



# 2025

GROWING TOGETHER TO MAKE  
TENNESSEE AGRICULTURE EXTRAORDINARY



**February 13-15 • Franklin, TN**  
**Cool Springs Marriott and Convention Center**

Eight associations come together to offer over 75 classes, a vibrant trade show,  
and networking opportunities for producers to better their businesses.

# Welcome to the 2025 Pick TN Conference!

The mission of the Pick TN Conference is to provide educational programming and networking in a collaborative environment which fosters growth to sustain agriculture.

Eight associations work together to plan the conference each year:

TN Agritourism Association (TAA) / TN Association of Farmers Markets (TAFM)  
TN Beekeepers Association (TBA) / TN Christmas Tree Growers Association (TCTGA)  
TN Farm Winegrowers Association (TFWA) / TN Fruit and Vegetable Association (TFVA)  
/ TN Organic Growers Association (TOGA) and Farmer Veteran Coalition of TN (FVCTN)

**Thank You Pick TN Conference Board Members for your help in planning the 2025 Conference!**

Amy Tavalin, PTC Executive Director / Cindy Delvin, TOGA  
Lee Greenberg, TOGA / Reggie Marshall, TFVA / Joshua Oakes, TAA  
Tonya Keller, TAA / Ron Bridges, FVCTN / Kasi Haire, TAFM / Denise Pullella, TAFM  
Rhonda Moody, TFWA / Jonathan (JB) Ball, TFWA  
Ron White, TBA / Robbie Knight, TCTGA

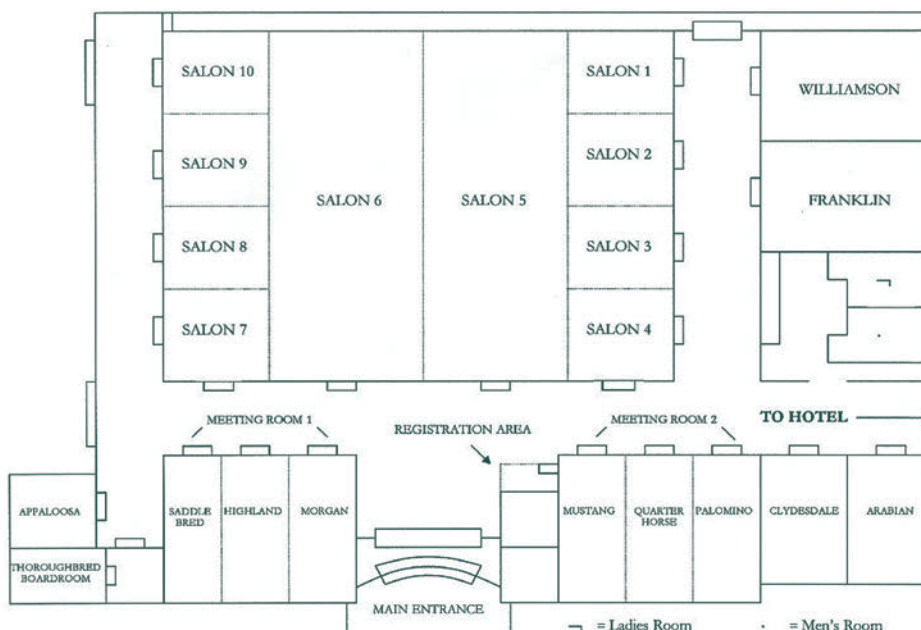
**SUPPORTING MEMBERS FROM TN DEPARTMENT OF AGRICULTURE AND UNIVERSITY OF TENNESSEE:  
RICK JOHNSON, TDA / SARAH BOTWINICK TDA / ANNETTE WSZELAKI, UT / DAVE LOCKWOOD, UT  
MEGAN BRUCH LEFFEW, UT / JASON REEVES, UT / CELESTE SCOTT, UT**

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**Franklin Marriott Cool Springs Conference Center Map**

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## Schedule at a Glance

**ICON KEY: Participants may attend any session or event unless otherwise indicated. Icons representing industry segments as shown below have been assigned to each session and event as a guide to help participants identify sessions that may be most relevant to them.**



