Refugee Agricultural Partnership Project (RAPP) is a collaborative USDA/DHHS project—the vehicle through which mutual assistance associations and other community-based organizations are helping to build the farm/business capacity of refugees. This session will feature an overview of RAPP; and an interactive discussion of results and lessons learned about (1) the use of sustainable agriculture as a profitable and socially-responsible strategy for refugee farmers; (2) the application of old (e.g., field demonstrations, farmers markets) and new tools (e.g., micro-financing, individual development accounts) to problems facing refugee farmers and their families; (3) the role of gender in refugee farming; (4) strategies for working with limited English-speaking and culturally diverse populations; (5) emerging social and economic issues impacting resettlement, and (6) how agriculture has helped to make a place called home in a new land.

SESSION 3C

019. Understanding the Small Farm Audience, Needs Assessment, and Evaluation of Program Impacts

Prairie Capital Convention Center: B-7

Moderator: ***Kathryn Hill***, USDA–Office of Communications

What Do Small Farms and Small Farm Operators Look Like? Results from the 2007 Census of Agriculture

Kevin Barnes, USDA–NASS; Virginia Harris, USDA–NASS

The 2007 Census of Agriculture was released on Feb. 4, 2009. This presentation will discuss some of the highlights of the census data, with particular emphasis on the trends in characteristics of small farms and small farm operators since the last

census in 2002. Some of the topics to be covered include the types of small farms, beginning farmers, aging of American farm operators, increasing diversity of small farm operators, and the changing structure of the farm economy. Small farms are an important part of American agriculture, and the Census of Agriculture is an important tool to describe small farms' contributions to the local economy. The census of agriculture provides statistics on the types of farms, the income structure of the farm, and the characteristics of the farm operator. This data allows providers of services to small farms to see how they can best play a role in letting small farms succeed. In order to publish the best possible numbers for the 2007 Census, the National Agricultural Statistics Service (NASS) engaged in active outreach and list building efforts targeted to minority and small farms. NASS entered into partnerships with Community Based Organizations (CBOs) to help build lists of farms and to encourage those farms to return census forms.

Challenges and Successes in Documenting Small Farm Program Impacts

Denis Ebodaghe, USDA–CSREES

In today's economy, the major challenges to small farmers in terms of demonstrating their successes as well as documenting program impacts will be based mostly on a few critical factors not limited to: access to capital, effective management and reporting practices. Inadequacy in funding and the inability to gain access to credit or capital has been found to constitute a road block in successful program development. Poor management practices and inadequate performance management makes it difficult to collect, analyze and document program impacts emanating from small farm accomplishments. The need to report meaningful impacts has never been greater, particularly in these tough economic times where resources are shrinking. To become successful in securing badly needed resources, small producers have to demonstrate the efficiency and effectiveness of their farm operations. Good outcomes supported by quantifiable impacts make it easier and attractive for funders to continue their support of a given program. This is comparable to going to a bank and asking for a loan. If you have assets and a good debt to asset ratio, you will have little or no challenges getting a loan. In this same analogy, if you get funded, and are not able to deliver in terms of documenting measurable impacts from project outcomes, it will be very difficult to get the same grantor or any grantor to fund your future projects. Some of the pitfalls to be avoided include: poor management plan, lack of clear and measurable goals, selecting inappropriate impact indicators to track milestones and program accomplishments, and reluctance in building a strong partnership effort can all affect future project funding. To increase small farmers' chances to be more successful in securing funds, it has become very important to showcase success stories. Some examples of success stories will be shared at the conference.

Risk Management Training Needs of Small and Minority Farmers in Tennessee and Alabama

Fisseha Tegegne, Tennessee State University

Small farmers make up approximately 91% of agriculture in the United States with the majority found in the Southeastern region. They are diverse in terms of size of their operation and the type of agricultural enterprises they operate. Small farmers are important for viability of rural communities in which they are located; they control a large share of agricultural assets and also participate in government programs such as the Conservation Reserve Program (CRP) and Wetland Reserve Program (WRP). Despite their large number and importance, small farmers have been facing various challenges over the years which are aggravated by changes in policies/regulations, increased concentration of agriculture with fewer and large farms being dominant, globalization and low level of income due to high input costs and low product prices. Given these factors, small farmers and ranchers need to use risk management tools or strategies to ensure economic viability and sustainability of their operations. Farmers with access to risk management information and the knowledge to use it have the key to profitable operations. The problem is that most small and minority farmers often struggle to find and use appropriate information. Most of them experience frustration for not being able to locate answers to specific questions, not understanding the information presented, and being overloaded with too much information to filter through to find what they need. Selected small and limited resource farmers including minority farmers in Alabama and Tennessee were asked to provide feedback on the type of risk management education in which they would like to participate. These farmers were also asked to identify effective risk management information delivery methods. Focus group meetings and mail survey were used to gather data. This presentation will discuss results from the data and their implications.

Starting From Scratch—Working with Residential/ Lifestyle Farmers

Diane Mayerfeld, University of Wisconsin, Madison

They account for more than a third of the farms in the US, they are well educated and technologically savvy, they have financial resources, they are innovative, they care about sustainability, and they are growing in numbers. Yet whether they are called lifestyle farms or hobby farms, as a group these farms have been looked down upon by most established farmers - and by educators. What are the challenges of working with this group? Are there rewards? Do the stereotypes really fit? What type of outreach is most effective? Join Wisconsin Extension educators for a conversation about serving residential/lifestyle farmers.

SESSION 3D

020. Sustainable Livestock in a Small Farm System

Prairie Capital Convention Center: B-10

Moderator: ***Ken Johnson***, USDA–Animal and Plant Health Inspection Service

Animal Well-Being in Small Poultry Flocks: Opportunities to Improve Bird Health and Product Quality

Anne Fanatico, USDA–ARS; *Annie Donoghue, USDA–ARS*

Interest is growing in farm animal welfare, although there is little legislation in the U.S. Voluntary welfare assurance programs exist, but most small poultry producers do not participate. Although raising birds in small flocks has some inherent welfare advantages, such as ample space and close attention to each bird, producers must be aware of impacts of production practices on well-being, product quality, and environmental impact. For example, outdoor access allows a bird to express natural behaviors, such as scratching, dust bathing, and flying; however, if outdoor access is not well-managed or pastures not rotated, the outdoor area may become a source of pathogens and parasites; and excessive use may destroy vegetation. Housing should protect birds from high winds, rain, or excessive heat or cold. Adequate nest boxes and roosts should be provided for layers and bedding kept dry. Birds should always have access to clean water and nutrition should be adequate. The genetics used should be appropriate for the production system and birds should have good walking ability. Birds should be protected from predators, pests, and rodents. The introduction of disease should be prevented by good biosecurity, vaccination, quarantine or other methods; if birds become ill or injured, they should receive medical treatment or be humanely euthanized if they are not likely to recover. Physical alterations such as beak trimming and caponization are usually not done. Although stunning before slaughter is an important practice in welfare assurance programs, most small poultry producers/processors do not stun; instead, necks are cut and birds bleed to death. This is because of concerns regarding meat quality due to inadequate bleeding, concern that stunning is not humane, and the relatively high cost of stunning devices. Research continues to focus on improving animal well-being in poultry and applications for bird health, product quality, and wholesomeness.

Conservation and Producer Benefits of a Bedded Pack Management System: Case Study

John M. Thurgood, Cornell Cooperative Extension of Delaware County; *Challey M. Comer, Watershed Agricultural Council*; *Daniel J. Flaherty, Watershed Agricultural Council*; *Mariane Kiraly, Cornell Cooperative Extension in Delaware County*

Animal manure management is a significant challenge for many small dairy farms. One manure management system in limited use is a bedded pack. A bedded pack management system (BPMS) is defined here as a covered barnyard and feeding area that holds a variety of dairy cattle, storing their manure through the accumulation of an unturned bedding of dry material for later use as a nutrient amendment. A BPMS was designed and implemented on a small dairy farm as part of the NYC Watershed Agricultural Program. The system was implemented as an alternative to the traditional suite of best management practices: manure storage, barnyard runoff management system, and heavy use area protection for feeding. The BPMS was intended to house the farmer's dairy cattle only during the winter months; the herd was on pasture during summer and was outside in winter. The system was studied for two years post-implementation to determine the environmental and economic effects: *The system proved to effectively contain, with little odor, all of the cattle manure and urine. *The amount of labor pre and post implementation was relatively unchanged. The BPMS proved to be a comfortable environment for the cattle. *Milk sales per cow increase by 2,000 pounds post implementation at least partially due the BPMS. *The amount of bedding needed proved to be a significant expense to the farmer. *The bedded pack provided an excellent material for composting. Characteristics of farms most likely to find the BPMS beneficial are: farms currently out-wintering cattle in harsh winter climates, spring freshening herds (less manure and bedding needed in winter), organic herds that place a high value on compost as a soil amendment, farms with out-dated dairy facilities and that have a need for manure storage, barnyard and feeding area conservation practices.

Grazing Education in Indiana with Purdue Extension Service

Mark Kepler, Purdue University; *Steve Engleking, Purdue University Extension*

Purdue Extension Educators have conducted a variety of training events in Indiana for livestock producers on grazing. A two day workshop entitled Grazing 102 has been conducted four times in various parts of the state. This is an in-depth and hands on program that included plant growth, watering systems, pasture fertility and animal health. Participants visited two rotationally grazed farms in Fulton County. At one stop, a forage demonstration plot was featured where the Purdue Forage Extension Specialist discussed the pluses and minuses of different summer annuals. One part of the program featured a discussion of animal handling. Here techniques were demonstrated on animal handling and discussion was held on how the animals perceive humans and their actions. This program also included a panel discussion from producers on beef, dairy and goat pasturing. All of the surveyed producers said they intended to try some of the techniques discussed and would recommend this workshop to others. Two commented this is, "One of the best I have ever attended." Extension Educators were also involved in the Northern Indiana Grazing Conference. This annual event had over 900 registered attendees. It included educational presentations and a trade show and is held in the heart of Indiana's Anabaptist community. Featured in this program were producers who spoke about their own operation including subjects such as organic, dairy, goats, calf and poultry production. A unique part of this program was a

youth panel on "Roles and Responsibilities on the Family Farm." Several government agencies were partners in these programs.

Managing Natural Animal Grazing Behavior for Improved Pasture Sustainability

Dean R. Oswald, University of Illinois Extension

Managed grazing has long been celebrated for improved forage quality and quantity. Multiple species grazing has many potential benefits for rough, weedy or brush covered pastures. Objectives: The author will examine species grazing behaviors discussing advantages and concerns of comingled species. Cattle prefer to eat grass. Sheep eat grass, weeds and forbes. Goats would rather browse weeds, brush and brambles to grass. Forage utilization improves with multiple species grazing. Sheep or goats will graze around manure deposits left by cattle or horses. Parasite loads can be reduced through grazing management. Cattle or horses can reduce sheep or goat predators such as dogs or coyotes. Goats can help target problem weeds or undesirable brush species that limit pasture productivity. Mixing animal species requires a higher level of pasture and livestock management. Adding livestock species might increase operation costs. Fencing cost may increase as animal control is foremost to the success of co-species grazing. Animal health issues may complicate comingling. Nutrient requirements are different between animal species. Copper levels in cattle mineral can be toxic if fed to sheep or goats. Labor needs are variable between species. Sheep or goats may have increased labor needs for hoof trimming or shearing of some breeds. Conclusions: Small ruminants (sheep or goats) can be added to a cattle grazing operation resulting in improved forage quality with more productivity per acre.

Pasture Pork: Considerations for Small and Limited Resource Livestock Producers

Michelle Eley, North Carolina A&T State University; Niki Whitley, North Carolina A&T State University

There is a strong market for and a growing number of outdoor swine operations being established across North Carolina. Meats from pasture-raised animals are touted as healthier and more flavorful than their factory-raised counterparts typically sold in supermarkets. Proponents of raising livestock on pasture also claim the methods are better for the environment, as well as more natural and less stressful to swine. However, small and limited resource farmers raising hogs on pasture often struggle to maintain appropriate environmental management practices as it relates to maintaining proper vegetative cover and herd rotation on their farms. On the other hand, farmers can capitalize on the growing demand of pasture-raised products by working collaboratively to coordinate the scheduling and delivery of products to interested buyers. The presentation highlights activities covered through the USDA/Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers (OASDFR) project and poses some of the opportunities and challenges in assisting producers with environmental management, economic viability, and marketing

SESSION 3E

021. Farm Succession

Prairie Capital Convention Center: B-2

Moderator: ***Edgar Lewis***, USDA–Rural Development

African American Land Retention and Sustainable Development

Edward J. Pennick, Federation of Southern Cooperatives/ Land Assistance Fund; Ben Burkett, Mississippi Association of Cooperatives

African American landowners and farmers are losing land at a rate two and a half times greater than their White counterparts. This problem has many causes including discrimination by the USDA and the historical focus on larger farms. Yet an alarming number of African American farmers and land owners are victims of (a) inability to recognize and plan for simple legal risks, and (b) lack of farm and land use planning that would take advantage of their relatively small acreage while implementing appropriate technology. This will be a train-the-trainer session that will arm farmers/leaders and agricultural specialists with the basic tools necessary to help them improve and expand their outreach and technical assistance efforts by integrating land retention and sustainable development tools. The focus will be on: *The importance of estate planning for the protection and intergenerational transference of farm land and real property, and *Cooperatives as a tool for sustainable land based economic development and securing land as an asset. The session will include an overview of the problems and simple strategies that can be implemented to help solve them.

Farm Succession and Estate Planning with Personal Coaching for Participating Families

Brian Tuck, Oregon State University Extension Service; Susan Kerr, Washington State University Extension

Succession planning is a challenging but necessary process for most farm families. To increase farm clientele's skills in this area, county faculty from Oregon State University (OSU) and Washington State University (WSU) Extension conducted a farm succession planning educational program in eastern Washington and Oregon. The program was funded by the Western Center for Risk Management Education and USDA-CSREES. From 2006 to 2008, OSU and WSU Extension faculty held a series of three farm succession planning workshops at each of six locations across the region. Participation in these workshops greatly exceeded expectations with 40 to 60 participants at each workshop. Workshop topics included reasons to develop a farm succession plan; communicating successfully with all family members involved; identifying appropriate professional input; an overview of relevant state laws; discussion on estate laws and writing wills; conducting successful family meetings; overcoming difficulties encountered in the process; making good use of attorneys' time; specifying inheritance of treasured personal items; protecting the business in the event of a sudden death; and getting motivated to develop a farm succession plan. The 90 families who committed to developing a

succession plan received free coaching throughout the project. All coaches had experience in business and/or finance and were hired and trained by WSU. They contacted client families on a regular basis to encourage them through the succession planning process, to assist with goal-setting and to facilitate family meetings. To date, 10 farm families have completed farm succession plans and many others are in progress.

Retirement and Estate Planning for Farm Families Web Site

Marion Simon, Kentucky State University; *Sharon DeVaney, Purdue University*

Kentucky State University with collaborators from Purdue University, The Federation of Southern Cooperatives, and the University of Arkansas received funding from the USDA Risk Management Agency Community Outreach and Assistance Partnership Program to develop a comprehensive retirement and estate planning website for farm families. The web site focuses on decision-making tools, information resources, and thought processes for farmers and farm families who are contemplating retirement. It includes estate planning, transitioning the farm or its assets, financial management, and health resources. The web site has sections on the special issues of women and minority farmers. This presentation will present many sections of the web site and how to use it. The web site is www.purdue.edu/farmriskmgt.

The Business End of Organic-Farm Financial Performance and Education in Minnesota

Meg Moynihan, Minnesota Department of Agriculture; *Dale Nordquist, University of Minnesota Center for Farm Financial Management*; *Ron Dvergsten, Northland Community and Technical College*; *Doris Mold, Agricultural Consultant*

Effective financial and business management are key components of farm prosperity. In Minnesota, and many other states, farm business management education programs help farm owners and operators learn new skills that will help them meet their own business and personal goals. Producers learn to maintain and—most importantly—use quality records to make sound business decisions. Several years ago, it became apparent that organic farmers were underserved by this program. With support a USDA Risk Management Agency research partnership award, the Minnesota Department of Agriculture and several partners adapted farm business management software and education programming for organic producers, resulting in a unique pool of farm-level data about certified organic farm performance and profitability in Minnesota.

Transferring the Farm and Creating a Retirement "Paycheck" from Farm Income and Assets

Robin Brumfield, Rutgers University; *Barbara O'Neill, Rutgers University*; *Stephen Komar, Rutgers University Extension*; *Robert Mickel, Rutgers University*

We created an on-line guidebook that contains 10 modules about topics related to retirement planning for farm households. The topics were indicated as areas of concern by two focus groups of farmers above age 50 in New Jersey during the summer of 2008. While many farmers never plan to retire, our goals were to help farmers generate adequate retirement income (i.e., helping farmers make their businesses more profitable so they earn more money to save for retirement) and to create a retirement "paycheck" (i.e., helping farmers convert illiquid assets into cash and plan sustainable asset withdrawals so that savings lasts a lifetime). The overall objective of the modules is to increase the financial security of farmers in later life. Along with investment asset allocation and prudent retirement asset withdrawals to reduce the risk of outliving one's assets, crop insurance is presented as a risk management and wealth accumulation technique. Like all older workers facing retirement within the next 15 years, many farmers are also making up for lost time and need to learn strategies to jumpstart their savings. Some of the modules are new while others link to other websites and do not "reinvent the wheel."

SESSION 3F

022. Improving USDA's Focus for Small, Beginning, and Socially Disadvantaged Farms

Prairie Capital Convention Center: B-1

Moderator: ***Mary Thompson****, Farm Foundation*

The 2008 Farm Bill provides for structural changes in how USDA relates to small, beginning and socially disadvantaged producers. In addition, USDA is now undergoing a reorganization that can contribute to the strengthening of these relationships, including the establishment of a more direct government to government relationship with Indian Tribes more similar to that of many other federal agencies. A special focus on how USDA relates to small farmers is included, as is attention to how better coordination among agencies can better serve producers and the organizations and educational institutions that represent them.

CSREES Opportunities and Services for Those Who Work with Small-Scale Producers

Patricia McAleer, USDA–CSREES

In addition to managing several competitive funding opportunities, CSREES also supports a variety of services and opportunities relevant to institutions and organizations working with small farmers and ranchers. Examples include: *Analysis of Census data related to small scale farming and ranching *The *Small Farm Digest* -published twice a year and providing information on traditional and alternative farming systems **Small Farm Program Highlights* and *Small Farm Program News*-monthly E-newsletters offering new and timely information including publications, upcoming events, and news from the Federal government **Family Farm Forum* - twice yearly newsletter and webinar where institutions and organizations discuss key issues related to family farms *The Family and Small Farm web site. This presentation will describe and provide examples

of these services to ensure that all conference attendees will be aware of them; to encourage greater participation and networking among agency partners, and to increase the usefulness of such services by gathering suggested improvements from attendees. In particular, the presentation will make available the results of a comparison of 02 and 07 Census data related to small scale production at the state level and below, e.g. operator characteristics and key enterprises.