All Attendees



Agritourism



Farmers Markets



Beekeepers



Christmas Trees



Wine and Grapes



Plant Producers



Fruit and Vegetable



Organic Growers

	Time	Session	Speaker	Room
<b>THURSDAY, FEBRUARY 13, 2025</b>				
	8:00am-4:00pm	Registration		Conference Foyer
	9:30am-11:45am	Opening General Session		Salons 1-5
	9:30am-9:45am	Welcome by Pick TN Conference Board President	Reginald Marshall	Salons 1-5
		Key Conference Announcements	Amy Tavalin	
	9:45am-10:45am	The Resilience of Demand for Place-Based Branding	Tim Woods	Salons 1-5
<b>Break 10:45am-11:00am</b>				
	11:00am-11:45am	Top 5 Marketing Strategies to Take Your Business to the Next Level	Maureen Ballatori	Salons 1-5
	11:45am-7:00pm	Trade Show Open		Salons 6-10
<b>Lunch and Learn Sessions</b>				
	12:00pm-12:45pm	Lunch and Learn: Insights on Tennessee Agritourism from the 2024 National Agritourism Producer Survey	Sarah Cornelisse	Salons 1-2
	12:00pm-12:45pm	Lunch and Learn: Grow Your Brand with Pick TN Products	Sarah Emery Botwinick	Salon 5
	12:00pm-12:45pm	Lunch and Learn: Empowering the Next Generation: TSUAg Programs Driving Innovation and Success	De'Etra Young	Salons 3-4
	12:00pm-12:45pm	Lunch and Learn Agritourism Meet and Greet		Carothers
	12:00pm-12:45pm	Lunch and Learn: The Importance of Queen Selection in Beekeeping Success	Clarence Collison	Mustang/Quarter Horse
<b>Break 12:45pm-1:00pm</b>				
	1:00pm-1:45pm	Know How of Organic Certification	Mathew Young and Dilip Nandwani	Salons 1-2
	1:00pm-1:45pm	Pest Control Strategies I: ID Tips	Dave Lockwood, Annette Wszelaki, Jensen Hayter, and Annie Vogel	Salons 3-4
	1:00pm-1:45pm	Business Essentials: How to Leverage Artificial Intelligence (AI) to Market Your Farm	Maureen Ballatori	Salon 5
	1:00pm-1:45pm	Resources and Support for Beekeepers in Tennessee	Jennifer Tsuruda	Mustang/Quarter Horse

# Schedule at a Glance

THURSDAY, FEBRUARY 13, 2025				
	Time	Session	Speaker	Room
	1:00pm-1:45pm	Launching the TN Farmers Market Trail: Connecting Communities and Celebrating Local Agriculture	Denise Pullella	Franklin
	1:00pm-1:45pm	Non-Profit Farm Wins \$50k Grant and Tells Their Story How	Lori Birkhead	Carothers
	1:00pm-1:45pm	Where do I Start? A Guide to Beginning Farmers	Ron Bridges and Finis Stribling	Williamson
	1:00pm-1:45pm	Ask the Experts	Danny Withers, Baylee Burk, Sam Bohn, Will Peppers, Paul Wadham	Appaloosa
Break 1:45pm-2:00pm				
	2:00pm-2:45pm	Keep it Simple - 12 Herbs you Need to Grow	Cindy Shapton	Salons 1-2
	2:00pm-2:45pm	Pest Control Strategies II: Managing Tricks	Dave Lockwood, Annie Vogel, and Jensen Hayter	Salons 3-4
	2:00pm-2:45pm	Business Essentials: MarketReady (Part I of II)	Tim Woods	Salon 5
	2:00pm-2:45pm	Late Winter Hive Management	Clarence Collison	Mustang/ Quarter Horse
	2:00pm-2:45pm	Protect Your Assets With Insurance	Chris Van Leeuwen	Franklin
	2:00pm-2:45pm	Agritourism 101: Laying the Foundation for Success	Megan Bruch Leffew and Kacey Troup	Carothers
	2:00pm-2:45pm	Frugal Homesteading	Kerry Brown	Williamson
	2:00pm-2:45pm	Ask the Experts	Danny Withers, Baylee Burk, Sam Bohn, Will Peppers, Paul Wadham	Appaloosa
Break 2:45pm-3:00pm				
	3:00pm-3:45pm	Sustainable Market Gardening as a Second Career - Thoughts and Observations After 10 Years In	Paul and Elizabeth Lassiter	Salons 1-2
	3:00pm-3:45pm	Hot Potato!: Year-round Temperature Effects and What You Can Do to Minimize Them	Dave Lockwood and Annette Wszelaki	Salons 3-4
	3:00pm-3:45pm	Business Essentials: MarketReady (Part II of II)	Tim Woods	Salon 5
	3:00pm-3:45pm	Update on Beekeeping in Tennessee	Mike Studer/State Apiarist	Mustang/ Quarter Horse
	3:00pm-3:45pm	TAFM Annual Member Meeting	TAFM Board	Franklin
	3:00pm-3:45pm	Agritourism 101: Panel Discussion "Ask the Farmer"	Brian Muetze, Lori Birkhead, Tyler Sneed	Carothers
	3:00pm-3:45pm	Women in Ag	Brenda Bridges and Panel	Williamson
	3:00pm-3:45pm	Ask the Experts	Danny Withers, Baylee Burk, Sam Bohn, Will Peppers, Paul Wadham	Appaloosa
Break 3:45pm-4:00pm				
	4:00pm-4:45pm	The Medicine You Need is Growing in Your Yard!	Victoria Fillmore	Salons 1-2
	4:00pm-4:45pm	Irrigation Basics: When, Where, Why, How and With What Type of Water	Brooke Emery and Annette Wszelaki	Salons 3-4
	4:00pm-4:45pm	Business Essentials Short-form Video and Social Media Algorithms for Instagram and Tik Tok	Maureen Ballatori	Salon 5
	4:00pm-4:45pm	How to Start a Commercial Beekeeping Business	Kent Williams/EAS Master Beekeeper	Mustang/ Quarter Horse
	4:00pm-4:45pm	Tennessee Association of Farmers Markets (TAFM) Annual Member Meeting	TAFM Board	Franklin
	4:00pm-4:45pm	Website Optimization: Managing Search Engine Optimization (SEO), Backlinks and Social Media to Grow Your Business	Didi Russell	Carothers
	4:00pm-4:45pm	Farmer Veterans: Farmer Veteran Coalition of Tennessee (FVC-TN) Members Meet and Greet	Ron Bridges and Chapter Leaders	Williamson
	4:00pm-4:45pm	Ask the Experts	Danny Withers, Baylee Burk, Sam Bohn, Will Peppers, Paul Wadham	Appaloosa

# Schedule at a Glance

THURSDAY, FEBRUARY 13, 2025				
	Time	Session	Speaker	Room
	5:00pm-7:00pm	Wine Reception in Trade Show		Salons 6-10
	6:00pm	Agritourism Banquet (Ticket required.) Bus leaves hotel at 6:00pm		Off-Site at Battle Mountain Farm
	7:00pm-12:00am	Hospitality Suite: Open to all for networking and conversations		Presidential Suite 1120
FRIDAY, FEBRUARY 14, 2025				
	Time	Session	Speaker	Room
	7:00am - 2:00pm	Trade Show Open		Salons 6-10
	7:00am - 5:00pm	Registration Open		Foyer
	8:00am-8:45am	Growing Chestnuts in the Southeast	Alec Higgins	Salons 1-2
	8:00am-8:45am	How Sweet It Is!: Sweet Corn Production from the Ground Up	Annette Wszelaki	Salons 3-4
	8:00am-8:45am	Equipping Cut Flower Growers in TN: UT Extension Project Update	UT Extension Cut Flower Project Team	Salon 5
	8:00am-8:45am	Farmer Veterans: Coffee with the Coalition	Ron Bridges	Williamson
	8:00am-8:45am	Meet and Greet Hosted by Tennessee Christmas Tree Growers	Tennessee Christmas Tree Growers Association	Morgan
	8:00am-8:45am	Apiary Act of 1995: Laws and Rules Governing Beekeeping in Tennessee	Mike Studer	Mustang/Quarter Horse
	8:00am-8:45am	Vineyard Growers Roundtable	David Lockwood, Eric Ragel, JD Dalton, and Bart Horton	Palomino
	8:00am-8:45am	What Should I Charge for My Fruits and Vegetables at the Market?	Margarita Velandia	Highland/Saddlebred
	8:00am-8:45am	Applying Britain's Best to Agritourism	Tim Woods	Carothers
Break 8:45am-9:00am				
	9:00am-9:45am	Soil - A Very Busy Place	David Cook	Salons 1-2
	9:00am-9:45am	Romancing the Garlic CLOVE: Passion, Procedures, Profits and Value-Added Products	Laszlo Marten	Salons 3-4
	9:00am-9:45am	Best Blooms for Dried Florals	Kara Jamison	Salon 5
	9:00am-9:45am	A Future for Farms in Tennessee/TN Farm Link	Brooks Lamb and Lexy Close	Williamson
	9:00am-9:45am	Unlock SNAP at Your Market with Marketlink	Melvin Haas	Franklin
	9:00am-9:45am	Growing Christmas Trees - Species Selection and Best Practices for Field Production	Anthony Witcher	Mustang/Quarter Horse
	9:00am-9:45am	Methods for Honey Bee Mite Monitoring	Jennifer Tsuruda	Morgan
	9:00am-9:45am	Tennessee Alcoholic Beverage Commission and Department of Revenue Update	Tennessee Alcoholic Beverage Commission and Department of Revenue Representatives	Palomino
	9:00am-9:45am	Benefits and Challenges of High-Density Orchard Systems	Jensen Hayter and Annie Vogel	Highland/Saddlebred
	9:00am-9:45am	Telling Your Farm Story Using Social Media	Didi Russell	Carothers
Break 9:45am-10:00am				