Presenters:

Greg Diephouse, USDA–Departmental Administration

Ross Racine, Intertribal Agriculture Council

John Zippert, FSC/LAF Rural Training and Research Center

SESSION 3G

023. USDA Boards and Committees—How You Can Participate and Why You Should

Prairie Capital Convention Center: B-9

Moderator: ***Joe Reilly***, USDA–National Agricultural Statistics Service

USDA has a wide variety of boards and advisory committees assigned to manage agencies and programs (as in the case of the Federal Crop Insurance Corporation) or to advise the Secretary on programs, rules and regulations. Informal structures also exist in order to provide input of mutual benefit that can contribute to program management that will enhance how program work in the field. Finding qualified members of the small farmer and ranchers community to fill open slots on these many entities usually presents a formidable challenge. In many cases, the requirements for the composition of the boards and committees may exclude many producers. In others, the assignment may be too daunting or time consuming to attract interest from many producers. As a result, many decisions are made with no input from the small farm communities. In this session, an overview of a handful of the boards and committees will be shared, along with information on how the small farm community could participate. Discussion time will also be provided for participants to identify ways the small producer community can work together to be sure their voice is represented and information on the deliberations of these entities circulate and shared.

The Benefits of a Successful Partnership: The Evolving Relationship between the USDA and the CBO Community

For nearly five decades there has been a contentious relationship between the United States Department of Agriculture and the rural based CBO community. In fact the rise and expansion of CBOs in rural America is directly attributable to the inability and in most cases unwillingness of USDA to live up to its creed of being the "peoples department". More often than not the "people" has meant corporate and mega farms while marginalizing small farmers - with farmers of color feeling a disproportionately negative impact. While technically sharing the same clientele the USDA and CBO's have too often worked at odds with each other to the detriment of that clientele. That began to change somewhat in the late 80's and early 90's when the Federation of Southern Cooperatives/Land Assistance Fund led the successful movement to include section 2501 in the farm bill which provided funds to CBO's and minority serving colleges and Universities to provide outreach and technical to limited resource farmers. This provision forced local USDA offices and CBO's to collaborate and partnership on behalf of these farmers and ranchers. The current USDA/CBO partnership process, which began at the national level, has its roots in 2501. *Detailed history of 2501 *History of the Partners process - successes and failures *Where do we go from here?

Presenters:

Bill Buchanan, USDA–Risk Management Agency

Maria Moreira, University of Massachusetts-Amherst, Flats Mentor Farm

Mark Falcone, USDA–Farm Service Agency

Rudy Arredondo, National Latino Farmers & Ranchers Trade Association

Thursday, September 17, 2009
10:30 am to 12:00 PM

SESSION 4A

025. Online Marketing, Legal Issues, and Urban Farming

Prairie Capital Convention Center: B-4

Moderator: ***Cheryl Bailey***, USDA–Forest Service

MarketMaker and Retail Readiness

Tim Woods, University of Kentucky

The list of MarketMaker states is ten and growing. This web-based directory and market research tool has been implemented over a wide range of food businesses. A training program utilizing MarketMaker has been developed with considerable input from restaurants and retailers looking for unique local food products. This includes meats, dairy, produce, and other specialty items, many of which have additional unique attributes and or certifications. The presentation will provide educators with insight into MarketMaker and its retail readiness program as well as perspectives summarized from a series of strategic implementation focus group studies of grocers and retailers using the program.

Legal Issues for Direct Farm Marketers

Richard Schell, Wagner & Schell, LLP

This presentation will provide an overview of the regulatory, legal and risk management issues that direct farm marketing operations face as they provide food products to the public. It will incorporate sections from my Legal Guide to Direct Farm Marketing in Illinois. It will also cover labeling and marketing aspects of the organic program and green labeling initiatives.

Urban Backyard Farming—Feeding Our Communities One Farm at a Time

Donna Smith, Your Backyard Farmer

The loss of farmland is rapidly reducing in great numbers and the ability to feed our communities will become more of a challenge in the future. Your backyard farmer pioneered a model of backyard farming in 2006 addressing the needs of the community thru a non-traditional CSA venture. Since then the movement in our country and overseas has spread at an incredible rate. The need for land, the concern for where our food comes from and the abilities of growing our own food has been lost thru the era of groceries stores, new homes with less land around them, and long work hours. The demand for local, sustainable food systems is what drives, and has made successful this model of backyard farming. This session will address: *What is happening locally and abroad with the urban farming movement? *A secure local food system within urban environments *Eating locally with choice *Starting up a backyard farming venture in your community *Urban farms the challenges and successes

Linking Rural Farms to Urban Markets: Activities Showcased at the UN Commission on Sustainable Development

Hiram Larew, U.S. Department of State; Carol Kramer-LeBlanc, USDA; Greg Crosby, USDA; Thomas Forster, IPSA

Urban-rural linkages provide important new opportunities for small farmers in the U.S. and around the world. Innovative programs in the New York region that link outlying farms with in-city markets, restaurants, schools and other institutions were recently showcased at the United Nations Commission on Sustainable Development (CSD). The potential of international links that strengthen market opportunities in the U.S. were also discussed at the CSD. Today's presentation will describe some of the CSD work that explored new approaches that may foster new market opportunities for small farmers.

SESSION 4B

026. Engaging a Multicultural Farming Audience (Part II)

Prairie Capital Convention Center: B-6

Moderator: ***Greg Diephouse***, USDA–Departmental Administration

Alternative Curricula Formats for Reaching Immigrant Farmers (Part 2)

Malaquias Flores, Washington State University Small Farms Program; Patrice Barrentine, Washington State Department of Agriculture; Marcy Ostrom, Washington State University Small Farms Program

Immigrant farmers are the fastest growing demographic sector of Washington agriculture. Over the past decade, the USDA Census of Agriculture recorded a 14 percent increase in the number of Latino-owned farms in Washington. In addition, around 5,000 Hmong refugees and increasing numbers of Eastern European and African immigrants with farming backgrounds live in Washington. Unfortunately, most conventional farmer education models are ill-suited for farmers with limited access to land, water, and capital; limited English proficiency; and traditions of oral communication. Meeting the needs of Washington's immigrant producers will require rethinking many of our approaches to Extension and public agricultural assistance programs. The Washington State Small Farms Team has piloted a variety of alternative learning formats for reaching multicultural producers with sustainable farming and business planning curricula, including hands-on farm walks and workshops, radio shows, audio CDs and short films. In a community outreach and assistance partnership, funded by the USDA RMA, team members from the State Department of Agriculture and Washington State University worked together to write and record 10 thirty-minute radio scripts in Spanish modeled on talk-show interviews for Latino radio broadcasts. We developed the radio broadcasts into CDs and offered a free, 5 CD audio booklet of programming on topics such as direct marketing, licenses and regulations, food safety, financing options, crop insurance, and more. Radio broadcasts and audio CDs are readily accessible to Washington's Latino farmer population and we recognized it as a medium that eliminates the barrier of not having time to attend workshops or classes that are integral to more traditional education methods. To date we have distributed more than 250 CD booklets, reached more than 25,000 radio listeners, and are printing more CD copies and looking for more radio station partners. This presentation will evaluate the success of this learning approach.

Effective Outreach for Wisconsin's Women and Hispanic Farmers: Using Community-Based Social Marketing for Research

Sharon Lezberg, University of Wisconsin, Madison, Environmental Resources Center; Astrid Newenhouse, University of Wisconsin, Madison, Environmental Resources Center

Wisconsin's agricultural census data shows an increase in female farm operators, particularly in the direct marketing and value-added sectors. Figures for Hispanic farmers in 2002 showed an increase, but 2007 data show a decrease. Understanding these two farming populations better and focusing on their information needs will help Extension and other agencies serve them. Since women and Hispanic populations will likely form part of the next generation of Wisconsin's farmers, we wanted to know whether Extension is serving them adequately to assure their success. In Wisconsin, county Extension agents do not often have contact with Hispanic farm operators. According to our preliminary interview findings, women farmers differ from men farmers in their resource and informational needs, as well as their preferred educational delivery methods. We employed community based social marketing approaches in our research, focusing on identifying barriers and benefits to using conservation and environmental management practices. Through surveys, interviews, and focus groups, we asked respondents what types of information they needed, how they currently access information, and how Extension could provide better services and support. Our findings indicate that Hispanic farmers are dispersed and difficult to find, diverse in farming practices, and inadequately supported by Extension. Hispanic farmers tended to consult other growers, the Farm Service Agency, and farm supply dealers more readily than they do Extension services. Hispanic farmers indicated need for information on sustainable farming, conservation, and marketing. Interviews with women farmers in the direct marketing sector indicate that many prefer non-traditional information exchange, such as through farmer networks or mentorships. Women expressed barriers such as not understanding government program jargon, not being taken seriously by equipment dealers, and not finding Extension programs geared to small scale enterprises. Women farmers are leaders in identifying creative new business opportunities and marketing strategies.

Journey towards "Cultural" Competence

Juan Marinez, Michigan State Extension

Latino farms are no longer distributed only regionally; they can be found throughout the nation. The growth of Latino farmers presents new opportunities as well as challenges for USDA agencies, NGO's, and farm leaders because the Latino farmers in rural communities do have several common challenges: *social, cultural, customs and/or language barriers *minimal awareness of USDA programs *limited management skills. In spite of their growing number, Latinos and/or immigrant producers are being by passed or under-served by the institutions that were set up to serve them. A reason for this situation is that educators, agricultural professionals, and farm leaders face cultural barriers when working with Latino farmers, who have different values, customs, and language. Even though USDA agencies, NGO's, educational institutions have the desire to promote a sustainable food and farming systems among Latino farmers, they often lack human resource skills to reach these emerging farming groups. Assumptions 1. Cultural differences affect -directly and indirectly- the effectiveness of sustainable food and farming outreach programs with immigrant or Latino farmers. 2. If educators understood cultural values and the farming background of Latino farmers, they can develop partnership and improve communication with them in order to increase farm productivity, viability and awareness in US agricultural communities. 3. Knowing and continuing to learn cultural values and customs of Latino farmers can help educators understand their attitudes therefore reduce stereotypes. Purpose The purpose is to enhancing the capacity of educators and farm leaders to work with socially disadvantaged Latino farmers by means of an educational model that integrates an Experiential Learning (EL) focused on Mexican cultural values and sustainable farming systems. Participants will be immersed directly into the culture and values of traditional rural Mexican communities, from which many of our new US farmers derive.

Building Capacity among Immigrant Farmers in a Community College Context

Claudia M. Prado-Meza, Iowa State University; Hannah Lewis, NCAT; Jan Flora, Iowa State University

This paper discusses a beginning farmer and local food systems program in Marshalltown, Iowa. Marshalltown Community College (MCC) has transitioned a 140-acre farm to organic production. Through its Entrepreneurial and Diversified Agriculture (EDA) program, the college offered a bilingual (Spanish and English) course on vegetable and livestock production, farm planning, and marketing to a group of Latino immigrants and other beginning farmers from January through March of 2009. A dozen graduates from this training course are renting plots to grow vegetables and fruits for sale in the summer. Through in-depth interviews with these participants, this paper will assess the effectiveness of the program in launching new immigrant farmers, discuss challenges, and recommended strategies for developing similar programs in communities in the Midwest with a growing Latino population.

Challenges and Successes of Minority Landowners

Victor L. Harris, Minority Landowner Magazine

Launched in 2006, "Minority Landowner Magazine" has a national audience of minority farmers and forest landowners. It provides information to its readers on the people, places, programs and events that can assist them in increasing the productivity of their land management operation, thus increasing their chances of maintaining ownership of their property. "Minority Landowner" profiles farmers, ranchers, producers and forest landowners, using their own words and experiences as a guide for their peers across the country. We introduce and provide real life examples of successful implementation of programs and services that are available through federal and state agencies, universities, and community-based organizations. Through this assistance, minority landowners are able to overcome the challenges of discrimination, denial of access to capital, and a lack of access to information and technical assistance. Through the pages of "Minority Landowner", you'll meet

farmers who have overcome obstacles to maintain their family farm. Land loss continues to be a major concern among minority landowners. We address this issue by providing information on estate planning, maximizing production of farm operations, understanding tax issues, and understanding innovative revenue sources such as carbon sequestration, and alternative land uses including conservation easements. Not all of the pages of "Minority Landowner" have a happy ending. But even in the challenges, hardships and sometimes failures of those we feature, there is a lesson learned that can propel someone in a similar situation, beyond the same fate. Our proposal is to use the pages of "Minority Landowner", and the farmers and forest landowners that we've featured from across the country, as a unique teaching tool to thrust others in similar circumstances to greater success. The feedback from our readers tell us that just knowing someone else, just like them, is able to succeed, gives them confidence and motivation to succeed as well.

SESSION 4C

027. Farmer-to-Farmer Networking and Online Formats for Knowledge Exchange

Prairie Capital Convention Center: B-7

Moderator: ***William Buchanan***, USDA–Risk Management Agency

Clusters and Social Networks as On-Ramps for Smaller Farms

Anusuya Rangarajan, Cornell University Small Farm Program

This paper presents results from an NRI-funded small farmers clusters integrated project. Detailed results are presented in terms of key differences in networks across six small farms clusters, and how those differences affect overall cluster performance and sustainability. In addition to these cluster-level statistics, results are presented on individuals within the clusters, and how their participation in the clusters (including the intensity of their social and economic interactions) affects both their perceptions of the cluster and their expected profitability. Various network measures are calculated, including density of relations and "betweeness" scores as well as in- and out-degree centralization, which measures how connected individuals are in the network, and their relative importance to the network. Implications for extension and outreach program delivery also are discussed.

Making Connections: The Impacts of a Woman's Agricultural Network in Southwestern Oregon

Melissa Matthewson, Oregon State University Extension; Maud Powell, Oregon State University Extension

The number of principal women operators in Oregon is on the rise signaling a need to meet the needs of these small, diverse producers. The League of Women Farmers is an established agricultural network in southwestern Oregon facilitated by OSU Extension and made up of over 75 women operators. Objectives of this group are to provide networking and educational opportunities to small women farmers. Principal activities include educational workshops, farm tours, discussions and potlucks in which participants of the open group choose the activities and farms. An OSU PhD student has conducted interviews with many of the women to assess the results and impacts of the group. One important impact is the creation of mentoring relationships between beginning and experienced farmers. The group has also offered educational opportunities to women that are traditionally activities conducted by male farm partners including tractor training and carpentry. The group has built confidence and a sense of identity in the women farmers empowering them to feel that they are important to the small farm movement as innovative producers leaving behind the traditional identification as the "farmer's wife." The group has provided an environment of support and solidarity in a profession that can leave many women farmers feeling isolated from their peers. Another important impact has been establishing solid camaraderie between women farmers and validating the important work they do on the farm. Unique to the Northwest, this group has helped women find important balances between family and farming life through conversation and sharing with other members of the group. Women have a sense of pride as they share their experiences and food with other women farmers. Many of the farmers have gone on to establish cooperative relationships and many have found the necessary skills to build their business through new direct marketing opportunities.

A Discussion of Pesticides, the Environment, and the IPM Concept for the Small Farmer

Robert Halman, University of Florida Extension Collier County

A new informational exchange outreach project focused on the small farm entrepreneurial operations in southwest Florida organized and implemented and facilitated by Extension agents in Sarasota, Lee ad Collier Counties has blossomed into a year and half old Southwest Florida Small Farm Network (SWFSFN). The SWFSFN routinely meets every two months to share ideas, seed swap, listen to suggested presentation topics by agents and tour the host's farm. Many of the participating small farmers are either certified organic, transitioning to organic or thinking of ways to enhance their use of non commercial beneficial pests controls. During the course of these meetings, management tools that are to be used in the control of pests in agricultural crops and gardens provide an opportunity for an in-depth discussion and continuing dialog. Agents have prepared resource information that is shared as well as exchange of farmer to farmer home grown and tested techniques. This presentation will discuss the farmer to farmer

opportunities and the pest management strategies gained through the SWFSFN.

Bringing New Farmer Training into the Information Age: Online Courses, Webinars, Forums, and Web Videos

Erica Frenay, Cornell University Small Farms Program; *Anusuya Rangarajan, Cornell University Small Farms Program*

As a result of increasing demand for new farmer support, the Cornell Small Farms Program and Cornell Cooperative Extension partnered in 2006 to launch the NY Beginning Farmer Project. Our initial goal was to fill some information gaps and to make high-quality farm start-up training more widely accessible geographically. While we have produced some well-received but more traditional resources--like the award-winning compilation Guide to Farming in NY, and ten regional multi-week face-to-face trainings in underserved parts of the state--the use of some basic online tools has helped us achieve the second part of our goal more successfully than we could have hoped. For web-savvy new farmers in far-flung parts of the state, we have produced an interactive website and an Online Course. The website contains self-paced curriculum, video clips featuring farmer-to-farmer advice, and an active discussion forum. The Online Course, which is led by a pair of Extension educators, covers topics relevant to planning farm start-up and incorporates real-time webinars to build participants' sense of being part of a community of learners. We have received excellent feedback on these tools and plan to continue evaluating online tools for their ability to help us reach a broad audience and provide quality information and assistance.

Developing and Implementing a Web-Based Instructional Model for Producers Operating on Limited Acreage

Blake Bennett, Texas AgriLife Extension Service; *Jason Johnson, Texas AgriLife Extension*; *Rebecca Parker, Texas AgriLife Extension Service*

As the demographics of agriculture changes towards operations that are smaller in terms of acreage and owners/operators who have off-farm employment, a new means of disseminating educational material is necessary. In an effort to provide Extension education to such clientele, a set of collaborative learning internet courses were developed. Currently, five multi-disciplinary web-based courses have been developed and are being offered to clientele nationwide. Subject matter covered in these courses include: creating a resource inventory, range and pasture management, beef cattle management, rainwater harvesting, and enterprise budgeting. Information is disseminated to clientele through curriculum developed for each course by Extension specialists, a case study farming/ranching operation, and online discussion. The curriculum for each course provides a short generic publication explaining the subject matter concept and the initial background information to the learner. The case study operation, along with worksheets, allows learners to not only see an application of the information but also assist in applying it to their own operation. A narrated slide presentation summarizing the publication, case study application and worksheets is the final set of curriculum developed for each of the courses. Incorporating student online discussion completes the collaborative learning process. Students interact on a daily basis with the course facilitator as well as with other students in the class. The facilitators of the courses were selected from volunteer County Extension Agents having a large concentration of limited acreage producers as their clientele. The facilitator's role is to guide discussion and answer specific questions but not to lecture. Using the collaborative learning environment, the class reads the required material then responds to discussion questions posed by the facilitator. Learning is accomplished through online discussion of the questions between class members. With development complete and classes currently being offered, a model is established for Extension programs nationwide.

SESSION 4D

028. Ecosystem Approaches to Small Farm Production

Prairie Capital Convention Center: B-10

Moderator: ***Al Drain***, *retired, Director, USDA Office of Small Farms Coordination*

Working with Nature: Ecological Knowledge You Can Use to Create a Better Functioning Farm

Rex B. Dufour, NCAT/ATTRA (National Center for Appropriate Technology)

This presentation will discuss practical approaches to managing your farm's ecology to create better soils, better pest management, and a tastier, more nutritious product. The discussion will start with an overview of how these systems work so that farmers can adapt the principles to their own operation. Practical examples will be given which help illustrate the principles: 1. Descriptions of how plant roots "leak" and why this makes crop rotation important; 2. Soil function and why organic matter matters, and how to increase it; 3. How soil management can support or detract from pest management efforts, as well as its influence on crop quality; 4. Ideas for designing your farm to invite in beneficial organisms, avoiding pests, and how to manage "mini-livestock"—insect parasites, predators, and pollinators.