# Schedule at a Glance

FRIDAY, FEBRUARY 14, 2025

	Time	Session	Speaker	Room
	10:00am-10:45am	Opportunities for Silvopasture in Tennessee	Alec Higgins	Salons 1-2
	10:00am-10:45am	Vegetable Disease Management in a Pathogen's Paradise	Jensen Hayter	Salons 3-4
	10:00am-10:45am	Growing Dahlias in Tennessee	Sam Moses	Salon 5
	10:00am-10:45am	Pathways to Farming: New Farmers and AgVOLs Mentorship Opportunities	Ron Bridges	Williamson
	10:00am-10:45am	Funding Your Market: Sponsorships and Grants	Rick and Donna Riddle	Franklin
	10:00am-10:45am	Drone Uses in Agriculture and Forested Systems	Jason de Koff	Mustang/ Quarter Horse
	10:00am-10:45am	Small Scale Honey Marketing	Nathan Coleman	Morgan
	10:00am-10:45am	Winemakers Round Table and Tasting!	Chase Vienneua, James McKinney and Michael Coombs	Palomino
	10:00am-10:45am	Introducing Advanced Technologies for the Future of Fruit and Vegetable Crops Production	Behnaz Molaei	Highland/ Saddlebred
	10:00am-10:45am	Company Events on the Farm	Stewart McGill	Carothers
<b>Break 10:45am-11:00am</b>				
	11:00am-11:45am	Add Herbs to Your Gardening Toolbelt	Cindy Shapton	Salons 1-2
	11:00am-11:45am	All About Watermelon	Rachel Rudolph	Salons 3-4
	11:00am-11:45am	From Seed to Sale: Finding Your Flower Market	Sarah and Mike Zimmerman	Salon 5
	11:00am-11:45am	Harnessing Sheep in Regenerative Agriculture	Kerry Brown	Williamson
	11:00am-11:45am	Sustainability and Food Waste Solutions for Your Market or Event		Franklin
	11:00am-11:45am	Favorite Evergreen Plants for Greenery and Stuffed Pots	Jason Reeves	Morgan
	11:00am-11:45am	Sustainable Beekeeping	Nathan Coleman	Mustang/ Quarter Horse
	11:00am-11:45am	Grants for Wineries/Vineyards: Real-World Examples	James Riddle, Jonathan Ball, and Bart Horton	Palomino
	11:00am-11:45am	Free-For- All Fruits	Dave Lockwood	Highland/ Saddlebred
	11:00am-11:45am	Build It: Growing an Agritourism Business	The Kuipers	Carothers
<b>LUNCH SERVED IN TRADE SHOW 11:45am-12:45pm</b>				
<b>Lunch and Learn Sessions</b>				
	12:00pm-12:45pm	Lunch and Learn: American National Insurance	Jonathan Fortenberry	Salons 3-4
	12:00pm-12:45pm	Lunch and Learn: UT Extension Resource Roundtable: MANAGE, the Soil Plant and Pest Center and Center for Profitable Agriculture	Eryn Bell, Robert Florence and Megan Bruch Leffew	Salons 1-2
	12:00pm-12:45pm	Lunch and Learn: Tennessee Department of Agriculture, Partner Up with TDA		Salon 5
	12:00pm-12:45pm	Lunch and Learn: Organize It: Sustaining an Agritourism Business	The Kuipers	Carothers
	12:00pm-12:45pm	Tennessee Farm Winegrowers Alliance (TFWA) Annual Membership Meeting	TFWA Board	Palomino
	12:00pm-12:45pm	The Importance of the Tennessee Beekeepers Association	David Thompson	Mustang/ Quarter Horse
<b>Break 10:45am-11:00am</b>				