Adventures in Temperate Agroforestry

Janet Hawkes, RPM Ecosystems LLC

Agroforestry, in simple terms, is intensive land use management combining trees and shrubs with crops and/or livestock. Agroforestry practices help landowners to diversify products, markets, and farm income; improve soil and water quality; and reduce erosion, non-point source pollution and damage due to flooding. The integrated practices of agroforestry enhance land and aquatic habitats for fish and wildlife and improve

biodiversity while sustaining land resources for future generations. Integrating trees into farming systems is not new throughout the world, but it is less common in temperate climates. Recent developments in tree growing techniques, such as the Root Production Method, lead to accelerated tree growth and earlier maturity allowing for earlier returns from the tree component of various agroforestry systems. This session will show many successful ways to incorporate multi-story cropping systems on the farm, including silvopasture (animals and trees) practices.

How Do Manure and Compost Influence Weeds on Your Farm?

Erin Taylor, Michigan State University

In December of 2008, Michigan State University released a new extension bulletin E-3065, titled "Integrated Weed Management: Fine Tuning the System." One of the chapters in this bulletin addresses how manure and compost can affect weeds in fields. This session will focus on how available nutrients and handling of manure and compost influence what weeds are present and at what levels. Tips on ways to minimize additions of new weed seeds from manure and compost will also be discussed.

Soil Sampling to Direct Farm Management on Diverse Organic Farms

Doug Collins, Washington State University Small Farms Team; *Craig Cogger, Washington State University*; *Marcy Ostrom, Washington State University Small Farms Program*; *Chris Benedict, Washington State University Extension*

Direct-market vegetable farms typically plant a relatively high diversity of plants at small spatial scales. To use soil sampling to optimize farm management in these systems and protect the surrounding environment, growers must contend with spatial variation of soil properties, differing crop needs, and the cost of sampling. We worked with direct-market vegetable growers in western Washington State to describe spatial variation at farm and field scales and to incorporate a management unit approach to soil sampling. We sampled 81 points across a 25-ha area to evaluate farm-scale variation of soil properties at Full Circle Farm, Carnation, WA. We then examined field-scale distribution by sampling 42 points in each of two 0.09 ha fields with contrasting soil texture. Field-scale spatial analyses indicated biological and biochemical properties were more strongly auto correlated (i.e. places close to one another tended to have similar values) in the sandier field than in the clay-rich field. Overlaying management units on edaphic property maps assisted in designing an effective sampling plan to direct fertilizer and amendment application. Farms like Full Circle Farm have a high degree of variability in crops from bed to bed compared to monoculture farms. A geographical information system (GIS) can be helpful to plan and track crop plantings and to produce long-term cropping systems plans. These systems can be technologically intensive to use, but farmer interest and Extension expertise can help smaller farmers adopt these technologies that are already employed by larger farms.

SESSION 4E

029. Recordkeeping and Business Planning

Prairie Capital Convention Center: B-2

Moderator: ***Sharon Hestvik***, USDA–Risk Management Agency

A Record Keeping Tool to Help Farmers Increase Their Profits through Benchmark Analysis by Pulling Their Basic Financial Information Together

Robin Brumfield, Rutgers University

How do producers make money with shrinking margins, rising costs, and demanding customers? Which crops are making money, and which ones are losing money? A simple cost accounting program distributed by Rutgers University enables farmers to perform cost accounting and to determine the profitability of greenhouse and outdoor crops. New features of the Rutgers Cost Accounting Program include calculating the percentage of each overhead cost, inputting information from the balance sheet, and calculating key financial ratios. The program uses cost information producers already have such as data typically found on income statements and balance sheets. The rest is direct cost information for each crop. From these inputs, the program allocates as many costs as possible to individual crops. The remaining unallocated costs are assigned to each crop on a per square-foot-week basis. The program enables farmers to easily determine the profitability of each crop, and thus, determine which crops are their winners and losers. This software also will help farmers make decisions on pricing, identifying and reducing unprofitable production costs and increasing sales of profitable crops. In addition to analyzing their actual costs, managers can use the program as a planning tool to analyze the impact of increased energy costs and prices a well as changes in marketing mixes, or other changes they are considering in their business. Managers can use the software to analyze various strategies to improve the overall profitability of their businesses. This can be done by entering either hypothetical crops into the program or hypothetical changes in the current production system and comparing the results to their current system. The program also can be used for student instruction in production and management classes or for extension workshops.

AgPlan—Free Business Planning Help for Farmers and Rural Entrepreneurs Is Just a Click Away

Meg Moynihan, Minnesota Department of Agriculture; *Kevin Klair, University of Minnesota Center for Farm Financial Management*

AgPlan is a powerful new online tool designed by the University of Minnesota Center for Farm Financial Management and a national team of advisors to help farmers and other rural entrepreneurs develop business plans. AgPlan is free of charge for anyone to use—either individually or in educational programs. AgPlan lets users select a format from four different types of rural businesses: Commodity Agriculture; Value-Added Agriculture; Small Business; and Commercial Fishing. Each business type has an outline designed specifically for that particular type

of business, tips or questions that help develop each section of the plan, sample business plans, and links to additional resources for each section. AgPlan is designed to help business owners work with an educator or consultant while developing the plan. Users may give access to reviewers of their choice and AgPlan will facilitate interaction with them.

Farm and Ranch Survival Kit Program

Brian Tuck, Oregon State University Extension Service; *Susan Kerr, Washington State University Extension*

The Mid-Columbia River area between Washington and Oregon is home to a rich variety of commercial agricultural enterprises. Small acreage owners are increasing in numbers, too. Extension educators in the region have partnered to deliver financial management educational programs to producers, but attendance was always low. Brainstorming with a local ranch manager, the educators created the Farm and Ranch Survival Kit (FRSK), an educational series delivered to producers at home in a convenient and non-threatening format. The project received funding from the Western Center for Risk Management Education (WCRME). The main goal was to increase producers' knowledge base on key financial topics to promote informed decision making. A direct mailing about the program was sent to agricultural, timber and open space acreage owners in a five-county Mid-Columbia area; 165 people enrolled in the program. Educational installments were created on the topics of business planning, financial planning, interpersonal relations, farm succession planning, tax and insurance planning and marketing. These publications were sent to program participants and placed on the project Web site at http://extension.oregonstate.edu/wasco/smallfarms/RiskManagement.php for access by wider audiences. Eleven workshops on a variety of related topics were held in conjunction with the FRSK program. FRSK program materials are now being used by other educators throughout the country. Participants reported they had become much more knowledgeable about farm financial management and had taken several financial management action steps. In the words of one participant, "I feel like I went from knowing nothing to being able to make intelligent decisions."

Farm Credit University: Ag Biz Planner for Young, Beginning, Small, and Minority Farmers

Gary Matteson, The Farm Credit Council; *David Kohl, Virginia Tech, Professor Emeritus*

This presentation will describe the delivery technology, content and nation-wide availability of an on-demand, and on-line training product for farmers to use from their home or place of business. The session will describe Farm Credit's mission with a focus on helping prepare young, beginning, small and minority (YBSM) farmers and ranchers for a more successful and fulfilling business, family, and personal life by improving their management and business planning skills. Those attending the presentation will learn how the college level course will provide real value to each farmer/rancher participant through the development of a business plan on-line. The unique and most constructive aspect of the on-line course is the opportunity to develop a personal mentoring relationship with a locally based Farm Credit System employee to assist and critique the business plan. Results Awareness of the Farm Credit University on-line training course and how to use or recommend it will be the primary outcome for session participants. They will learn the following particulars: *Goal of on-line course is to assist YBSM farmers to become more successful business people by developing a useful, meaningful strategic business plan for their own business. *Facilitate a close mentoring relationship with a Farm Credit employee. *Course composed of ten eLearning modules including Flash content, interactive quizzes, objective tests, and application exercises. *Training available on-demand anytime through any high speed internet connection - either at a farmer's place of business, home, or Farm Credit office. *Local Farm Credit Associations may provide partial scholarships. Upon completion, individual associations may reward members with financial or lending incentives. *Face-to-face leadership institutes may be held upon course completion at the discretion of the local Farm Credit Association, allowing YBSM farmers and ranchers to compare, discuss, and network about their newly created business plans.

Online Investment Education for Farm Families

Jason Johnson, Texas AgriLife Extension; *Janie Hipp, USDA–RMA*; *Jane Schuchardt, USDA–CSREES*; *Ruth Hambleton, University of Illinois*; *Bob Wells, Iowa State University Extension*; *Tim Eggers, Iowa State University Extension*

Farmers and ranchers have numerous resources to enable them to become more skilled at managing critical decisions regarding their agricultural operations. However, few resources exist that provide the same level of empowerment regarding the interrelated nature of family financial management decisions and farm/ranch business objectives. With the support of the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation, an innovative team comprised of agricultural economists and family and consumer science experts collaborated to develop a curriculum that integrates these financial management issues. This newly available resource is titled, "Investing for Your Future for Farm Families." A national telephone survey was conducted to identify the financial attitudes, practices, and learning preferences of 300 farm/ranch households and two focus groups. This inquiry was also designed to identify personal and family financial management issues unique to farm families. Among the issues identified were land ownership and its role as a financial asset to both the agricultural business and family financial plans, the asset allocation implications of an agricultural business, and farm family retirement and estate planning issues. Every farmer and landowner faces unique circumstances when it comes to examining the interconnected nature of their farm and family finances and investments. Investing for Your Future for Farm Families was designed to provide the education and information needed to help individuals assess their current management plan and target future activities that will advance their objectives. The resulting educational materials, decision aids, and resources have been assembled in a user-friendly curriculum available to anyone with internet access through the National eXtension

framework. This presentation will highlight findings of the survey of farm/ranch households, showcase the Investing for Your Future for Farm Families curriculum and illustrate the usefulness of these resources for farm/ranch managers and families

SESSION 4F

030. Implementing Farm Policy: Preserving and Enhancing Diversity Initiatives in the Regulatory Process

Prairie Capital Convention Center: B-1

Moderator: ***Mark Falcone***, USDA–Farm Service Agency

While Congress writes legislation such as the 2008 Farm Bill, once the bill is signed by the President, it goes to the respective agencies, such as USDA for implementation. In this process, the provisions may be clarified and/or strengthened or weakened. In many cases, the respective USDA agencies may send out notices seeking comment on how rules governing the implementation of the programs should be written. At present, USDA agencies have yet put into full force the rules related to many sections for the Farm Bill. For example, the transparency and accountability provisions that require agencies to report the number of producers in each program to the county level, and the receipt for service or denial of service are under development. Long-time participants in this process from both within USDA and on the outside will share their perspective on the intricacies of this process and how the participation of small producers is essential to a strong outcome.

Presenters:

Geraldine Herring, USDA–Office of the Assistant Secretary for Civil Rights

Jim Staiert, USDA Office of Budget and Program Analysis

Lorette Picciano, Rural Coalition/Coalición Rural

Paula Garcia, New Mexico Acequia Association

SESSION 4G

031. Resources and Programs for Immigrant, Refugee, and Other Beginning Farmers and Ranchers

Prairie Capital Convention Center: B-9

Moderator: ***David Wiggins***, USDA–Risk Management Agency

Immigrant and refugee producers are one of the fastest growing segments of the farm sector. There is a strong interest in agriculture among this sector, and many entering producers have made strong progress against many odds. At the same time, USDA services to this sector remain limited and many immigrant, refugee and other beginning producers face continued challenges in accessing programs that are vital to their success. USDA agencies still fail to see this group of producers as eligible for farm programs and fail to provide them the full range of services they need to understand and meet requirements. In some cases, program rules and legislative requirements shut them out. The participants in this session will discuss both the challenges faced by this sector, as well as the current and growing potential and contributions they are making to agriculture and the food system in many communities across the nation.

Presenters:

Gladys Gary Vaughn, USDA–Office Outreach and Office Assistant Secretary for Civil Rights

Janie Hipp, USDA–Risk Management Agency

Larry Laverentz, Office of Refugee Resettlement Agricultural Partnership Program

Mapy Alvarez, National Immigrant Farming Initiative

Luz Gutierrez, Center for Latino Farmers

Tours

THURSDAY

September 17, 2009

Buses depart from outside Prairie Capitol Convention Center—look for signs on buses. ***Bring tour tickets to board bus.***

1. Beginning Farmer Tour—Farm Beginnings© and Beyond

Tour Host: **Terra Brockman**, Illinois Land Connection

Two diverse vegetable farms and one food store (run by area farmers selling only foods raised within a 50-mile radius) are featured on this tour. All farmer hosts are involved in new farmer training, serving as presenters and mentors for Central Illinois Farm Beginnings©. On the bus trip, some beginning farmers will talk and share some of the barriers affecting farmers who direct-market their products.

Stops will include:

1) Henry's Farm, Congerville, IL

You will hear from experienced farmer Henry Brockman and this year's Farm Beginnings© intern Kris Pirmann about their mentor-mentee relationship and about how Henry uses a 2-year fallow rotation, many cover crops, and intense diversification (650 varieties of vegetables), to build the soil, produce vegetables for local CSA and Farmers' Market customers, and bring in 6 figures from 10 acres.

2) Blue Schoolhouse Farm, Eureka, IL

Bill Davison left his job with The Nature Conservancy to become a new farmer. He presents on finances and record keeping at the Farm Beginnings© class, and uses a solar-powered tractor and solar-powered weeding/transplanting cart made by his neighbor and landlord, Dave Kennell.

3) Heritage Farmers' Market, Pekin, IL

After many run-ins with health dept and zoning officials when trying to sell products off the farm, a group of small-scale farmers came together and opened a store that is now selling a wide variety of products, ranging from meats and eggs to fresh produce to vinegars, pastas, baked goods and fudge. All of the products are from less than 50 miles away. The group has just installed an inspected kitchen, and is serving 100% local food at their lunch counter, plus letting community members use the kitchen to produce value-added foods. Two of the Heritage Farmers present on marketing at the Farm Beginnings© class.

2. Bioenergy Tour—Small Farm Energy

Tour Host: **Gary Letterly**, Natural Resources Educator, University of Illinois Extension, Christian County

This tour will showcase elements of "From Field to Furnace", a project funded by the Dudley Smith Initiative at the University of Illinois. Stops will demonstrate how a small farm can produce biomass from perennial grasses as part of their sustainable energy plan, an operational biomass furnace demonstrating how it could supplement or replace existing home heating systems, and a small farm that diversified by manufacturing grass furnaces and pelletizing grass.

1) U of I—Dudley Smith Farm near Pana

How a small farmer can get into producing biomass from perennial grasses as part of their sustainable energy plan (plots, history, challenges to producing perennial grasses for biomass, harvesting of grass and rhizomes, planting, weed control options, etc.)

2) The U of I Extension office in Christian County

What a furnace set-up looks like, how it can be modified to complement/supplement/or replace an existing home-heat system. We'll see, furnace setup, fuel types used, problems-challenges with ash, etc.

3) Big M Berry Patch, home of Big M Manufacturing, Taylorville

Melvin Repscher and his family run a small farm operation that has decided to diversify their operation versus renting more land for traditional row-crop production. They are not organic but they are "family farm practitioners" using a variety of novel approaches to stay on the land (grass furnace manufacturer and likely to have a grass pelletizer on-line).

3. Building Community Support Tour

Tour Host: **Deanna Glosser**, Slow Food Springfield

The tour focuses on strategies which enhances community support for locally produced foods. Participants will visit a farmer who raises produce and is marketing through farmers' markets and CSA programs, an urban farmers' market and a community garden sponsored by the Illinois Department of Agriculture at the Illinois State Fairgrounds, and a commercial food distributer selling local foods to restaurants and grocery stores.

1) Sysco of Central Illinois, Lincoln—Distributing Local Foods

The tour will first stop at Sysco of Central Illinois in Lincoln where we will learn about their new BuyLocal Partnership which will utilize a traditional food distribution model to

efficiently distribute local foods to area restaurants and grocery stores, thus expanding the availability of healthy, local foods to consumers.

2) Veenstra's Vegetables, Rochester—Community Supported Agriculture

The second stop on this tour will visit Veenstra's Vegetables, a local producer who raises a diverse selection of produce for the Decatur and Springfield markets and a Community Supported Agriculture (CSA) program in both cities. CSAs represent a mutual commitment between the farmer and the consumer. Learn about this CSA model for Central Illinois.

3) Illinois Department of Agriculture's (IDOA) Farmers Market & Community Garden, Springfield

The last stop on this tour will be to the IDOA's evening farmers' market and community garden located at the Illinois State Fairgrounds. The Department envisioned hosting a market that would not only give local producers another venue to sell their products during peak seasons, but also to showcase Illinois agriculture. All market products must be produced, processed, packaged, and prepared in Illinois. The community garden offers residents a place to both garden and learn from experts.

4. Developing Sustainable Farming Systems Tour

Tour Host: **Shannon Allen**, Macon County Soil and Water Conservation District

This tour is going from the classroom to the farm field making two stops in Central Illinois. Participants on the tour will learn how a local Community College helps train future farmers on sustainable methods, and then see how a local farmer is putting some of those methods to work.

1) Richland Community College, Decatur, IL

During the past six years, through the combined effort and support of faculty, staff, students and community members the agriculture program at Richland has greatly expanded from a single instructor and a few students to a wide diversity of programs. These programs include agribusiness, biofuels, horticulture, floral design, landscape, turf, and greenhouse management.

The program is known for its practical demonstration curriculum where students work with fellow classmates to plant, cultivate, and harvest a variety of agriculture and horticulture plant material. They learn to utilize a variety of tools and equipment, including tractors and tillers. The Land Lab at Richland is an outdoor classroom for demonstration and crop production. David McLaughlin, Assistant Professor and Agribusiness & Horticulture Program Director, will give us a tour of the site that includes two production greenhouses, perennial nursery, composting bins, All American Selections Display Garden for flowers and vegetables, a plot with corns of the world, farm plots with fruit trees, brambles and vegetables, a demonstration plot with Miscanthus *(Miscanthus x giganteus)* and sugar cane for biofuels, bee hives, two cold frame greenhouses, flower and perennial gardens, shade plant structure, student designed and constructed walks, waterfall, retaining walls, patio and outdoor kitchen.

2) Pairierth Farm, Atlanta, IL

Dave Bishop will give us a tour of his farm where he will share information about: grazing off the grid (solar fence and water system); managed intensive grazing; feeds and supplements for certified organic grazing; genetics and low-stress handling; multi-species grazing and how to find funding for these grazing systems. Dave will also discuss organic field crops: production and techniques and problems; transition issues, crop rotations and tillage systems and a quick look at the bottom line—Organic vs. Conventional.

5. Exploring Alternative Enterprises and Marketing Opportunities Tour

Tour Host: **Roger A. Larson**, County Extension Director, University of Illinois Extension, Peoria County

This tour will focus on the "Cycle of Sustainability." The tour will begin with Living Earth Farm to discuss the issues and victories involved in alternative crop production and marketing. The second stop in the tour will visit Basils' Harvest, a growing success story. This stop will discuss the growth experienced over the past years; moving from solely crop production to retail to education. The third stop on this tour will visit June Restaurant, a new Peoria Heights eating establishment, which highlights the use of locally grown food in its menu.

1) Living Earth Farm: Anne Patterson, Producer, Marketer, and Organizer

This stop will focus on the production and marketing emphases of alternative enterprises. Living Earth Farm is "committed to a system of agriculture which strives for a balance with nature, using methods and materials which are low impact to the environment." You will see Anne's production and hear her "story" of perseverance through marketing and in organizing other producers to bring "local foods" to the Central Illinois area. www.livingearthfarm.com

2) Basil's Harvest: Erin Meyer, Producer, Marketer, Retailer, Chef, and Educator

The second stop on the tour will visit Basil's Harvest. Basil's Harvest was founded in 2007 by Erin Meyer, RD after a long pursuit of great food. With a palate that blossomed through travels in Europe, a passion for growing, harvesting, preparing and preserving the food that was produced on her farm, and working with local farmers and chefs, Erin is able to share her passion for healthy food tasting great through education and creating gourmet foods that others can enjoy. You will hear Erin's "story" of growth and her vision for the direction of Basil's Harvest. www.basilsharvest.com

3) June Restaurant: Josh Adams, Chef, Partner

The third stop on the tour will be June Restaurant. Following is an excerpt from a recent press release, "Working with many of the regional Midwestern farms nearby (including one dedicating 80 acres to growing specifically for this 60-seat restaurant), Adams' menu will feature the best of the season in a contemporary, lively environment. Chef Adams' menu is ingredient-driven, and pays homage to the many farmers with which he has developed relationships. Thunder Valley, a certified organic farm located in Princeville, approximately 15 minutes from June, will be growing a large portion of the produce used at the restaurant over nearly half of their 200 acres of farmland. In season, approximately 80% of June's menu will be made using local products. You will hear Chef Adams' "story" and passion for his work and the promotion of "local foods." www.junerestaurant.com

6. Managing Business: Keeping the Farm and Ranch Tour

Tour Host: **Lindsay Record**, Illinois Stewardship Alliance

This tour will stop at two dairy farm operations in Central Illinois where these farmers have made bold business decisions to direct market their milk and dairy products to increase the economic viability of their farms. The first stop will view an on-farm cheese making operation utilizing a mobile unit to process cheese in a contained unit. The second stop will be at a brand new on-farm bottling plant producing milk for direct-market and wholesale.

1) Ropp Farms, Normal, IL—Home of Ropp Jersey Cheese

For 10+ years the Ropp Family had dreamed of starting an on-farm cheese processing facility and retail store. Formerly, production agriculture was a vital fabric to daily life. The Ropp Family would like to share their knowledge and farm heritage to not only educate the public but also promote agriculture as a vital industry to American life. At Ropp Farms they raise only registered Jersey cows. This tour stop will include a visit to their farm to learn first hand how fine quality cheeses are made. We will visit their 600 square foot retail store featuring a cheese slicing room with viewing windows, self-serve product coolers and full-service retail counter.

2) Kilgus Farmstead, Fairbury, IL

The Kilgus Family has been milking cows for over 50 years and selling through cooperatives. In order to take advantage of new market opportunities and to increase economic viability the Kilgus Family will begin selling direct to consumers with the completion of their on-farm processing and bottling facilities in spring 2009. Their milk is sold throughout Central Illinois by local retailers and a local distributor as well as at their on-farm store.

7. Walking Tour: Tour of Lincoln Sites and the 100th Commemoration of the 1908 Springfield Race Riot

Tour Host: **Garret Moffet**, Springfield Walks

We invite you to spend some time with us touring some of the City of Springfield's historic treasures. The tour will begin at the Old State Capitol. The tour appointment time is 12:30PM. The Capitol served as the seat of government from 1839 to 1876 where Abraham Lincoln, Stephen A Douglas, Ulysses S. Grant and others worked and served. The guided tour is about 30 minutes in length. It will include the Representatives Hall where Lincoln delivered his famous "House Divided" speech.

Lincoln's Home, the Visitor Center and the refurbished Neighborhood are the next stop.

At 1:50PM you will check in at the Visitors Center. Be sure to watch the new movie presented in the theatre about the Lincoln's time in Springfield. The Lincoln's Home and Neighborhood is a National Park Service Site. The tour of the home takes about 25 minutes, but you will be encouraged to "walk his neighborhood."

By May of 1844, Abraham and Mary Lincoln needed more living space for their young family and decided to buy a home. They selected a Greek Revival-style cottage at the corner of Eighth and Jackson Streets and purchased it from the Reverend who had married the Lincolns. They paid $1,500 for the home and the family occupied the home (after enlarging it in 1846) for the next 17 years.

At 3:15PM, the group will tour The Elijah Iles House. As one of the few original buildings left in Springfield, with direct connection to Abraham Lincoln, the Iles House has played a unique part in Springfield's history for over 170 years. Elijah Iles, a founder of Springfield, hired Lincoln as a surveyor and lawyer, but is best known as Lincoln's captain in the Black Hawk War. The Greek Revival Style House also contains the Farrell and Ann Gay's extensive IL Watch Collection. It's quite unique. This site's tour is 30 minutes in length.

At 4:00 PM, you will have the opportunity to walk the route of one of Springfield's most disturbing historical events that prompted a great national civil rights victory. In 2008, Springfield commemorated the 100th anniversary of what has become known as "the Springfield Race Riot of 1908". The events of two sweltering days in August of 1908 shocked the nation and led to the formation of the NAACP. The entire story of the Springfield Race Riot of 1908 is told in a series of markers placed along the path of the destruction in downtown Springfield.

Each of the sites and the docents or employees will be available to answer your questions. They are all knowledgeable and passionate in their historical information.

Poster Presentations

ARKANSAS

1 • Food Security and Food Safety Create New Opportunities for Small Producers

Calvin King, Arkansas Land and Farm Development Corporation

Food security and food safety opens new market opportunities for Limited Resource and Socially Disadvantaged produce growers. Capitalizing on these market opportunities can provide economic sustainability for small growers while simultaneously stimulating local economies through farmers markets and regional food supply market development. Fresh produce is more challenging to grow and much more challenging to market than row crops. However, Limited Resource and Socially Disadvantaged producers who can successfully grow and market fresh produce with reasonably safe and secure practices can generate considerably more revenue per acre than they can generate from row crops. More and more, fresh produce buyers are demanding a safe product that consistently meets their specifications for quality, quantity, and timeliness.

The increase in the number of foodborne illnesses associated with produce has focused attention on the importance of minimizing microbial contamination during crop production, harvest, and postharvest handling of fresh fruits and vegetables. The use of appropriate Good Agricultural Practices (GAP) and Good Handling Practices (GHP) can help reduce risks of microbial contamination. Ensuring the safety of fresh fruits and vegetables requires a pro-active, systematic approach by everyone involved in growing, harvesting, packing, distributing, and preparing fresh produce.

With GAP/GHP certifications, USDA grading certifications, PACA protections and other USDA tools, producers will be able to assure production quality and participate in markets that have previously only been available to larger, more established, producers.

Limited Resource and Socially Disadvantaged producers will need:

- Access to Credit;
- Technical Assistance;
- Production Credit; and
- Risk Management.

Conclusion—Limited Resource and Socially Disadvantaged producers have an excellent opportunity created by the strong drive for safe and secure foods. Capitalizing on this opportunity requires USDA certifications, revised production practices by growers, and new and expanded markets, among other things.

2 • Use of Brewers-grade Rice as Alternative Energy Feed to Corn or Milo for Finishing Pigs

Ondieki Gekara, University of Arkansas-Pine Bluff

An experiment was conducted at the University of Arkansas at Pine Bluff (UAPB) Farm in 2007 to study the performance of pigs finished on a brewers-grade rice based diet. Brewers-grade rice, which is cheaper than corn or milo and is abundant in Southeast Arkansas, replaced 100 percent corn or milo in the diet. In a replicated study, 40 growing pigs of Yorkshire x Duroc breeding (average body weight = 50 kg) were finished on either brewers-grade rice based feed (experimental diet) or corn/milo based conventional feed (control diet). Two 42-day trials were completed for this study. The brewers-grade rice based diet was mixed at UAPB Farm whereas conventional feed was purchased from the local animal feeds store. Pigs fed on the experimental diet gained faster (0.99 vs. 0.79 kg/d; $P < 0.001$) and had greater feed efficiency (i.e., kg gain/kg feed (0.33 vs. 0.26; $P < 0.001$)) compared with pigs fed on the control diet. Based on current feed and feed ingredient prices, feed cost per kg gain was greater for pigs fed on the control diet compared with pigs fed on the experimental diet ($1.55 vs. 1.20; $P < 0.001$). These results show that brewers-grade rice can replace 100 percent of corn or milo in diets for finishing pigs without compromising animal performance. It is concluded that brewers-grade rice is a good alternative energy feed to corn or milo for finishing pigs. However, more studies are needed to determine the effect of replacing all corn or milo in finishing pig diets on pork quality (carcass yield and grade).

3 • Helping Growers Capture "Local" Retail Market Opportunities

Ronald Raney, University of Arkansas, Jennie Popp, University of Arkansas, and Nathan Kemper, University of Arkansas

Locally and regionally produced food products are demanded by consumers across the United States at unprecedented levels. This demand is driven by consumers' desire to support local economies, reduce food miles, encourage sustainable agricultural practices, and have greater access to healthier and fresher produce. This demand has created new opportunities for growers to engage consumers and newly interested retail buyers.

A collection of resources to assist both growers and consumers in identifying "local foods" has emerged to meet this rising demand. One group of resources gaining popularity are electronic marketing networks that gather information from producers and potential customers and give farmers greater access to local and regional markets. Large retail chains are now exploring how electronic markets can be used to increase

consumer market share by meeting customer demands for fresher, local grown foods. These new and emerging direct markets potentially offer benefits to producers by providing known and stable markets. However, before producers can realize the full potential of these new marketing avenues, several barriers must be overcome. Farmers must deal with the myriad of regulatory and contractual issues that should be addressed to successfully market directly to retail and wholesale outlets.

The regional project focuses on Southern region specialty crop growers interested in direct marketing of their products. The project includes curriculum development and grower assessments. Preliminary analysis of surveys collected at the two regional grower workshops reveal: 1) producers responding to the survey were primarily engaged in vegetable, berry, and pumpkin production; 2) the two most commonly reported marketing channels used were farmer's markets and direct to grocery retailers; 3) 55% indicated they were interested in using an online, electronic direct marketing system; 4) producers identified limited product availability as the primary barrier to selling to large retailers.

CALIFORNIA

4 • Extension Outreach Methodologies to make your program more effective—What Works, What Doesn't

Richard H. Molinar, University of California Cooperative Extension

California is a very ethnically diverse farm state. There are a number of different outreach techniques utilized in California to make our extension efforts more productive including hiring ethnic staff; one-on-one farm visits; office consultations; group meetings; written materials; on-farm research; ethnic radio; audio and video; and offering gadgets/gizmos/attention-getters. Some of these techniques work better with one ethnic group than another, and knowing the best technique(s) is vital to a high-impact, productive program. Other practices that can influence success or failure include consistency of programs over a period of time; gaining the trust of the elders or leaders of each ethnic group; respecting and participating in cultural events and customs; and developing partnerships with other agencies and community based organizations (CBOs). A classic example is the collection of "Pesticide Safety" booklets we have for Hmong, Lao, and Cambodian residents. The books are useful for those who read those languages; however, many first generation farmers have only a 4th grade education and many cannot read Hmong. Broadcasts on Hmong radio stations are much more useful.

FLORIDA

5 • Providing Socially Disadvantaged Farmers With Technical Training To Produce, Add Value & Market Alternative/Specialty Crops

Cassel Gardner, Florida A&M University; Gilbert Queeley, Florida A & M University Cooperative Extension

The Cooperative Extension Program at Florida A&M University is currently conducting outreach activities geared towards providing small-scale farmers with improved methods of production, value-addition, and marketing of selected alternative and traditional crops. Training activities include on-farm demonstrations and post-harvest product transformation, which includes methods of value-addition. The objective is to enable participating farmers to improve their quality of life by adopting new and improved farming techniques that can increase the potential of making their farming operations profitable. The target population includes beginning small-scale farmers, established small-scale farmers, and youth agricultural entrepreneurs. Informational resources to be used during outreach activities include Web-based information; printed materials (fact sheets, production manuals, etc.); PowerPoint presentations; on-farm demonstrations; and field trips. Anticipated short- and long-term program impacts include changes in management and marketing practices that will result in increased returns; the establishment of niche markets by incorporating alternative enterprises into farm operations; increased engagement in distribution activities; development of agricultural businesses by youth entrepreneurs; and increased crop yields resulting in higher profits. The program has a 3-year duration and is expected to benefit beginning and established small-scale farmers in more than 11 Florida counties.

6 • Local Food Network Initiative

Nola Wilson, University of Florida, Marion County Extension Service

There is a strong demand from consumers to buy local foods from the local farmer; however, the demand is greater than the supply. In Florida, our farmers and our systems are set up for producing and marketing in the traditional ways. For example, vegetable producers are growing for the wholesale market and producers of livestock, including small ruminants, are selling off-the-hoof or at a livestock market. We need to introduce and encourage our existing limited-resource farmers to diversify their production; transition from farming for the wholesale market to farming for the direct market; and develop new marketing skills and value-added opportunities. The challenge is there is a lack of organized networks for the farmer to sell to. Furthermore, producers lack (or have limited knowledge about) the benefits of direct marketing, various marketing strategies, and how to farm for the direct market. The Extension Service objective is to educate limited-resource producers on how to produce and sell for the direct market, and to help build a foundation of marketing connections. Sometimes the cart is put before the horse so there needs to be an organized

increase in supply to meet the demand before a successful "buy local" campaign can be implemented. Through this initiative we should see a decrease in the supply gap with farmers increasing profits.

Currently, this initiative is in development; the poster shows current direct marketing systems that have been developed, pilot programs being implemented, and upcoming educational opportunities and collaborations that will yield benefits to both the farmer and consumer.

The Evaluation of Three Feeding Regimens and Three Anthelmintics in a Meat Goat Production System: A Florida A&M University Research/Extension Project, Ray Mobley, Florida A&M University; Thomas Peterson, Florida A&M University

Food safety starts at the farm gate. Proper management and feeding are important to the productivity and survivability of the farm as well as to the health and safety of the food supply. Nutrition and internal parasites are two factors that affect the growth of the meat goat industry in Florida. The project evaluated three common feeding strategies (a cracked corn feed, a 12 percent crude protein commercial feed, and a 16 percent crude protein commercial feed) and three anthelmintics for their effects on weight gain and economic efficiency, and any resistance among the herd, respectively. The results indicated that the 12 percent crude protein commercial feed-feeding regimen was the most economical/sustainable, and had the lowest weight gain. In addition, results indicated that the Florida A&M University, Research Extension Center herd might be resistant to the Levamisole-type anthelmintic. In addition, one of the objectives was to apply the most efficient resources to maintain food safety. The aim is to attain healthier animals through proper nutrition, weight gain, and carcass quality, thereby maximizing safe food supply.

ILLINOIS

7 • Locally Grown: Building a Local Sustainable Food System

Brenda Elaine Derrick, University of Illinois Extension; Mike Roegge, University of Illinois Extension; Carrie Edgar, University of Illinois Extension

The Locally Grown Program is a comprehensive community effort to assist producers in west-central Illinois and northeast Missouri to market their products by providing information to consumers, restaurants, and retail outlets on the availability, nutritional aspects, economic, and environmental impacts of buying local. The program targets all levels of the local food system by creating learning opportunities for consumers and producers and increases availability of products, with results in a more sustainable food system. A Locally Grown advisory committee of area producers, extension staff, and other partners plan and coordinate the following activities:

- An annual Locally Grown/Locally Good Expo is held in early spring to introduce consumers to the locally grown food concept. Producers have booths to meet consumers and share information about their products and farming practices.
- The first annual Locally Grown FoodFest was held in August 2005 in Quincy, IL, to celebrate local food. Celebrating its 5th year in 2009, the festival includes a farmers market, cooking demos, kids' activities, educational booths, a chefs' contest, and a tomato and salsa contest.
- Locally Grown Kids is a six-session curriculum to educate elementary students on the origin of food, the importance of a local food economy, sustainable agriculture practices, and good nutrition.
- A local food policy council gathers information and provides recommendations on sustainable food planning and policy formulation. Two members of the council were instrumental in the development of a locally grown farmers market last year in Quincy, IL.
- The Tri-State Locally Grown Conference was held in November 2007. Iowa will continue the biennial event rotation in September 2009.
- Several series of Locally Grown dinners have been and are currently being held to showcase local farmers, the products they grow, and the culinary talents of area chefs.
- Additional efforts include producer workshops, bi-annual newsletters, Web sites, and much more.

8 • Observations on Production and Constraints of Sweet Potato (Ipomoea batatas) in Northern Illinois

James Theuri, University of Illinois Extension

Three sweet potato varieties (Georgia Jet, Beauregard, and White Yam) were planted in northern Illinois (Pembroke Township, Kankakee counties) in the summer of 2007. Sweet potato splits were planted 12" apart in rows set 36" apart on May 5 and harvested on October 5. The plot was previously a lawn, and soil is mostly sandy with some organic matter. It was severely deficient in potassium. Initially, most plants were damaged by deer (50 percent incidence), but an application of a repellent deterred them. Leaf-chewing beetles did some insignificant damage. Soil insects—corn wireworms, or 'click' beetles (Melanotus communis), damaged the varieties: 2 percent on White Yams, 4 percent on Beauregard, and 15 percent on Georgia Jet. Scurf fungus (Monilochaetes infuscans) caused a superficial infection on tubers: 15 percent on Beauregard, 20 percent on White Yam, and 60 percent on Georgia Jet. Due to inclement weather (drought and heat), extensive cracking occurred on Georgia Jet and White Yam, but was negligible on Beauregard. Vine growth was least in White Yam, and extensive in Georgia Jet. White yam yielded 3.0 pounds per plant, Georgia Jet 12.1 pounds per plant, and Beauregard 13.7 pounds per plant. Overall, Beauregard showed the greatest tolerance for the inclement weather and poor soil conditions and produced the most aesthetically appealing tubers compared to the other two varieties.

9 • Producing and Marketing 2 Acres of Fresh Asparagus—What Was I Thinking?

Dean R Oswald, University of Illinois Extension

The author will relay thoughts and personal experiences related to planning, planting, harvesting and marketing 2 acres of fresh asparagus. The alternative enterprise was established to help provide for his two sons' college tuition.

Objectives: Examine the asparagus enterprise from the planning process through planting, harvesting, and marketing. The following questions will be the focus:

What do I need to know before I start? The author will give guidance on field preparation, layout, and cost estimates. 2) How do I plant acres of asparagus? Culture and planting methods will be addressed. 3) What do I need to know about harvesting and storing a quality product? How temperature affects spear growth and quality, and a discussion of time, labor, and equipment needed. 4) How do I market asparagus? Experiences with on-farm marketing, farmers markets, and value-added will be briefly spoken to.

Conclusions: Producing and marketing fresh asparagus can add income to the small farm operation. Asparagus production is compatible with other vegetable and small fruit enterprises. Labor availability and weather seem to be the largest constraints and may limit the size of the operation.