# Schedule at a Glance

FRIDAY, FEBRUARY 14, 2025
















	Time	Session	Speaker	Room
	1:00pm-1:45pm	Integrated Pest Management (IPM)	David Cook	Salons 1-2
	1:00pm-1:45pm	Soil Solarization: What, Why, How, and When	Rachel Rudolph and Annette Wszelaki	Salons 3-4
	1:00pm-1:45pm	Sourcing Seed and Plant Material	Sabrina Childs	Salon 5
	1:00pm-1:45pm	Farming Success Stories: Homegrown by Heroes/Pick TN Products	Kacey Troup and Panel Discussion	Williamson
	1:00pm-1:45pm	Roundtable: Farmers Markets Hot Topics	TAFM Board	Franklin
	1:00pm-1:45pm	The Unique Cultural Requirements for Container-Based Christmas Tree Production	Jacob Schreckhise	Morgan
	1:00pm-1:45pm	Commercial Pollination	Kent Williams	Mustang/ Quarter Horse
	1:00pm-1:45pm	Tennessee Grape and Wine Board Projects Update	Cary Cox, Jonathan Ball and Rhonda Moody	Palomino
	1:00pm-1:45pm	Strawberry Production: Challenges and Trends	Dave Lockwood	Highland/ Saddlebred
	1:00pm-1:45pm	Agritourism 301 Roundtable Part I	The Kuipers, Stewart McGill and Amy Ladd	Carothers
<b>Break 1:45pm-2:00pm</b>				
	2:00pm-2:45pm	Greenhouse Solutions for the Small-Scale Market Garden	Todd and Christa Bentley	Salons 1-2
	2:00pm-2:45pm	Conservation Agreements with AgriCenter International	John Butler	Salons 3-4
	2:00pm-2:45pm	Top Performing, Easy to Grow Annuals and Perennials for the Garden	Jason Reeves	Salon 5
	2:00pm-2:45pm	What's Your Farm Story?	Ron Bridges and Panel	Williamson
	2:00pm-2:45pm	Effective Market Management Tools: Data Collection and Maximizing Findings	Dottie Beasley and Kasi Haire	Franklin
	2:00pm-2:45pm	Diseases and their Management in Conifers	Fulya Baysal-Gurel	Morgan
	2:00pm-2:45pm	Managing Bees by the Solstice	Stanley Evans	Mustang/ Quarter Horse
	2:00pm-2:45pm	New Grape Varietal Trials: Spray Schedule and Pesticide Selection	David Lockwood and Jonathan Ball	Palomino
	2:00pm-2:45pm	Common Problems and Practical Solutions in Berry Production	Jensen Hayter and Annie Vogel	Highland/ Saddlebred
	2:00pm-2:45pm	Agritourism 301 Roundtable Part II	The Kuipers, Stewart McGill and Amy Ladd	Carothers
<b>Break 2:45pm-3:00pm</b>				
	3:00pm-3:45pm	Technical and Financial Assistance from USDA	Trevor Hunt	Salons 3-4
	3:00pm-3:45pm	Planning for a Profit with Specialty Cut Flowers	Rachel Painter and Eryn Bell	Salon 5
	3:00pm-3:45pm	Surviving or Thriving: How to Achieve Farm Family Wellness	Ron Bridges and Guests	Williamson
	3:00pm-3:45pm	The Roadmap to Small Business Success at Farmers Markets	Trevor Silva and Jennifer Berry	Franklin
	3:00pm-3:45pm	Insect Pests and their Management in Conifers	Karla Adesso	Morgan
	3:00pm-3:45pm	What is All the Buzz About the Honeybee?	Jennifer Futtrell-Evans	Mustang/ Quarter Horse
	3:00pm-3:45pm	Marketing Master Class: AI for Wineries and Vineyards	Jonathan Ball, Katie Hart	Palomino
	3:00pm-3:45pm	Wildlife Control in Fruit Crops	Dave Lockwood	Highland/ Saddlebred
	3:00pm-3:45pm	Tennessee Agritourism Association (TAA) Annual Business Meeting	TAA Board	Carothers

# Schedule at a Glance

## FRIDAY, FEBRUARY 14, 2025



	Time	Session	Speaker	Room
<b>Break 3:45pm-4:00pm</b>				
	4:00pm - 4:15pm	Comments from the Commissioner of Agriculture	Charlie Hatcher	Salons 1-5
	4:15pm - 5:00pm	Legislative and Judicial Update	Kevin Hensley	Salons 1-5
	7:00pm-12:00am	Hospitality Suite: Open to all for networking and conversations		Presidential Suite 1120

## SATURDAY, FEBRUARY 15, 2025

	Time	Session	Speaker	Room
	8:00am-8:45am	Berry Tree Farm - How We Do It	Chuck Berry	Franklin
	8:00am-8:45am	Peach Orchard Production	Bruce Kirksey	Salons 3-4
	8:00am-8:45am	From Farm to Florist: Increasing Awareness of Locally Grown Flowers	Shannon E.B. Carey	Carothers
	8:00am-8:45am	Free-for-All: Small Fruits	Dave Lockwood	Highland/Saddlebred
	8:00am-8:45am	Beginner Beekeeper Course Check in	Dick Brickner, Craig Midgett and Jodie Pritchett	Mustang/Quarter Horse
	8:00am-8:45am	Business Essentials: Propagate Profits Through On-Farm Retail	Megan Leffew	Salons 1-2
<b>Break 8:45am-9:00am</b>				
	9:00am-9:45am	Farmer Veterans: Coffee with the Coalition	Ron Bridges and Other FVC-TN Leaders	Salon 5
	9:00am-9:45am	Creating a Family Tradition That You Can't Get From a Big Box Store	Chuck Berry	Franklin
	9:00am-9:45am	Growing Lisanthus: Are They Worth the Work?	Linda Doan	Carothers
	9:00am-9:45am	Production of Organic Field Tomatoes for Direct Markets in the Southeast	Megan Allen	Salons 3-4
	9:00am-9:45am	Floor Management for Fruit Crops	Dave Lockwood	Highland/Saddlebred
	9:00am-9:45am	Beginner Beekeeper Course Session One	Dick Brickner, Craig Midgett and Jodie Pritchett	Mustang/Quarter Horse
	9:00am-9:45am	Business Essentials: Farm Transition, Planning Today for Tomorrow's Farms	Les Humpal	Salons 1-2
<b>Break 9:45am-10:00am</b>				
	10:00am-10:45am	Farmer Veteran Coalition Annual Meeting: Part I	Ron Bridges and other FVC-TN Leaders	Salon 5
	10:00am-10:45am	So You Want to Be a Christmas Tree Farmer	Jamie and Laura Faircloth	Franklin
	10:00am-10:45am	Technical and Financial Assistance from USDA	Trevor Hunt	Salons 3-4
	10:00am-10:45am	Succession Planting for Mixed Bouquets	Nikki Irving	Carothers
	10:00am-10:45am	Fruit Crops Nutrition	Dave Lockwood	Highland/Saddlebred
	10:00am-10:45am	Beginner Beekeeper Course Session Two	Dick Brickner, Craig Midgett and Jodie Pritchett	Mustang/Quarter Horse
	10:00am-10:45am	Business Essentials: Common Missteps in Farm Business Management	Eryn Bell	Salons 1-2