IDAHO

10 • Cultivating Success Small Farms Education: Engaging Idaho and Washington Farmers in the On-farm Teaching-learning Process

Cinda Williams, University of Idaho; Ariel Lynne Agenbroad, University of Idaho Extension, Canyon County

The Cultivating Success program is a collaboration of University of Idaho Extension, Washington State University Small Farms, and non-profit Rural Roots, that provides sustainable small farms education in Washington and Idaho. Since 2000, the program has increased knowledge, skills, and opportunities for producers and has strengthened consumer understanding and support of sustainable local and regional farming systems.

Cultivating Success offers a series of courses and on-farm education. Over 35 county extension offices, college campuses, and/or farms in Washington and Idaho have served as course sites. Over 2,645 students have participated, including 646 Latino and/or Hmong immigrant farmers. Experienced farmers participate in the program as collaborators, advisers, mentors, and instructors. Thirty-four experienced farmers have completed farmer-mentor training and 10 are certified to host an apprentice/provide mentorship on their farms.

In 2007, program partners implemented a study to reassess the experiential education needs of Idaho and Washington farmers and to specifically determine topics most useful to small farmers; identify preferred scheduling and class/workshop formats; assess the level of interest of experienced farmers in leading on-farm workshops or trainings; and identify barriers and incentives for participation.

Survey data collected from 412 producers provided fresh, valuable information and identified new directions for programming. In 2008, program partners used results to develop and present eight different on-farm experiential learning opportunities which were documented and assessed through post workshop interviews of producers and on-line surveys of participants. Case studies that profile the benefits and challenges of each format have been completed.

This poster will communicate significant, formative findings from the 2007 study and the resulting "lessons learned" from each of the on-farm experiential learning formats offered in 2008. Recommendations and advice will also be included for producers, extension, and non-profit educators who are engaged in teaching and facilitating new farmer and on-farm education.

INDIANA

11 • Getting Started in Dairy Goats

Steve Engleking, Purdue University Extension

Issue/Need: Small farmers are seeking diversification of enterprises that can fit the limited available resources. Extension offices often receive client inquiries into alternative enterprises. One such enterprise concerned dairy goats and goat milk products. On the surface, this enterprise appears ideally suited to small acreage farms.

What was done: Due to the number of requests for information, Steve Engleking, extension educator in LaGrange County, set up a "Getting Started in Dairy Goats Workshop," held on February 29, 2008, in LaGrange. The workshop, attended by 72 people, covered the following topics: Milking Equipment and Regulations; Nutrition of Dairy Goats; Dairy Goat Enterprise—Costs of Production; Farmstead Processing of Goat Milk Products; and a Farmer Panel. Attendees completed a survey/evaluation form at the conclusion of the workshop to gather data and assess impact.

Impact of program: Attendees who returned surveys at the workshop reported the following:

- 78 percent were more interested in a dairy goat enterprise for the following reasons:
  - To improve farm profitability—68 percent
  - To bring other family into the farming operation—27 percent
  - To diversify the farm—50 percent
  - To be able to quit an off-farm job—55 percent
  - Specialty enterprises are appealing—55 percent

- 6 percent were less interested for the following reasons:
  - The start-up investment is too high—100 percent
  - There are too many regulations—50 percent
  - Raising and milking dairy goats will be too costly—50 percent
  - A dairy goat enterprise will be too time consuming—17 percent
- 5 participants planned to start milking goats, add to an existing dairy goat enterprise, and/or producing value-added goat milk products.

12 • Starting a Small Apple Orchard and Pruning Fruit Trees

Jim True, Purdue University

In September 2007, as a member of Purdue's Small Farms Team, I attended the Ohio Farm Science Review and gave a 50-minute presentation titled "Starting a Small Apple Orchard." This presentation was given in the Ohio Farm Science Review's small farms tent at the farm show; about 90 people attended. This presentation covered all aspects of important information to consider before starting an apple orchard.

I was invited to speak again, in 2009, and this time my presentation was titled "Pruning Fruit Trees." This presentation focused on helping small producers learn the basic techniques and principles of pruning fruit trees, and offered brief tips on producing blackberries and blueberries.

I designed both of these presentations to complement each other and made them practical for small producers and homeowners with backyard orchards. When giving these programs, I take limbs from apple trees and prune them in front of the audience so they can see for themselves the principles I am discussing. This demonstration has been critical for those attending to understand how to make pruning cuts and shape trees by pruning. My dad had an apple orchard of 150 trees, so that background has been helpful.

The number of attendee questions I receive when giving these presentations has led me to believe that there is a tremendous amount of interest in this topic and that it would be beneficial for educators to help producers. The comments I received from those attendees have been positive, with commenting, "This is something I can take home and use."

13 • Making Career Decisions Through Enterprising Ideas

Stephen J. Swain, Breaking New Ground/Indiana AgrAbility/National AgrAbilitiy Project

Extension and AgrAbility professionals interact daily with clients who have had disabling injuries or are affected by age-related conditions. The majority of these clients desire to remain in production agriculture but are faced with the potential of changing enterprises or methods of farming. How does the professional assist a client in this process? This session will present a framework for the professional to assist the client in a systematic approach to these decisions. Case studies will show how the process was used or not used—along with outcomes. There will also be presentations of assistive technology and alternative enterprises—and potential sources of funding for the assistive technology—that may help farmers and ranchers with disabilities continue farming, start an alternative enterprise, or live independently.

KENTUCKY

14 • The Kentucky CASHN Project

Marion Simon, Kentucky State University; Kenneth Andries, Kentucky State University; Louie Rivers, Jr., Kentucky State University; Shannon Degenhart, Texas A&M University

Kentucky State University (an 1890 land-grant institution) collaborated with the National Center for Foreign Animal and Zoonotic Disease Defense (FAZD), the University of Kentucky Cooperative Extension Service, and the Kentucky State Veterinarian to develop a County Animal Security and Health Network (CASHN) in Kentucky. The concept was to protect the U.S. agriculture and food infrastructure by connecting non-commercial, hobby, and small-scale livestock and fowl owners with veterinary information for early detection and rapid response.

The CASHN Concept

Non-commercial livestock and fowl owners have been identified by FAZD as a vital but difficult audience to reach for the protection of our agricultural infrastructure. Previous work with the FAZD Center indicated that feed retail managers are the most common conduit for communicating with this clientele about animal health and nutrition topics. During 2007 and 2008, the FAZD Center and collaborating 1890 and 1994 land-grant Cooperative Extension programs in six states created, and tested, the CASHN emergency education and communications network.

The CASHN Project linked the FAZD Center, state veterinarians, and county extension personnel with local feed retailers. In the pilot study, the FAZD Center alerted the State Veterinarian of a test animal disease outbreak, who then alerted the 1890 or 1994 state extension personnel. The state staff then alerted 1890, 1994, and 1862 county extension educators in their state's pilot counties. County extension educators then informed their local feed retailers of the alert. Should it have been a real alert, county educators would inform the feed retailers of educational programs that were needed.

This poster will give the results of the CASHN Project in Kentucky.

MAINE

15 • UMaine Extension Equine Program

Donna Coffin, University of Maine Cooperative Extension

The most recent Impact of Equine Industry in Maine estimated that Maine has a horse population of approximately 35,000. A 2000 survey of horse owners found that over 75 percent consider themselves hobby horse owners; the remaining 25 percent are involved in a business related to horses, including training, boarding, breeding, farrier, or veterinarian.

Both segments have unique educational needs that were addressed by a variety of methods, including development of equine publications; establishment of an equine Web site; conducting basic horse owner clinics; conducting clinics on breeding and business management; pasture walks; and responses to individual requests.

A survey was mailed or e-mailed to 298 people who attended one or more of the programs or received individual assistance for their horse-related issue. Eight-six surveys were returned (29 percent), of which 23 percent of respondents had read at least one Equine Facts publication and 19 percent had visited the Web site.

In the past 5 years, breeders reported a 96 percent success rate with foaling and weaning live foals. Twelve surveys, or 32 percent of respondents, indicated that they have started or expanded their horse business in the past 5 years. Additionally, 8 or 21 percent have had an increase in income.

As a result of participating in extension equine programs, 28 people (33 percent) vaccinate their animals; 22 people or (27 percent) rotate their horse pasture; 11 people (25 percent) improved the quality and marketability of their horses or horse business; and 11 people (25 percent) tracked farm financial information through timely recordkeeping. Comments included, "All of those clinics have been very educational. For instance, the business clinic opened up new information that helped with my business," and, "My work is proactive rather than reactive. I feel more confident in my knowledge, as I am new to the equine world."

MARYLAND

16 • Backyard Farming: The Urban Homesteader—www.backyardfarming.blogspot.com

Marisa Johnson, www.backyardfarming.blogspot.com; Dale M. Johnson, University of Maryland; Megan Knorpp, backyardfarming.blogspot.com; Jennifer Hatch, backyardfarming.blogspot.com; Michael Johnson, www.backyardfarming.blogspot.com

More and more urban and suburban dwellers are parking their lawnmowers and converting their checkerboard lawns into veritable backyard farms. Not content to be called mere gardeners, these self-proclaimed farmers are serious about producing a cornucopia of fruits and vegetables and sometimes foray into meat and egg production. Some venture beyond personal consumption and market their excess produce. A cohort of these backyard farmers from across the country is sharing experiences through a blog titled "Backyard Farming: The Urban Homesteader." The blog brings dreamers and doers together to share the ideas, experiences, successes, and failures of backyard farming. A myriad of practical articles address such diverse subjects as garbage can potatoes and upside down tomatoes, homemade teas and edible flowers, nontoxic bug blasters and companion planting, Rhode Island layers and Cornish cross broilers, and community supported agriculture and farmer's markets. Dialog between blog authors and readers answers questions and initiates new inquiries. Book reviews motivate readers to pick up books from Michael Pollan, Barbara Kingsolver, and other compelling authors. Recipes abound. For example, how do you turn those fresh eggs into pasta, or squash into frittata. Or how do you get a nutritious 20-minute breakfast out of the backyard farm instead of going to McDonalds. This blog resurrects the lost domestic skills of canning, freezing, pickling, and drying. Parents who want to involve their children in their backyard farms will find this blog a treasure trove of ideas. If a picture speaks a thousand words, then this blog is an encyclopedia. Captivating photographs accompany almost every article and are supplemented by links to interesting internet videos. Dig deep into this blog and you may even learn about the sex life of asparagus. All of this is free for the picking by going to www.backyardfarming.blogspot.com.

MICHIGAN

17 • Northern Michigan Small Farm Conference—Building A Strong Community Supported Agriculture System—Youth Sessions

Benjamin J Bartlett, Michigan State University Extension; Dee Miller, Michigan State University Extension; Waneta Cook, Cook Family Farm

The 10th year of the Northern Michigan Small Farm Conference featured its largest crowd ever in 2009. Approximately 117 of the 712 attendees were youth, ages 18 and under who were attending the first-ever youth sessions. These sessions focused on supporting the entrepreneurial spirit and passion of the next generation small farmers as well as providing hands-on tools for participants to take home and use. The youth session featured a keynote speaker, Daniel Salatin from Swoope, VA, who began his first farming enterprise at age 8. The youth also participated in three sessions featuring Daniel and local youth who have begun agricultural enterprises. The sessions, titled "Be Your Own Boss," featuring successful young farmers; "Let's Start Our Own Business," a hands-on price-determining experience; and "Everything You've Ever Wanted to Ask About…," a general Q&A with Daniel and other youth. Participant evaluations showed that all but one of respondents felt the keynote speaker was great. The evaluations were also very favorable with responses of great or good, from 100 percent on two of the individual sessions and a 78 percent good or great on the third session. Evaluation comments were very favorable to

continuing this track of youth-focused farming education and providing additional support for these beginning farmers. One comment summarized the youth's feelings best by stating, "I really liked the youth speakers and Daniel Salatin; they inspired me to follow my dreams."

18 • Integrated Weed Management: Fine Tuning the System

Erin Taylor, Michigan State University

Based on grower demand for information on integrated weed management, Michigan State University published a new 132-page, all color extension bulletin titled "Integrated Weed Management: Fine Tuning the System" (E-3065). This new publication compliments "Integrated Weed Management: One Year's Seeding…" (E-2931), released in February 2005. Similar to "One Year's Seeding…" this new guide does not provide detailed management plans. Each chapter looks at how different cultural and management practices affect weeds. Our goal was to go one step beyond compiling written information from researchers and extension personnel to also include input from experienced growers through featured crop rotations, profiles, and the on-farm trials. The chapters in "Fine Tuning" include complex crop rotations, cover crop systems, manure and compost, flaming, grazing, and other biological controls, weed thresholds, on-farm weed management trials, and 14 new weed profiles.

19 • Weed Management Using Cover Crops in Integrated Systems

Erin Taylor, Michigan State University

In December of 2008, Michigan State University released a new extension bulletin E-3065, titled "Integrated Weed Management: Fine Tuning the System." One of the chapters revolves around cover crops and their usefulness at combating weeds in addition to their many other benefits. This session will discuss the ways in which cover crops can reduce weed populations, as well as new cover crop innovations that growers and researchers from around the Midwest have been using. These new ideas include the use of cover crop mixtures, unique seeding methods, and the use of a roller-crimper for cover crop control.

MISSOURI

20 • Assisting Small Farmers of Different Cultural Heritage in Missouri

Nadia Navarrete-Tindall, Lincoln University of Missouri; Casi Lock, University of Missouri

Lincoln University of Missouri, through its Native Plants Program and in partnership with the University of Missouri Extension, organized two workshops and a field day in 2008. These events increased awareness about opportunities for farmers of different cultures in Marshall, located in central Missouri. The Native Plants Program promotes the integration of conservation and agriculture into farms and urban gardens. The trainings were offered in Spanish and English. During the field day, participants were introduced to fall gardening, composting, and native plants to attract pollinators. Ethnic food was served during these events and some residents discussed the challenges that Hispanics face in rural Missouri. Hispanics are estimated to be 7.3 percent of Marshall's population. Grocery stores offer ethnic produce and other goods that could be grown in the urban gardens by the residents. Many Hispanics are originally from rural areas in their native countries and are familiar with farming practices. They could improve their way of life by growing different ethnic and specialty crops such as chipilin, jicama, cilantro, and alcapate. One of the goals of Lincoln University of Missouri Cooperative Extension (LUCE) is to encourage more Hispanics and other under-represented groups to farm in small towns and surrounding communities, and to improve communications with extension educators. In the workshops, representatives from several USDA agencies including the Farm Service Agency, National Resources Conservation Service, National Agriculture Statistics Service, and state agencies, including Missouri Department of Agriculture and Missouri Department of Conservation, discussed their programs with the attendees. LUCE will continue to assist underserved populations by continuing to offer educational events and by creating demonstration gardens in Marshall. A Horticulture/Native Plant specialist position will be filled in 2009 to further assist educators and their clienteles in Marshall and other surrounding communities.

21 • Farm Size and Adoption of BMP's by AFO's

Laura McCann, University of Missouri; Haluk Gedikoglu, University of Wisconsin-LaCrosse

Voluntary adoption of appropriate manure management practices by animal feeding operations is necessary in order to reduce water quality problems associated with excess nutrients and pathogens. A randomized mail survey of 3,000 livestock farmers in Missouri and Iowa was conducted in the spring of 2006 to determine adoption rates of various practices and the factors affecting adoption. The effective response rate was 34 percent.

Overall adoption rates were: Injection of manure (19 percent); Grass filters near water sources (63 percent); Soil testing (every 3 years, 73 percent); Record keeping on manure applications (29 percent); Manure testing (every year, 22 percent); Calibrating manure spreaders (19 percent); and Maintaining 100 foot setbacks (61 percent). Results of probit analysis indicated that perceived profitability was the only factor that significantly (and positively) affected adoption of all practices. If the practice was not perceived to be complicated, farmers were more likely to adopt manure testing, calibration, injecting manure, grass filters, and soil testing. Farmers who disagreed that recordkeeping was time consuming were more likely to do it. Perceived improvement in water quality was positively related to only injecting manure and was somewhat negatively related to soil testing.

Size issues were also important. Those with more animal units were more likely to adopt manure testing, soil testing, and recordkeeping. Compared to the base farm sales (crop and livestock) category of $100,000–$250,000, those with lower sales were less likely to adopt calibration, setbacks, injecting manure, grass filters, and soil testing. Those with more than $500,000 in sales were more likely to adopt all practices except soil testing and recordkeeping. Other factors that impacted adoption of some practices were age, education, type of manure, species, and off-farm income.

The results indicate that additional educational efforts, or simplified practices, may be needed for smaller and part-time farmers.

22 • Factors Affecting Manure Transfers in the Midwest

Jessica Amidei-Allspach, University of Missouri Alumna; Laura McCann, University of Missouri

With livestock operations becoming larger and more specialized, and a requirement for phosphorus-based application, there is a need for farmers to transfer manure off their farms in order for manure to be applied at agronomic rates.

A survey of livestock farmers in Iowa and Missouri was conducted in the spring of 2006. It was a random sample stratified by livestock type and farm sales. The major types of livestock were dairy cows, beef cattle on feed, beef cows, swine weighing 55 lbs or less, swine more than 55 lbs, broilers, and turkeys. This survey examined manure management practices in general and included questions regarding the sale and transfer of manure.

For this analysis, farmers with pasture-only operations were excluded, which left 921 observations.

Over 81 percent of turkey farmers and over 57 percent of broiler operations provide manure to other farmers. Farmers providing turkey manure are also the most likely to receive money for the manure, with 83 percent being paid for the manure versus 82 percent of the broiler operations. Turkey and broiler litter is also transported the furthest (13.7 and 14.8 miles on average, respectively). Turkey manure also sold for the highest price.

A probit regression analysis was conducted to determine the factors that affect whether or not a farmer provides animal manure to others. Younger farmers were significantly more likely to provide manure, but education level had no significant effect. The more wheat or pasture a farm had, the less likely they were to provide manure. The percent of land rented had no effect. Increases in livestock numbers for all types except beef and swine less than 55 pounds increased the likelihood of providing manure, as expected. Whether they used a commercial fertilizer on their manured fields had no relationship to whether they provided manure to others.

23 • What Factors Affect Whether Off-Farm Work Interferes with Farming Operations?

Ryan Koory, University of Missouri; Laura McCann, University of Missouri

It is hypothesized that off-farm work constrains when and to what extent farming operations are completed. A number of factors may affect to what extent this conflict between off-farm and on-farm exists, such as type of off-farm work, type of livestock, size of farm, etc. Furthermore, it may be that practices that affect the bottom line will have priority when there is a conflict, but that other operations, such as manure management, may be affected to a greater extent if there is a binding time constraint.

These questions will be addressed using a dataset based on a 2006 survey of Missouri and Iowa livestock farmers. Two of the questions that were asked are, "Does your off-farm work interfere with the timing of your farming operations?" and "What periods and activities cause severe time crunch problems?" Farmers were able to pick from five options or add their own response under "other." The survey also included typical questions, such as age, education, gross farm sales, and off-farm income. In addition, specific questions about the type of off-farm income (full-time, part-time, seasonal), as well as type of livestock operation were asked.

The poster would include summary information, such as which activities are more likely to be affected by time conflicts, a labor market theoretical model, as well as regression results indicating what factors affect whether off-farm work interferes with farm operations. The theoretical model has been developed but we have not yet begun the data analysis.

24 • Reaching out to Minority Small Farmers: Coping with Changing Times

Trisha Grim, Lincoln University of Missouri; Katie Nixon, Lincoln University of Missouri; Sanjun Gu, Lincoln University of Missouri; KB Paul, Lincoln University of Missouri

There have been some major shifts in demography, social, and economic domains in Missouri in recent years. The number of African-American farmers in the state has declined, while the numbers of both Hispanic and Asian farmers have increased considerably. Both St. Louis and Kansas City have had sizable African-American populations for decades, and because of the past inequity in opportunity, this segment of the population generally endured poverty and social injustice. At this juncture, however, while the younger generation of African-Americans has made a significant stride towards improving their quality of life, many of the elderly still live in the inner-city areas, where healthy food and services are often not available. The urban gardening component of our Small Farm Program targets these people whereby we guide them step-by-step through A to Z of vegetable production. This assures them of a daily supply of fresh vegetables during most of the summer months. The new waves of Hispanics and the Asian farmers purchase and/or lease lands closer to the larger cities, where there is a growing ethnic population. These farmers, in addition to growing the specialty vegetables that cater to the needs of some recent

immigrants, also produce vegetables popular with the general population. We bring these minority farmers closer to the consumers, make them aware of the prevailing laws and regulations, and provide information on the opportunities available to them. Because of these obvious reasons our new program is targeting the counties in close proximity to the state's two mega-cities. These changing trends and our program interventions will be discussed.

NEBRASKA

25 • Improved Calving on Pasture for Ranchers, Jason Gross, University of Nebraska-Lincoln Extension

Chris Henry, University of Nebraska Lincoln Extension

The new U.S. Environmental Protection Agency rules draw the line between pasture-based operations and animal feeding operations based on vegetative cover and whether the confined is used more than 45 days in a 1-year period. Increased pressure from recent commodity prices have forced many livestock producers to "do more" with less pasture in respect to winter grazing and calving. Potential environmental consequences, erosion, vegetative health, and animal health issues may surface as a result of these changing conditions.

The Livestock Producers Environmental Assistance Project with the University of Nebraska Lincoln Extension has developed a novel approach to these concerns. This new approach is demonstrated on two projects on working ranches in Nebraska. The systems consist of multiple paddocks that are serviced by a designed sacrificed feeding area. The runoff from this sacrifice feeding area is managed using a very small vegetative treatment system. The systems are designed to be flexible for the cattleman in times of blizzards, drought, or muddy conditions. Also this type of calving approach can incorporate the Sandhill Calving Program.

The intent of the system is to provide a calving area or pasture that provides environmental stewardship, improves herd health, and increases the productivity and convenience for the rancher. This can be accomplished with a design that promotes good grazing practices, supplemental feeding practices, and manure management.

26 • Southeast Nebraska Diversfied Agriculture Tour Explores Alternative Enterprises

Gary Lesoing, University of Nebraska-Lincoln Extension; Jessica Jones, University of Nebraska-Lincoln Extension; Sarah Heidzig-Kraeger, University of Nebraska-Lincoln Extension; Vaughn Hammond, University of Nebraska-Lincoln Extension

For the past 3 years, University of Nebraska-Lincoln Extension has sponsored a Diversified Agriculture Tour in southeast Nebraska. These tours provide opportunities for participants to explore alternative enterprises first-hand in their own backyard. Each year, 10-20 agricultural educators, farmers, and entrepreneurs tour diversified agriculture operations in southeast Nebraska. The tours showcase what people are doing to develop new agricultural enterprises in southeast Nebraska.

We have visited a pasture poultry and natural grass-fed beef operation that processes its own poultry on an on-farm facility and markets its products directly to the consumer, restaurants, and at farmers' markets in the larger metropolitan cities of Lincoln and Omaha. Two vineyards and wineries have been developed and include events and activities to increase tourism from these larger cities and other parts of Nebraska. One farmer is producing walnuts and woody florals and selling these products through cooperatives. A young family operation is raising sheep sustainably, as well as pasture poultry, and recently added swine as an enterprise. They opened up a country store on their farm. An agricultural business in a small community is purchasing soybeans from farmers, processing them for feed, and is adding soybean oil to diesel and selling it to his customers as biodiesel. Other entrepreneurs have turned their land into a trophy deer hunting area with a lodge, drawing customers from the east coast. Still other farmers are converting some of their farmland to organic and marketing corn, soybeans, and alfalfa for significant premiums. These tours allow participants the chance to see how several farmers and agricultural businesses have thought outside the box and developed successful alternative enterprises. This tour has become an annual event held the first Friday in September after Labor Day.

27 • Sprinkler VTS—New Technology in Runoff Water Treatment

Jason Gross, University of Nebraska-Lincoln Extension; Chris Henry, University of Nebraska Lincoln Extension

Over the past few years there has been much interest in vegetative treatment systems (VTS) as a practical practice for treating beef open lot runoff water. The more traditional VTS of using gravity to separate solids and deliver the liquids to the vegetative treatment area (VTA) are not practical in many situations. Using a surface flood to distribute the runoff water across a VTA can be challenging when the soils have a high intake rate (sandy), low intake rate (clay), high water tables, or when no adequate land area down gradient of the feed lot for a VTA.

The Livestock Producers Environmental Assistance Project from the University of Nebraska Lincoln (UNL) Extension has developed technology in applying beef open lot runoff water to a VTA through a pressured sprinkler system. This UNL—Extension project has designed and constructed "Sprinkler VTS" systems on four small and medium animal feeding operations across Nebraska, the only known systems of their kind in the United States. The systems constructed are demonstrations to showcase the technology to other farmers, regulators, and NRCS personnel.

Our presentation will explain the technology used to deliver the runoff water from the sediment basin to the VTA. We will describe the methods of pumping, filtering, and applying the runoff water. Also the presentation will cover the possible impacts of this type of technology. These systems can be used on more challenging feeding operations, can be lower cost

than a conventional system, negate the need for relocation of the operation, and are more effective than buffer and setback approaches.

NEW JERSEY

28 • Marketing Meat Goats to Non-Traditional Consumers

Stephen Komar, Rutgers University Extension

New Jersey processes and consumes over 36 percent of all meat goats slaughtered domestically; however, very few goats are raised in the state. In 2006, Rutgers Cooperative Extension faculty initiated an educational program to determine the suitability of raising meat goats in New Jersey. The program consisted of two components, including an educational series and an on-farm demonstration project. The educational programs were well–attended, with 163 local producers attending the 2-day sessions. In response to the high level of interest an on-farm trial was conducted in 2007 to quantify the potential for raising meat goats in New Jersey. Goat

kids were imported from Texas and separated into two production groups. Goats were slaughtered on two separate dates and fabricated into traditional lamb cuts. A partial budgeting analysis was utilized to compare the different production systems. Differences were observed in average daily gain, production costs, and gross-returns with animals produced in a feed lot system performing better than animals maintained in the pasture-based system. Genetic variation among test animals may have contributed to performance variability. Consumer survey results suggest that quality is a determining factor when making purchasing decisions, with 71 percent of the consumers indicating a preference for USDA certification. Initial results suggest that meat goat production may be a viable option for New Jersey producers. More research is needed to determine optimum feeding program, breed selection, and optimum marketing strategies for New Jersey production.

NEW YORK

29 • Bedded Pack Management System Case Study—Poster Session

John M. Thurgood, Cornell Cooperative Extension of Delaware County; Challey M. Comer, Watershed Agricultural Council; Daniel J Flaherty, Watershed Agricultural Council; Mariane Kiraly, Cornell Cooperative Extension in Delaware County

Animal manure management is a significant challenge for many small dairy farms. One manure management system in limited use is a bedded pack. A bedded pack management system (BPMS) is defined here as a covered barnyard and feeding area that holds a variety of dairy cattle, storing their manure through the accumulation of an unturned bedding of dry material for later use as a nutrient amendment.

A BPMS was designed and implemented on a small dairy farm as part of the NYC Watershed Agricultural Program. The system was implemented as an alternative to the traditional suite of best management practices: manure storage, barnyard runoff management system, and heavy use area protection for feeding. The BPMS was intended to house the farmer's dairy cattle only during the winter months; the herd was on pasture during summer and was outside in winter.

The system was studied for 2 years post-implementation to determine the environmental and economic effects:

- The system proved to effectively contain, with little odor, all of the cattle manure and urine.
- The amount of labor pre- and post-implementation was relatively unchanged. The BPMS proved to be a comfortable environment for the cattle.
- Milk sales per cow increased by 2,000 pounds post-implementation at least partially due the BPMS.
- The amount of bedding needed proved to be a significant expense to the farmer.
- The bedded pack provided an excellent material for composting.

Characteristics of farms most likely to find the BPMS beneficial are: farms currently out-wintering cattle in harsh winter climates; spring freshening herds (less manure and bedding needed in winter); organic herds that place a high value on compost as a soil amendment; farms with outdated dairy facilities and that have a need for manure storage; and barnyard and feeding area conservation practices.

30 • Holistic Approach to Strengthening Organic Dairy Industry of New York

Fay Benson—Cornell Small Farm Program

When working to improve any portion of a value chain it is important to have all portions at the table when discussing barriers and solutions. The synergy that is created by looking at the value chain from diametrically opposed perspectives gives the solutions much more impact. This synergy can also be destructive if the tenets of Small Group Process aren't observed. The poster will illustrate these tenets and how they were used in facilitating the New York Organic Dairy Task Force.

The New York Organic Dairy Task Force is made up of Organic Dairy Farmers, and Grain Farmers, Certifiers, Organic Milk Processors, State Market Officials, and Cornell Extension representatives. This diverse group makes up the industry in New York and they mostly have conflicting needs in the industry. Through knowledge of Small Group Process the facilitator Fay Benson has worked with the group to overcome barriers to the industry over the past four years.

The poster will exemplify these components of Small Group Process:

- *Use of a Leadership Team:* Small Groups of greater than 10-12 a leadership team made up of a team that represents the

make up of the larger group helps with directing the larger group.

- *Group Maintenance Needs:* The term maintenance or maintenance synergy is the amount of energy and time that is required for the social needs (safety, comfort, familiarity), cohesion, and harmony that is required for a group to do its work and complete its tasks.
- *Proper Degree of Task Difficulty:* A more subjective task will require the group to have a higher degree of communication and problem solving structure that will produce the group's desired outcomes.
- *Feedback:* The group needs to see its success this help with continued involvement of the members

31 • Schoharie Co-op Cannery

Peter Pehrson, cannery@schohariecannery.org

Schoharie Co-op Cannery is a new community endeavor in upstate New York, 40 miles west of Albany, which will serve large-scale local commercial fruit and vegetable farmers, as well as small-scale home gardeners. This effort supports area sustainable agriculture and helps ensure the future of small, family farms by providing infrastructure that results in shelf-stable food (in metal cans or glass jars) for consumption beyond the growing season.

- Increase access by under-served farmers to previously unreachable value-added markets
- Less reliance on anonymous, centralized industrial food sources, and the potential for toxic results such sources engender
- A distribution system for off-season goods that doesn't rely on roadside farm stands
- Promotion of multi-crop systems instead of mono-cultures, resulting in harvests over several seasons, instead of one
- Use of a larger percentage of crops previously considered "undesirable" when commercial consistency standards for appearance, size, or condition aren't met
- A self-exemplifying model of positive food policy at regional and area levels
- New jobs (50 full-time and part-time projected at the end of 3 years)

As Schoharie farmer Bob Comis asserts, "The Schoharie Co-op Cannery is not a capricious marketing gimmick, it is not a bit of foodie culture fluff, it is not a scramble to capitalize on a socio-economically exclusive fad, it is a foundation stone, set firm upon the ground, exactly the type of foundation stone on which durable local-regional farm and food systems are built." (From www.stonybrookfarm.wordpresss.com/2009/01/19.)

For this presentation at the 5th National Small Farms Conference, our goals include:

- Sharing our ideas with others to gain critical insight and balance
- Understanding a variety of agricultural needs relating to canning
- Demonstrating that self-reliance is not only desirable at a community level, it is possible by examining the experiences of the cannery

To accomplish these conference goals, we will:

- Present a graphic organizational representation of timelines, milestones, goals, and results
- Convey the nature of successful community collaboration through testimonials and personal stories
- Educate and involve our conference audience through the use of hand-outs and brochures
- Gauge conference audience interest through a simple questionnaire with an option to remain in touch post-conference
- Highlight the conference on the cannery Web site (www.schohariecannery.org)

NORTH CAROLINA

32 • FRIENDS and CASHN Providing Emergency Preparedness Education Around Emerging Infectious Diseases: A Retrospective Analysis

Michelle Eley, North Carolina A&T State University

The readiness of producers for a major disease outbreak (foreign or domestic) has received growing national and state attention in recent years. With a global increase in emerging infectious diseases, it is imperative that relevant and responsive educational programming to address these issues be created for communities with persistent, real-world educational inequities. The FRIENDS (Forwarding Reliable Information on Emerging and Novel Diseases) and CASHN (County Animal Security and Health Network) projects at North Carolina A&T State University were created to provide educational opportunities for extension staff and small-scale livestock producers to proactively work together to plan for animal health emergencies.

"Both projects partnered with several federal, state, and county agencies to build awareness around animal and public health issues, generate information at a level the target audience can easily understand, and support activities which provide an environment to transfer information to the wider community."

33 • Organic vs. Conventional Strawberry Production Research

Keith Baldwin, North Carolina A&T State University

This study was conducted to determine the effect on strawberry yield of the substitution of organic nutrient and soil management practices for conventional production (CP)

practices. The experiment was conducted in an Enon coarse loamy soil (mixed thermic Ultic Hapludalfs). In 2005, three treatments were established in a randomized complete block experiment. Treatment 1 (OP1) was an organic treatment utilizing green manure, compost, and feather meal as pre-plant nutrient sources. Treatment 2 (OP2) was an organic treatment utilizing green manure, compost, and poultry litter as a nutrient source. Treatment 3 (CP) was a conventional treatment utilizing green manure and conventional fertilizers as nutrient sources. 'Chandler' strawberry plugs were transplanted the first week of October. In 2006, main plots were split and two additional strawberry cultivars, 'Sweet Charlie' and 'Camarosa,' were transplanted along with Chandler as in 2005. In the spring of 2006, the CP treatment yield was 29.1 Mg ha-1, 5.1 Mg ha-1 higher than the average of both OP treatments. In 2007, the yield of the CP treatment of Chandler, Sweet Charlie, and Camarosa cultivars (18.4, 14.3, and 22.9 Mg ha-1, respectively) was not significantly different from the OP1 treatments for these same cultivars (21.9, 15.6, and 23.4 Mg ha-1, respectively). Nor was it different from the yield of these same cultivars under treatment OP2 (15.0, 11.3, and 18.7 Mg ha-1, respectively). The authors have concluded that significant yield differences did not occur because of residual N remaining in OP treatment plots after the 2006 season.

OHIO

34 • Ohio's Nutrient Management Workbook

Jon Rausch, Ohio State University; Amanda Meddles, Ohio State University; Robert Mullen, Ohio State University

Nutrient management is a means of allocating scarce resources. As petroleum-based inputs, like fertilizer, become more costly, the allocation process becomes more critical and the direct benefit from fine-tuning nutrient allocations become greater.

The nutrient management workbook is a tool to help producers work through the nutrient budgeting process and, ultimately, more fully utilize manure nutrients generated on their farm. On a field basis, soil test information is summarized, if available. For fields without soil test data maintenance levels for each nutrient is assumed. The next step summarizes manure nutrients available from manure test analyses. If this information is not available, published values are provided for use in the workbook. Then, crop nutrient needs are identified based upon the yield goal of the producer. Macro nutrients supplied from mineral fertilizers and manure nutrients are subtracted from total nutrients needed by the growing crop. Ultimately, this mass balance approach will identify any surplus or deficit of nutrients for the growing crop.

The next section calculates spreadable acres available based upon specific field characteristics and recommended setbacks from environmentally sensitive areas within each field. Utilizing total area, the value of any excess nutrients can be calculated for each field based upon current market prices for commercial fertilizer. This should quantify an economic incentive to fine-tune manure nutrient applications and minimize carry-over nutrients, or at least quantify the incentive necessary to utilize carry over nutrients in subsequent cropping years.

Total nutrients generated from the animal operation are estimated and allocated on a field-by-field basis until manure nutrients are accounted for. An index of total phosphorous produced and average crop removal of P2O5 quantifies the number of acres required annually to recycle this nutrient resource. The workbook serves as a self-directed nutrient management planning tool developed by the producer directly and updated annually.

OREGON

35 • How to Keep Horses from Making a Mess of Your Watershed

Melissa Fery, Oregon State University Extension; Garry Stephenson, Oregon State University Small Farms Program

Poorly managed small acreage horse farms impact natural resources throughout the United States. They create a high risk of groundwater infiltration and runoff containing significant levels of bacteria and sediment from horse pastures, feeding and holding areas, manure storage areas, and paddocks. In Oregon, the Oregon State University Extension Service Small Farms Program has been a leader in raising the awareness of horse farm operators about potential water quality impacts from their farms, management practices that can be readily adopted to reduce water quality problems, and sources of technical and financial assistance. Handy, full-color publications for high and low rainfall regions and a full-day workshop curriculum titled "Horses and Mud" provide horse owners in-depth information about manure management, reducing and composting stall waste, mud management, and options for creating all-weather paddocks, pasture management, streamside buffers, filter strips, and natural ways to control mud, dust, and bugs.

Use and impacts of these efforts are impressive. The two publications, "Managing Small-acreage Horse Farms for Green Pastures, Clean Water, and Healthy Horses" and "Managing Small-acreage Horse Farms in Central and Eastern Oregon," consistently rank among the highest for sales and downloads. Longitudinal survey data collected from Horses and Mud participants nearly a year after the workshops show that participants readily adopted management practices as a result of the workshops. Over 90 percent of participants implemented at least one or more management practice on their property as a result of the workshop. Thirty-eight percent of the participants implemented four or more practices. Seventy-two percent of the participants still plan to implement practices. Of interest, 66 percent of the participants indicated that "protecting the environment" was one of their motivations to complete

management practices. The combination of well-targeted educational materials and motivated landowners is leading to better managed horse farms and improved water quality.

36 • Program for Small Acreage Stewardship Results in Implementation of Land Management Practices

Melissa Fery, Oregon State University Extension

Small-acreage landowners have a significant impact on water quality and other natural resources through their cumulative effect. Manure runoff and sedimentation from small livestock operations, infestations of invasive weed species, degradation of riparian areas, and unreliable maintenance of private wells and septic systems are identified needs that require landowner awareness. The "Living on the Land, Stewardship for Small Acreages" workshop series developed by professionals and faculty from eight Western states, was adapted, locally, for small-acreage landowners in the Willamette River basin. Four workshops and one field tour covering relevant topics were offered in three watersheds, inviting neighbors to learn about management practices that improve land and water quality. Results from a questionnaire given 8 to 11 months after the workshops, show that 85 percent of the participants implemented at least one new management practice on their land as a result of the workshop series. Ninety-four percent of the participants still plan to implement one or more additional practices. Eighty-six percent of the participants told friends and neighbors about the practices they learned during the workshop series. Small-acreage landowners are eager to learn and implement management practices on their land. As more Oregonian landowners act as land managers, there is need for science-based information and technical assistance to encourage making wise land management decisions.