## Break 10:45am-11:00am

# Schedule at a Glance

SATURDAY, FEBRUARY 15, 2025				
	Time	Session	Speaker	Room
	11:00am-11:45am	Farmer Veteran Coalition Annual Meeting Part II	Ron Bridges and other FVC-TN Leaders	Salon 5
	11:00am-11:45am	Christmas Tree Grower Panel Questions and Answers	TCTGA	Franklin
	11:00am-11:45am	Seed Saving and Seed Production in East TN	Megan Allen	Salons 3-4
	11:00am-11:45am	Secrets to Success with High Return Cool Season Cut Flower Crops	Stacey Shands	Carothers
	11:00am-11:45am	Potential New Fruit Crops for Tennessee	Dave Lockwood	Highland/Saddlebred
	11:00am-11:45am	Beginner Beekeeper Course Session Three	Dick Brickner, Craig Midgett and Jodie Pritchett (Columbia Area Beekeepers Association)	Mustang/Quarter Horse
	11:00am-11:45am	Business Essentials: Business Suite Basics	Alaina Boyd	Salons 1-2
<b>LUNCH ON YOUR OWN 11:45am-1:00pm</b>				
	11:45am-12:15pm	TN Christmas Tree Growers Association Annual Meeting	Robbie Knight	Franklin
	11:45am-1:15pm	Farmer Veteran Coalition of Tennessee Luncheon and Keynote	Ron Bridges and Guests: Hank Delvin, Sr and Joe R. Alexander	Salon 5
	1:15pm-2:00pm	Farmer Veteran Coalition Annual Meeting Part III	Ron Bridges and FVCTN Leaders	Salon 5
	1:15pm-2:00pm	Collective Collaborations for Specialty Cut Flower Growers	Collective Panel	Carothers
	1:15pm-2:00pm	How to Grow a Tree for the President or Vice President	Chuck Berry	Franklin
	1:15pm-2:00pm	Beginner Beekeeper Course Session Four	Dick Brickner, Craig Midgett and Jodie Pritchett (Columbia Area Beekeepers Association)	Mustang/Quarter Horse
<b>Break 2:00pm-2:15pm</b>				
	2:15pm-3:00pm	Farmer Veteran Coalition Annual Meeting Follow-up and Next Steps	Ron Bridges and FVC-TN Leaders	Salon 5
	2:15pm-3:00pm	Marketing and Advertising Your Tree Farm	Chuck Berry	Franklin
	2:15pm-3:00pm	Growing in High Tunnels	Nikki Irving	Carothers
	2:15pm-3:00pm	Beginner Beekeeper Course Session Five	Dick Brickner, Craig Midgett and Jodie Pritchett (Columbia Area Beekeepers Association)	Mustang/Quarter Horse
<b>Break 3:00pm-3:15pm</b>				
	3:15pm-4:00pm	Maximizing Your Profit by Keeping Your Customers on the Farm Longer	Chuck Berry	Franklin
	3:15pm-4:00pm	Step-by-Step Guide to Drip Irrigation For Cut Flowers	Celeste Scott	Carothers

**ICON KEY: Participants may attend any session or event unless otherwise indicated. Icons representing industry segments as shown below have been assigned to each session and event as a guide to help participants identify sessions that may be most relevant to them.**





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PROFITABLE AGRICULTURE  
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Find educational resources and learn about upcoming educational programs offered by the Center at [cpa.tennessee.edu](http://cpa.tennessee.edu).

## We're Here to Help You Grow

As a proud sponsor of the Pick TN Conference, American National understands the unique challenges of running a farm. That's why we take pride in protecting operations like yours.