SOUTH DAKOTA

37 • Healthy Lands, Healthy Horses: Program Development for Small Acreage Owners in South Dakota

P.L. Nester, R. Salverson, A. Harty, M. Hubert, D. Jager, K.C. Olson, R.N. Gates, R.C. Bott; South Dakota State University

There has been a steady increase of small-acreage land owners within the Black Hills region of South Dakota. The number of small-acreages in South Dakota (1-49 acres) increased 27 percent from 2002 to 2007 (NASS, 2007). For many land owners in western South Dakota, horse ownership is the principal motivator for living on a small-acreage. In light of this, extension personnel in western South Dakota have begun to develop program opportunities in the Black Hills region geared towards horse producers, entitled "Healthy Lands, Healthy Horses: Skills for Small-Acreage Success." The initial goals of this program are to begin establishing a new small-acreage audience while providing support to land owners to help improve grazing and weed management, water quality, feed purchasing decisions, and equine health. Initially two locations, Sturgis and Custer, were selected to hold identical programs. Topics discussed during each program included maximizing grazing capacity while minimizing weed invasion; getting the best hay for your buck; and protecting water quality. Several advertising strategies were attempted to reach this new audience and the 40 resulting participants were surveyed to determine how they learned about the programs. The four forms of advertising that had the most impact for participation were direct mailings (38.5 percent), local horse event participation (23.1 percent), radio public service announcements (23.1 percent) and magazine ads (15.4 percent). Workshop participants were also surveyed for future topics of interest. Pasture management for horses ranked first (20.6 percent) and weed control and alternative energy were second (17.7 percent). Other popular topics included fencing strategies, waste disposal, and native-plant landscaping. Participants suggested that workshops be held at local small-acreages for a more hands-on approach to education. Having information easily accessible online was also important to many participants. With these initial outcomes we hope to continue to expand the Healthy Lands, Healthy Horses program by addressing these topics of interest among horse owners in the Black Hills and eventually reaching small-acreage owners throughout South Dakota.

TENNESSEE

38 • Monitoring Water Wells in Karst Terrain of Middle Tennessee with Down-Well Camera

Sam Dennis, Tennessee State University; Alvin Wade, Tennessee State University; Debbie Eskandarnia, Tennessee State University

Groundwater can be vulnerable to contamination, especially in karst terrain. This geological characteristic is prevalent in Middle Tennessee. The geology of Middle Tennessee is limestone rocks that tend to weather into terrains referred to as karst. Karst is characterized by sinkholes and disappearing streams and caves that could serve as conduits to contaminants because of their rapid groundwater flow, especially in recharge conditions such as storm events. Recent advances in down-well cameras using fiber optics to provide digital video images are now being used to gain a better understanding of water wells. One of the goals of this study was to use this technology to capture film footage of water wells in Middle Tennessee counties. The study is timely as farmers are opting to wells for their water demand, especially for irrigating their crops or pasture. In our study with the down-well camera, the data shows no evidence of leaks through the casing or casing joints in the monitored wells. However, visual evidence of extensive fractures and dissolution channels within the sedimentary rock aquifer were noted during the video inspections of the open bore-hole. Due to the extensive fracturing observed in the wells, it would be rational to assume that the potential for seeping contaminants

exists. The video showed an abundance of particulate matter, which could be an indication of a biologically active ground water, or of other chemotropic matter dissolved from soil minerals, or both. Live fish were observed swimming in one of the wells monitored and a live spider in another well. Both wells contained live animals that demonstrate a hydrologic connection between surface and groundwater. Thus, it can be deduced that both wells could test positive for a variety of bacteria and chemicals, and as such, may not be safe for drinking water purposes without treatment.

U T A H

39 • Farmers' Market at the Utah Botanical Center

Shawn Olsen, Utah State University

The farmers' market at the Utah Botanical Center (UBC) is developing into an excellent resource to share the results of agricultural research and promote buying local fresh produce. The market, located at UBC, focuses on research and demonstration projects related to sustainable urban landscapes. Adjacent to UBC is the Kaysville Agricultural Experiment Station where research is conducted on fruits, organic vegetables, and water-wise native plant production. The initial idea for the market developed as a way to share produce from the research plots with the public. In order to offer a wider variety of produce, local farmers were invited to the market. Today, the market is held once a week in the evening during the summer months and includes organic broccoli, peaches, apples, and berries from the research plots and sweet corn, tomatoes, melons, and other produce from local growers. Educational demonstrations and classes are a major focus at the market. At most markets, there is a demonstration on how to use produce that is in season. Master Gardener volunteers have a booth at the market to answer gardening questions. There is a children's activity booth sponsored by the Utah House, a sustainable building, and landscape demonstration building located at UBC. Each week, UBC features a different water-wise plant with a detailed information sheet and plants for sale. The market is certified to accept food stamps to help make fresh local produce more available to low income residents. The market has been a popular attraction and has proven to be a successful and fun forum for exchanging ideas with the public. In 2008, there were 45 different vendors at the market and a total attendance of 5,601 people.

V I R G I N I A

40 • Alternative Enterprises and Marketing Opportunities for Small Farms in Virginia

Fidelis E. Okpebholo, Virginia State University; Jewel Hairston, Virginia State University; Theresa J. Nartea, Virginia State University; Alvin Adkins, Virginia State University; Cliff Slade, Virginia State University; Cliff Somerville, Virginia State University; Derrick Cladd, Virginia State University

Tobacco is a major traditional crop produced by small farms in Virginia, and with the deteriorating market situation for tobacco products there is need for small farmers in Virginia to diversify or transition into the production of more stable and economically viable alternative enterprises. To address this need, the Cooperative Extension Program at Virginia State University has identified and provided research-based information and technical assistance on production of several viable alternative crops/livestock to these farmers. The alternative crops, introduced and currently produced in many small farms in Virginia, include berries, asparagus, seedless watermelon, ginseng, mushrooms, cut flowers, ornamental plants, egg plants, tomatoes, and lima beans. Alternative livestock identified and produced are meat goat and hair sheep. Virginia State University has also developed aquaculture, agritourism and certified organic production programs as alternative enterprises for small farms in the state. As a part of effective resource management in farm production system, many of these operations turn greenhouses that were previously used for tobacco transplants into transplant houses for alternative crops and old tobacco barns into housing for the small ruminant component of the production system. Additionally, Virginia State University provided information and technical assistance on adding value to farm products in order to enhance the income of small and limited resource farmers. The efforts from Virginia State University Cooperative Extension Program to identify, provide information and technical assistance on production and marketing of alternative enterprises have and continue to revive and strengthen the rural Virginia communities that relied on tobacco as their main source of income.

Commercial activities have increased in these communities as a result of these alternative enterprises.

W A S H I N G T O N

41 • Mobile Meat Slaughter Units: Rebuilding the Small-Scale Meat Industry

Chris Benedict, Washington State University Extension; Sarah Garitone, Pierce Conservation District; Mary Embleton, Cascade Harvest Coalition; Doug Collins, Washington State University Small Farms Team

Consolidation in the U.S. livestock industry over the past 20 years has dramatically reduced the number of available processing facilities. With the increasing interest in locally-produced fruits and vegetables, consumer interest in local meat products has followed suit and demand has outstripped supply.

Washington State regulations allow the slaughter and processing by WSDA-licensed facilities, but products are only allowed to be consumed by the owner. To access the increasing demand of consumers, Washington producers must have their meat slaughtered and processed at a USDA-licensed facility.

Currently, many producers find themselves driving hours to reach the nearest facility, which increases costs and adds stress on both the producer and the animals.

Washington State was the sight of the first USDA inspected mobile meat slaughter unit in the United States when, in 1998, producers from the Island Grown Farmers Cooperative sought an answer to their problems. Over the past year, the Puget Sound Meat Producers Cooperative formed to provide and strengthen the infrastructure necessary to support small-scale production. Recently, with additional help, the cooperative ordered a mobile slaughter unit.

Currently Washington State houses almost half of the mobile units available nationwide. Because of regulations, small-scale meat producers need to rely on additional infrastructure to access consumers. Redevelopment of this infrastructure will vary by region, but the extent to which it is a success will depend on many factors.

Exhibitors

Be sure to visit the exhibitors at the Prairie Capital Convention Center. Exhibits will be open:

Tuesday, September 15	4:00 PM to 8:00 PM
Wednesday, September 16	8:00 AM to 6:30 PM
Thursday, September 17	8:00 AM to 10:30 AM

U S D A

Booth # 1
USDA Agricultural Marketing Service
http://www.ams.usda.gov/AMSOutreach

The USDA Agricultural Marketing Service administers programs that facilitate the efficient, fair marketing of U.S. agricultural products, including food, fiber, and specialty crops.

Orlando Phelps
13952 Denver West Parkway
Bldg. 53, Suite 350
Lakewood, CO 80401
720-497-2533, *orlando.phelps@ams.usda.gov*

Booth # 2
USDA Agriculture Marketing Service, Livestock & Grain Market News
http://www.ams.usda.gov/

The primary function of the Livestock and Grain Market News Branch of the Livestock and Seed Program (LSP) is to compile and disseminate information that will aid producers, consumers, and distributors in the sale and purchase of livestock, meat, grain, and their related products nationally and internationally.

Kim Harmon
P. O. Box 19281
801 E. Sangamon Ave., State Fairgrounds
Springfield, IL 62794-9281
217-782-4925, *kim.harmon@ams.usda.gov*

Booth # 3
USDA Agricultural Marketing Service, Marketing Services Division
http://www.ams.usda.gov/wholesaleandfarmersmarkets

The mission of the Marketing Services Division is to improve food and agricultural product distribution.

James Barham
1400 Independence Ave., SW
Room 2646
Washington, DC 20250
202-690-4077, *james.barham@ams.usda.gov*

Booth # 4
USDA Alternative Farming Systems & Rural Information Centers
http://afsic.nal.usda.gov and http://ric.nal.usda.gov

The Alternative Farming Systems Information Center and the Rural Information Center support the agricultural community by quickly providing neutral, accurate, and subject-specific information.

William Thomas
USDA/NAL/AFSIC-RIC
10301 Baltimore Ave
Beltsville, MD 20705
301-504-5724, *william.thomas@ars.usda.gov*

Booth # 5
USDA Animal and Plant Health Inspection Service
http://www.aphis.usda.gov/

USDA Animal and Plant Health Inspection Service provides leadership in ensuring the health and care of animals and plants.

Kenneth Johnson
4700 River Road, Unit 30
Riverdale, MD 20737
301-734-5470, *ken.e.johnson@aphis.usda.gov*

Booth # 6
USDA Food Safety and Inspection Service
http://www.fsis.usda.gov

The Food Safety and Inspection Service (FSIS) is the public health agency in the USDA responsible for ensuring that the nation's commercial supply of meat, poultry, and egg products is safe, wholesome, and correctly labeled and packaged.

Sibyl Wright
Aerospace Center, 901 D Street, SW
Room 397
Washington, DC, DC 20024
301-350-1542, *sibyl.wright@fsis.usda.gov*

Booth # 7
USDA Natural Resource Conservation Service Illinois
http://www.il.nrcs.usda.gov

Helping people help the land.

Paige Buck
2118 W Park Court
Champaign, IL 61821
217-353-6606, *paige.buck@il.usda.gov*

Booth # 8
USDA Risk Management Agency, Springfield Regional Office
http://www.rma.usda.gov/

RMA promotes, supports and regulates sound risk management solutions to preserve and strengthen the economic stability of America's agricultural producers.

Miranda White
3500 Wabash Ave
Springfield, IL 62711
217-241-6600, *miranda.white@rma.usda.gov*

Booth # 9
USDA Small Farm Program, Cooperative State Research Education & Extension Service
http://www.csrees.usda.gov/familysmallfarms.cfm

CSREES advances knowledge for agriculture, the environment, human health, well being, and communities through national program leadership and federal assistance.

Denis Ebodaghe
800 9th Street, Room 4335 Waterfront Centre, SW
Washington, DC, DC 20024
202-401-4385, *debodaghe@csrees.usda.gov*

Booth # 10
USDA Economic Research Service
http://www.ers.usda.gov

The Economic Research Service (ERS) provides economic research and information to inform public and private decision making on economic and policy issues related to agriculture, food, natural resources, and rural America.

Marilynn Graham
USDA-Economic Research Service
1800 M St. N.W. Rm. 3050
Washington, DC 20036
(202) 694-5058, *mgraham@ers.usda.gov*

Booth # 11
USDA Office of Small Farms Coordination
http://www.csrees.usda.gov/familysmallfarms.cfm

The USDA Office of Small Farms Coordination facilitates the coordination of USDA's activities related to small farms, beginning farmers and ranchers.

Rosannah Taylor
1400 Independence Ave. SW
Mail Stop 2027
Washington, DC 20250-2027
202-720-9354, *rosannah_taylor@nass.usda.gov*

Booth # 12
USDA Rural Development
http://www.rurdev.usda.gov

We are committed to the future of rural communities.

Rhonda Brown
USDA Rural Development STOP 0720
1400 Independence Ave. SW
Washington, DC 20250
202-692-0298, *rhonda.brown@wdc.usda.gov*

Booth # 13
USDA National Agricultural Statistics Service
http://www.nass.usda.gov

The National Agricultural Statistics Service provides timely, accurate, and useful statistics in service to U.S. agriculture.

Shelly Busse
1400 Independence Ave. SW
Room #5030
Washington, DC 20250
800-727-9540, *shelly_busse@nass.usda.gov*

A L A B A M A

Booth # 14
Small Farms Research Center, Alabama A&M University
http://www.aamu.edu/smallfarmers/

Our mission is to provide outreach training and technical assistance to socially disadvantaged farmers and ranchers in Alabama who operate small farms or ranches, often with limited resources.

Duncan M. Chembezi
4900 Meridian Street
P.O. Box 700
Normal, AL 35762
256-372-4970, *duncan.chembezi@aamu.edu*

A R K A N S A S

Booth # 15
UAPB's Small Farm Program

The University of Arkansas at Pine Bluff was created in 1873 for the convenience and well-being of the poorer "classes". The UAPB Small Farm Program provides direct assistance (production, marketing, economic) to small farms in Arkansas. Producers are also educated on USDA programs that may be used to improve their operations.

Henry English
1200 N. University Drive
Pine Bluff, AR 71601
870-575-7246, *englishh@uapb.edu*

DISTRICT OF COLUMBIA

Booth # 16
ISED
http://www.ised.us

ISED helps organizations and individuals achieve their economic and social goals through training, technical assistance, and network facilitation.

Daniel Krotz
1401 K Street NW Suite 1201
Washington , DC 20005
870-423-1894, *danielkrotz@gmail.com*

Booth # 17
National Immigrant Farming Initiative—NIFI
http://www.immigrantfarming.org

NIFI's mission is to strengthen the capacity of immigrant, refugee farmers and farm workers in transition to farming successfully and to advance sustainable farming and food systems.

Mapy Alvarez
1012 14th St., NW Suite 1100
Washington, DC 20005
518-860-7972
mapyalvarez@immigrantfarming.org

FLORIDA

Booth # 18
Florida A&M University—CESTA
http://www.famu.edu/cesta

To serve the growing and diverse community of student, farmers and others, through science-based information and direct technical assistance.

Ray Mobley
1740 S. Martin Luther King, Jr. Blvd
215 Perry Paige Bldg., South Florida A&M University
Tallahassee, FL 32307
850-412-52xx, *ray.mobley@famu.edu*

IOWA

Booth # 19
Annie's Project National Outreach Center
http://www.extension.iastate.edu/annie

Annie's Project is an educational program dedicated to strengthening women's roles in the modern farm enterprise.

Bob Wells
212 N I Street
Oskaloosa, IA 52577
641-673-5841, *wellsjb@iastate.edu*

Booth # 20
Farmers' Markets Today
http://www.farmersmarketstoday.com

Farmers' Markets Today was developed as a business journal to provide information, ideas and inspiration to producers who direct market what products they grow, raise or add value to.

Mary Shepherd
120 W. 4th St.
Cedar Falls, IA 50613-2864
319-277-3599, *mshepherd@farmersmarketstoday.com*

ILLINOIS

Booth # 21
AgrAbility Unlimited
http://www.agrabilityunlimited.org

Help for Farm families with disability.

James Williams
31 Brookshire Green
Bloomington, IL 61704
309-663-1185, *jimwillms@earthlink.net*

Booth # 22
Agriculture and Tourism Partners of Illinois (ATPI)
http://www.agfun.com

To encourage, foster, support and stimulate tourism development, especially Agritourism, in Illinois through support of existing businesses and development of new businesses.

Heather Wilkins
700 East Adams
Springfield, IL 62701
217-525-7980, *atpi@agfun.com*

Booth # 23
Farm Foundation
http://www.farmfoundation.org

Farm Foundation works as a catalyst for sound public policy by providing objective information to foster a deeper understanding of issues shaping the future of agriculture, food systems and rural regions. Farm Foundation does not lobby or advocate.

Mary Thompson
1301 W. 22nd St., Suite 615
Oak Brook, IL 60523
630-571-9393, *mary@farmfoundation.org*

Booth # 24
Food Industry MarketMaker
http://national.marketmaker.uiuc.edu/

MarketMaker is an interactive mapping system that gives farmers greater access to local and regional markets by linking them with processors, retailers, consumers and other food supply chain participants.

Richard Knipe
4550 Kennedy Drive
East Moline, IL 61244
309-792-2500, *rknipe@illinois.edu*

Booth # 25
Illinois Department of Agriculture
http://www.agr.state.il.us/

The Illinois Department of Agriculture is an advocate for Illinois' agricultural industry and provide the necessary regulatory functions to benefit consumers, agricultural industry, and our natural resources. The agency strives to promote agri-business in Illinois and throughout the world.

Mike Rahe
IDOA BLWR
P O Box 19281 State Fairgrounds
Springfield, IL 62794-9281
217-785-5594, *mike.rahe@illinois.gov*

Booth # 26
Illinois State Museum
http://www.museum.state.il.us

The Illinois State Museum promotes discovery, learning, and appreciation of Illinois' natural, cultural, and artistic heritage.

Robert Warren
Illinois State Museum RCC
1011 East Ash Street
Springfield, IL 62703
217-524-7903, warren@museum.state.il.us

Booth # 27
USDA Farm Service Agency Illinois
http://www.fsa.usda.gov

We provide leadership on food, agriculture, natural resources, and related issues based on sound public policy, the best available science, and efficient management.

Mary Kirby
3500 Wabash
Springfield, IL 62711
217-241-6600, mary.kirby@il.usda.gov

Booth # 28
The Land Connection
http://www.thelandconnection.org

The Land Connection works to establish successful farmers on healthy farmland, ensuring an abundance of delicious, local, and organic foods.

Kathy McGroarty-Torres
1227 Dodge Ave., Suite 200
Evanston, IL 60202
847-570-0701, *kathy@thelandconnection.org*

Booth # 29
US EPA Strategic Agricultural Initiative
http://www.epa.gov/pesticides/grants/aginitiative.htm

The SAI works with growers, especially of specialty crops, and other stakeholders to reduce the use of high-hazard pesticides, promoting reduced-risk pest management strategies.

Seth Dibblee
U.S. EPA Region 5
77 W Jackson Blvd (LC-8J)
Chicago, IL 60604
312-886-5992, *dibblee.seth@epa.gov*

Booth # 30
Illinois Extension, Certified Livestock Manager Program
http://www.livestocktrail.uiuc.edu/manure/

Our mission is to provide educational outreach to small livestock facilities in Illinois about manure management, especially odor, composting, manure management plans, safety, manure & soil testing, land application BMP's and equipment, state and federal applicable environmental regulations, and mortality disposal options.

Randy Fonner
Rm 332k AESB
1304 W. Pennsylvania Ave
Urbana, IL 61801
217-333-2611, *refonner@illinois.edu*

Booth # 31
University of Illinois Extension Small Farm Program
http://web.extension.uiuc.edu/smallfarm/

Our mission is to provide education and information to small-scale farmers and those who work with them.

Deborah Cavanaugh-Grant
P.O. Box 410
Greenview, IL 62642
217-968-5512, *cvnghgrn@illinois.edu*

INDIANA

Booth # 32
National AgrAbility Project
http://www.agrability.org

The mission of AgrAbility is to enable a high quality lifestyle for farmers, ranchers, and other agricultural workers with disabilities, so they, their families, and their communities continue to succeed in rural America.

Stephen Swain
225 South University Street
ABE Building
West Lafayette, IN 47907
800-825-4264, *swainsj@ecn.purdue.edu*

Booth # 33
Purdue University- Small Farm Center

The Small Farm Center's mission is to help small-scale farmers compete and survive by offering practical, positive solutions that also will benefit their consumer clientele and the natural and renewable resources they use.

Jim True
800 S. Prince St
Room 35
Princeton, IN 47670
812-385-3491, *jtrue@purdue.edu*

KENTUCKY

Booth # 34
Kentucky State University Land Grant Program
http://www.kysu.edu/landgrant

The Kentucky State University Land Grant Program provides research and educational programming for limited-resource families.

Marion Simon
400 E. Main Street
Frankfort, KY 40601
502-597-6437, *marion.simon@kysu.edu*

LOUISIANA

Booth # 35
Southern University Agricultural Research and Extension Center
http://www.suagcenter.com

The mission of the Southern University Agricultural Research and Extension Center is to conduct basic and applied research, and disseminate information to the citizens of Louisiana in a manner that is useful in addressing their scientific, technological, social, economic and cultural needs.

Dawn Mellion-Patin
Southern University Ag Center
P.O. Box 10010
Baton Rouge, LA 70813
225-771-2242, *dawn_mellion@suagcenter.com*

MARYLAND

Booth # 37
University of Maryland Eastern Shore, Small Farms Program
https://www.umes.edu/1890-mce/

The mission is to provide educational programs, training and outreach to promote and sustain farm ownership, land retention, and to improve the economic and social condition among limited-resource, socially disadvantaged farmers, and other underserved audiences.

Berran Rogers
University of Maryland Eastern Shore
2122 Richard A. Henson Center
Princess Anne, MD 21853
410-651-6693, *blrogers@umes.edu*

MICHIGAN

Booth # 38
C.S. Mott Group for Sustainable Food Systems at MSU
http://www.mottgroup.msu.edu

We engage communities in applied research and outreach that promote sustainable food systems to improve access to and availability of healthy, locally-produced food.

Susan Smalley
302A Natural Resources Building
East Lansing, MI 48824-1222
517-432-0049, *smalley3@msu.edu*

Booth # 39
Local Orbit
http://www.localorb.it

Local Orbit makes it easy for people to buy food directly from local farmers, food producers and independent retailers.

Erika Block
1318 Pomona
Ann Arbor, MI 48103
734-418-0680, *erika@localorb.it*

MINNESOTA

Booth # 40
National Tribal Development Association, FSA/American Indian Credit Outreach
http://www.nationaltribaldevelopment.com

We provide technical assistance, outreach and educational assistance to American Indian Farmers, Ranchers and Youth.

Lou Anne Kling
5142 260 Avenue
Granite Falls, MN 56241
320-564-4808, *louanne@indiancreditoutreach.com*

MISSISSIPPI

Booth # 41
Alcorn State University Extension Program
http://www.asuextension.com/asuep

To improve the quality of life of limited resource audiences through education in a time of dynamic change.

Carolyn Banks
1000 ASU Drive #479
Alcorn State , MS 39096
601-877-6260, *cbanks@alcorn.edu*

MISSOURI

Booth # 42
MU Center for Agroforestry
http://www.centerforagroforestry.org

To initiate, coordinate and enhance agroforestry activities to meet the environmental, social and economic needs of the family farm within the state of Missouri, North America and the temperate zone worldwide.

Michael Gold
203 ABNR Bldg
Columbia, MO 65211
573-884-1448, *goldm@missouri.edu*

Booth # 43
eXtension (Goat Industry)
http://www.extension.org/goat

Goat Industry is an extension web site to meet the educational needs of goat producers, extension educators and consumers.

David Kiesling
Lincoln University of Missouri
820 Chestnut Street
302 Allen Hall
Jefferson City, MO 65101
573-681-5357, *kieslingd@lincolnu.edu*

MONTANA

Booth # 44
National Center for Appropriate Technology (NCAT)
http://www.ncat.org

Our mission is to help people by championing small-scale, local, and sustainable solutions to reduce poverty, promote healthy communities, and protect natural resources.

Hannah Lewis
3040 Continental Dr.
Butte, MT 59702
406-494-4572, *hannahl@ncat.org*

NORTH CAROLINA

Booth # 45
Comprehensive Livestock Environmental Assessment and Nutrient Management Plan Program (CLEANeast)—RTI International and North Carolina State University
http://livestock.rti.org/

The mission of the CLEANeast Program is to provide no-cost technical assistance to livestock and poultry producers in the form of environmental assessments and nutrient managment plans.

Mark Rice
Campus Box 7625
North Carolina State University
Raleigh, NC 27695-7625
919-515-6794, *mark_rice@ncsu.edu*

Booth # *46*
Operation Spring Plant, Inc.
http://www.operationspringplant.org

To provide environmentally safe, technical and financial assistance to minority and underserved small family farmers who need to engage in timely seasonal planting activities, and who need marketing outlets for their crops in order to sustain their farming operations.

Dorathy Barker
567 Rowland St.
Henderson, NC 27565
252-492-7301, *osp35@aol.com*

NEW JERSEY

Booth # 47
Rutgers University Farm Management Program
http://aesop.rutgers.edu/~farmmgmt

To help farmers remain economically viable.

Robin Brumfield
55 Dudley Rd.
New Brunswick, NJ 08903-8520
732-932-9171, *brumfield@aesop.rutgers.edu*

NEBRASKA

Booth # 48
National Risk Management Education Program
http://www.NCRME.org

The mission of the National Risk Management Education Program is to provide competitive, result-based grants for public, non-profit and private organizations that wish to provide education to improve the risk management skills for agricultural producers and their families.

Dave Goeller
303 B Filley Hall
Lincoln, NE 68583-0922
402-472-0661, *dgoeller@unl.edu*

Booth # 49
Nebraska Sustainable Agriculture Society
http://www.nebsusag.org

To promote agriculture and food systems that build healthy land, people, communities & quality of life, for present and future generations.

William Powers
1708 North 32 Street
Lincoln, NE 68503
402-525-7794, *healthyfarms@gmail.com*

NEW MEXICO

Booth # 50
Holistic Management International
http://www.holisticmanagement.org

HMI works to reverse the degradation of private and communal lands used for agriculture and conservation, restore its health and productivity, and help create sustainable and viable livelihoods for the people who depend on it.

Ann Adams
1010 Tijeras Ave. NW
Albuquerque, NM 87102
505-842-5252, anna@holisticmanagement.org

Booth # 51
New Mexico State University Sustainable Agriculture Science Center

Our mission is to conduct research and develop sustainable agricultural practices for small-scale and traditional growers in north-central New Mexico.

Charles Martin
PO Box 159
Alcalde, NM 87511
505-852-4241, *cmartin@nmsu.edu*

NEW YORK

Booth # 52
Cornell Small Farms Program
http://www.smallfarms.cornell.edu

Our mission is to foster the sustainability of diverse, thriving small farms that contribute to food security, healthy rural communities, and the environment.

Violet Stone
135C Plant Science
Cornell University
Ithaca, NY 14853
607-255-9227, *vws7@cornell.edu*

OREGON

Booth # 53
Oregon State University Extension Small Farms Program
http://smallfarms.oregonstate.edu

We work to enhance the lives and livelihoods of both commercial small farms and ranches as well as, non-commercial small acreage landowners.

Garry Stephenson
109 Crop Science Building
Oregon State University
Corvallis, OR 97331
541-737-5833, *garry.stephenson@oregonstate.edu*

PENNSYLVANIA

Booth # 54
ReadyAG, Cooperative Extension and the Extension Disaster Education Network
http://readyag.psu.edu

Our mission is to help farmers and ranchers become better prepared for all disasters, so they can continue to be viable even in the face of disastrous events.

David Filson
220 Special Services Bldg
The Pennsylvania State University
University Park, PA 16802
814-863-6424, *dfilson@psu.edu*

Booth # 55
Small Farm Central
http://smallfarmcentral.com

Websites, ecommerce, and data management for small farms to find new customers and strengthen existing relationships.

Simon Huntley
354 South Atlantic Ave.
Pittsburgh, PA 15224
412-567-3864, *simon@smallfarmcentral.com*

VIRGINIA

Booth # 56
Virginia State University
http://www.vsu.edu

Virginia State University's mission is to promote and sustain academic programs that integrate instruction, research, and extension/public service in a design most responsive to the needs and endeavors of individuals, and communities within its scope of influence.

Fidelis Okpebholo
1 Hayden Drive
Petersburg, VA 23806
804-524-5662, *fokpebholo@vsu.edu*

WASHINGTON

Booth # 57
WSU Small Farms Program
http://www.smallfarms.wsu.edu

The WSU Small Farms Team works with communities to foster profitable family farms, land and water stewardship, and access to healthy food.

Marcia Ostrom
WSU Small Farms Program
1100 N. Western Ave.
Wenatchee, WA 98801
509-663-8181, *mrostrom@wsu.edu*

Booth #58
USDA RMA Civil Rights & Community Outreach
http://www.rma.usda.gov

The RMA Mission is to promote, support and regulate sound risk management solutions to preserve and strengthen the economic stability of America's agricultural producers.

William (Bill) Buchanan
1400 Independence Ave SW
Room 6702
Washington , DC 20250
202-690-3578, *William.Buchanan@rma.usda.gov*

Booth #59
USDA Forest Service
http://www.fs.fed.us

The Forest Service mission Sustain the health, diversity, and productivity of the Nation's forests and grasslands to meet the needs of present and future generations.

Cheryl V. Bailey
1400 Independence Avenue SW, Stop Code 1123
Washington, DC 20250
Phone: 202-205-1379, *cbailey@fs.fed.us*

Booth #60
Illinois Stewardship Alliance
www.ilstewards.org

The Illinois Stewardship Alliance is a statewide organization promoting ecologically sustainable, economically viable, socially just local food systems through policy development, advocacy and education.

Lindsay Record
401 W. Jackson Parkway
Springfield, IL 62704
217-528-1563, *Lindsay@ilstewards.org*

Booth # 61
USDA Sustainable Agriculture Research and Education (SARE) Program
http://www.sare.org

Grants and outreach to advance sustainable innovations to the whole of American agriculture.

Sean McGovern
10300 Baltimore Avenue
BARC West, Bldg. 046
Beltsville, MD 20705
614-306-6422, *outreach@sare.org*

Conference, Oral, and Poster Presenters

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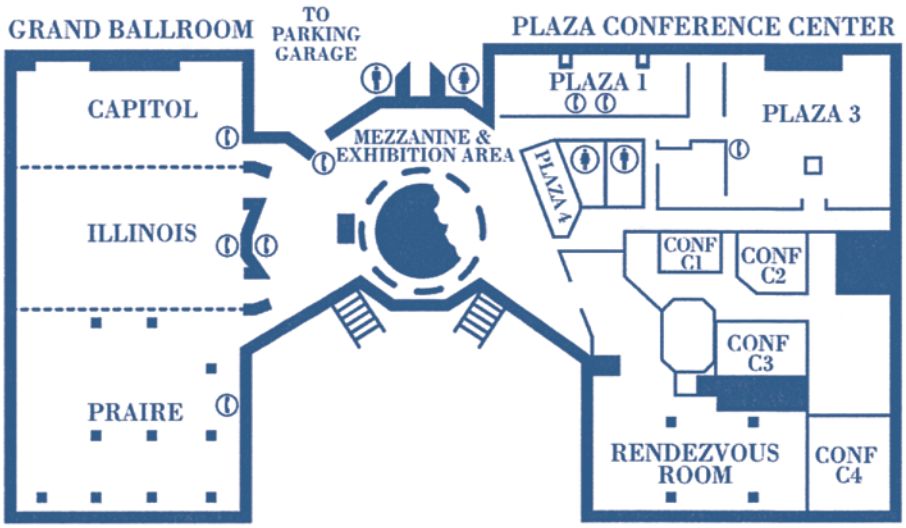
Presenter, Poster and Moderator Index

(The number after each name corresponds to the Concurrent Session in which they are presenting)

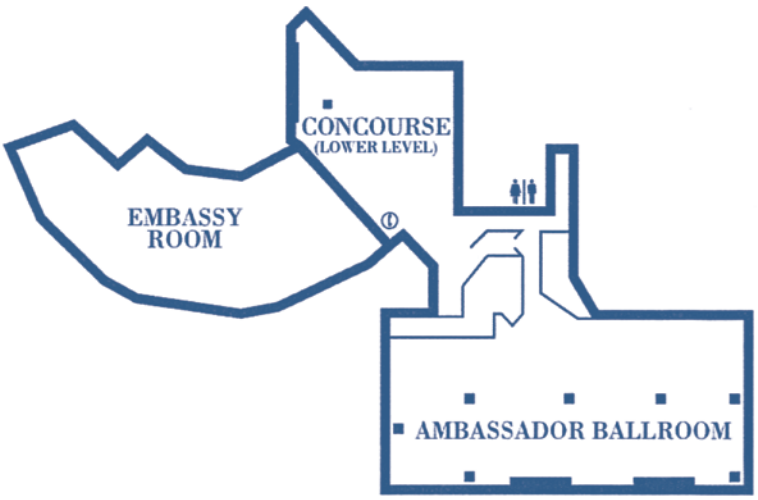
Facility Floor Plans

HILTON SPRINGFIELD

MEZZANINE LEVEL

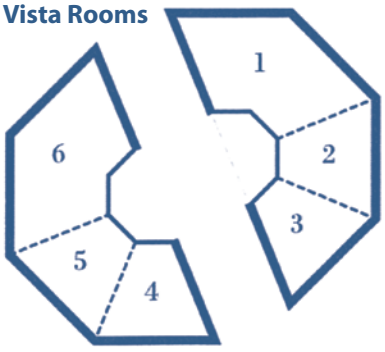


CONCOURSE LEVEL

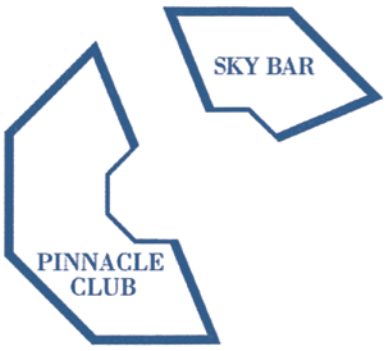


29TH FLOOR

Vista Rooms

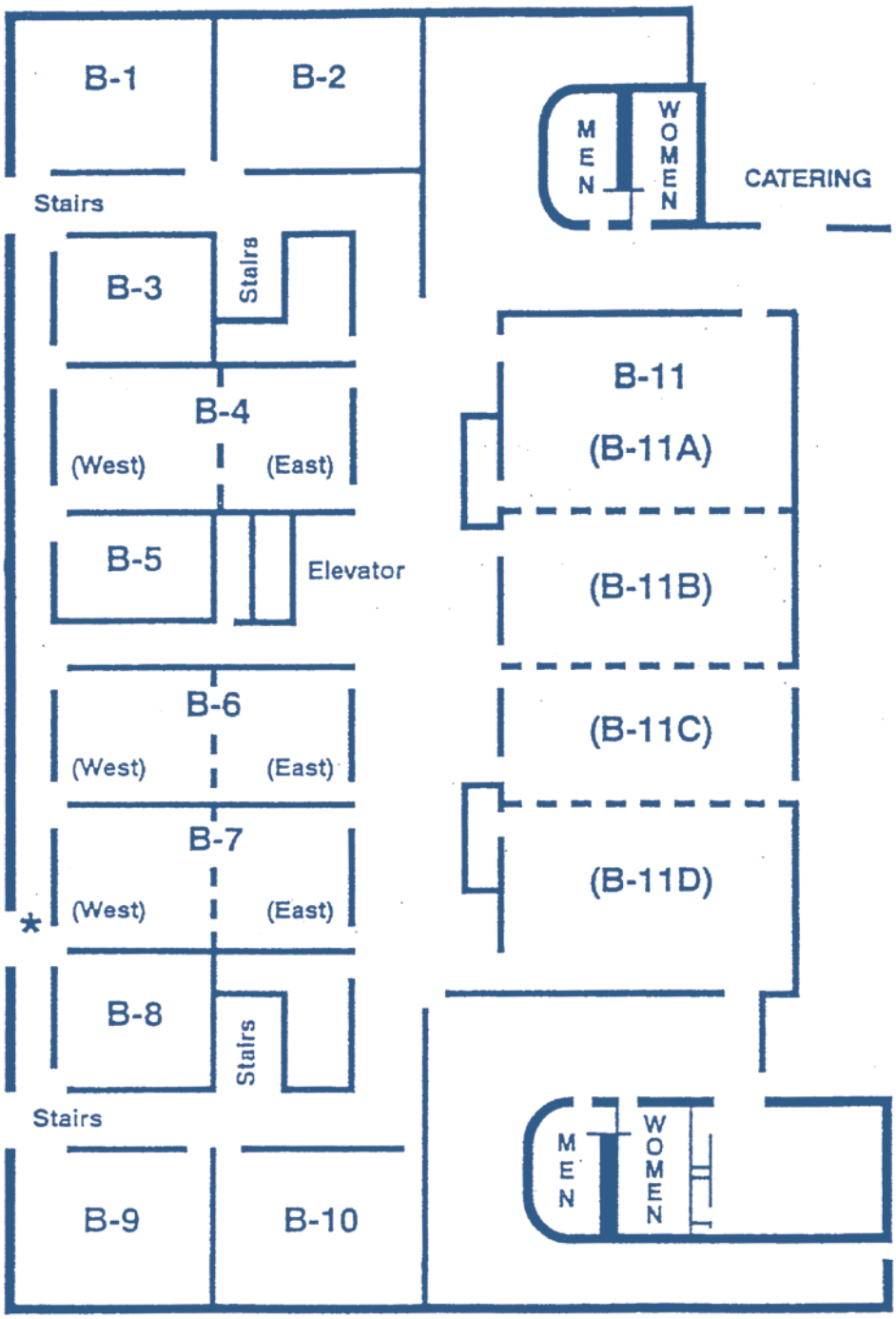


30TH FLOOR



PRAIRIE CAPITAL CONVENTION CENTER

LOWER LEVEL



* PRESIDENT ABRAHAM LINCOLN HOTEL ENTRANCE

NOTES

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