Our **Special Farm Package 10<sup>®</sup>** goes beyond traditional farm coverage by combining personal, farm, business property, and liability coverages all under one policy. It's designed to allow you the flexibility to choose coverage that's specifically tailored to the needs of your business.

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24-071-53557-1224





## Session Descriptions for Thursday, February 13, 2025

**9:30am-10:45am**



**Welcome by Pick TN Conference Board President, Reginald Marshall**  
**Room: Salons 1-5**

**The Resilience of Demand for Place-Based Branding**

**Tim Woods**

**Room: Salons 1-5**

Where was my food produced' and 'Who produced it', are questions increasingly asked by consumers as they shop for food. Social media data and recent household consumer data are explored to look more deeply at these trends locally and their implications for local products marketing.

**Break 10:45am-11:00am**

**11:00am-11:45am**



**General Session: Top 5 Marketing Strategies to Take Your Business to the Next Level**

**Maureen Ballatori**

**Room: Salons 1-5**

Discover leading marketing strategies that can help your business grow. In this session, we will explore successful marketing growth strategies (case studies) from organizations that have had success with particular tactics. This session will include actionable step-by-step recommendations that you can execute.

**12:00pm-7:00pm**

**Trade Show Open**

**Room: Salons 6-10**

**12:00pm-12:45pm**

**Lunch and Learn Sessions and Networking Opportunities**

**Room: Salon 6-10**

Grab a boxed lunch from the trade show and choose a lunch and learn session or network with other attendees. Lunch seating is also available in Salon 5.

**Tennessee Department of Agriculture: Grow Your Brand with Pick TN Products**

**Sarah Emery Botwinick**

**Room: Salon 5**

Ready to take your Tennessee product to new heights? Discover how partnering with Pick Tennessee Products can unlock exciting opportunities for growth. Learn how to leverage the power of authentic Tennessee products to enhance your offerings, attract a loyal customer base, and build a stronger, more sustainable local brand. Join us to explore the unique advantages of the Pick Tennessee Products program and discover how it can help your business thrive.

**Insights on Tennessee Agritourism from the 2024 National Agritourism Producer Survey**

**Sarah Cornelisse**

**Room: Salons 1-2**

Explore findings from the 2024 National Agritourism Producer Survey, focusing on Tennessee's agritourism landscape. This session will share a profile of TN agritourism operations, insights into producers' challenges, and their perspectives on agritourism networks and the broader operating environment. We'll also look at how agritourism producers view the future of their operations and areas where they most value support. This session offers valuable information for producers, industry professionals, and support organizations.

**Empowering the Next Generation: TSUAg Programs Driving Innovation and Success**

**Dr. D'Etra Young**

**Room: Salons 3-4**

Discover how TSUAg is shaping the future of agriculture through transformative programs that blend academic excellence, innovative research, and hands-on experiences. From supporting student success with unique initiatives like the Summer Apprenticeship Program and Dean's Scholars Undergraduate Research to advancing workforce development and sustainability, this session highlights our commitment to empowering the next generation of agricultural leaders. Join us to explore opportunities for collaboration and impact!



**Agritourism Meet and Greet**

**Room: Carothers**

Join us to learn more about the Tennessee Agritourism Association and network with agritourism operators.



**The Importance of Queen Selection in Beekeeping Success**

**Clarence Collison**

**Room: Mustang/Quarter Horse**

Dr. Clarence Collison will discuss the very important topic of Queen Selection in the hive. He will talk about ways one can determine the strength of the Queen and the probabilities of having a successful hive. This is especially important for winter survival and the rapid buildup of bees in the spring.

**Break 12:45pm-1:00pm**

**ICON KEY: Conference attendees may attend any session. The icons listed beside the class descriptions are a guide.**



All Attendees



Agritourism



Farmers Markets



Beekeepers



Christmas Trees



Wine and Grapes



Plant Producers



Fruit and Vegetable



Organic Growers

## Session Descriptions for Thursday, February 13, 2025

**1:00pm-1:45pm**



### **Pest Control Strategies I: ID Tips** **Dave Lockwood, Annette Wszelaki,** **Jensen Hayter, and Annie Vogel** **Room: Salons 3-4**

The first step in battling pests and diseases is to know which ones you're dealing with. In this session, we'll go through steps to first figure out if your problem is insect, disease, physiological or chemical. This will help you make sure you manage the issue properly.



### **Launching the TN Farmers Market Trail: Connecting Communities and Celebrating Local Agriculture** **Denise Pullella** **Room: Franklin**

Join us for an exciting session on the launch of the TN Farmers Market Trail, a new initiative aimed at connecting Tennessee's agricultural communities, supporting local farmers and farmers markets, and enhancing the state's agritourism experience. This session will provide an in-depth look at how the trail is designed to promote regional farmers markets and showcase the rich diversity of Tennessee's agriculture.



### **Business Essentials: How to Leverage Artificial Intelligence (AI) to Market Your Farm** **Maureen Ballatori** **Room: Salon 5**

Understand how to effectively use Artificial Intelligence (AI) in your business and leverage AI as a tool (not a magic wand). We will cover what to put in to get out what you need and what to do with that information once you have an output from an AI tool. We will also provide an overview of farm marketing strategies.



### **Resources and Support for Beekeepers in Tennessee** **Jennifer Tsuruda** **Room: Mustang/Quarter Horse**

Tennessee State Apiculturist Dr. Jennifer Tsuruda will discuss some of the programs and resources that are available to Tennessee's Beekeepers. She will discuss the Master Beekeeping Program and how beekeeping education and certifications work, as well as some grants and programs out there to advance Beekeepers operations.



### **Know How of Organics** **Matthew Young and Dilip Nandwani** **Room: Salons 1-2**

Come learn the basics of certified organic production.



### **Non-Profit Farm Wins \$50k Grant and Tells Their Story How** **Lori Birkhead** **Room: Carothers**

Lori Birkhead from By Faith Farm shares how she builds her agritourism farm using volunteer labor and donating to Second Harvest Food Bank while hosting events on the farm.



### **Where do I Start? A Guide to Beginning Farmers** **Finis Stribling and Ron Bridges** **Room: Williamson**

Farming can be an exciting adventure, but where do you start and who do you contact?



### **Ask the Experts** **Danny Withers, Baylee Burk, Sam Bohn, Will Peppers, Paul Wadham** **Room: Appaloosa**

Join the experts and ask your questions! These representatives will be available from 1pm-5pm to answer questions and facilitate discussions. Danny Withers, Food and Dairy Program Director, Baylee Burk, Produce Safety Inspector, Sam Bohn, Manufactured Foods, Will Peppers, Retail Food Stores/Retail Meat Sales, a representative from TAEP, Sarah Emery, Pick TN Products and Paul Wadham, Dairy Products.

**Break 1:45pm-2:00pm**

**2:00pm-2:45pm**



### **Pest Control Strategies II: Managing Tricks** **Dave Lockwood, Annie Vogel, and Jensen Hayter** **Room: Salon 3-4**

Once you know what type of issue you're dealing with, making sure you also manage it properly is key! In this session we'll cover cultural practices, as well as choosing the right type of nozzle for the spray job, and more.



### **Frugal Homesteading** **Kerry Brown** **Room: Williamson**

In this session, Kerry Brown will share inexpensive ways to get started as a homesteader.



### **Business Essentials: MarketReady (Part I of II)** **Tim Woods** **Room: Salon 5**

In this two-part session, learn how to prepare to sell to restaurants, grocery and other retail outlets, wholesale distributors, schools and institutions. MarketReady helps farmers and value-added producers selling fruits and vegetables, dairy products, meat cuts, value-added products, etc. create a successful business strategy and explore these marketplaces. The training is based on the best business practices identified by buyers in these market channels that actively seek to engage local food producers.



### **Late Winter Hive Management** **Clarence Collison** **Room: Mustang/Quarter Horse**

Dr. Collison will provide attendees an understanding of how the bee hive operates in the winter, especially in the latter stages of winter, and the very important aspect of spring apiary management during the dynamic spring season.

## Session Descriptions for Thursday, February 13, 2025



### Keep it Simple - 12 Herbs you Need to Grow

**Cindy Shapton**

**Room: Salons 1-2**

So many incredible herbs, we want to grow them all! But how much room do you have? How much time do you have? Don't get overwhelmed. Let me show you 12 herbs to grow this year that will reward you with food, medicine, pollinators, companions plus more customers and, of course, fun.



### Protect Your Assets with Insurance Diversification

**Chris Van Leeuwan**

**Room: Franklin**

Learn how liability insurance is part of a strategy (avoid, accept, reduce, and transfer) to protect your business. Chat with an industry expert on what areas can cause your business harm and why insurance for market operators and vendors is vital to safeguard your small business.



### Ask the Experts

**Danny Withers, Baylee Burk, Sam Bohn, Will Peppers, Paul Wadham**

**Room: Appaloosa**

Join the experts and ask your questions! These representatives will be available from 1pm-5pm to answer questions and facilitate discussions. Danny Withers, Food and Dairy Program Director, Baylee Burk, Produce Safety Inspector, Sam Bohn, Manufactured Foods, Will Peppers, Retail Food Stores/Retail Meat Sales, a representative from TAEP, Sarah Emery, Pick TN Products and Paul Wadham, Dairy Products.



### Agritourism 101: Laying the Foundation for Success

**Megan Bruch Leffew and Kacey Troup**

**Room: Carothers**

So you think you want to be an agritourism operator? Join us as we discuss important considerations, opportunities, challenges, and resources available to help you in your journey.

### Break 2:45pm-3:00pm

### 3:00pm-3:45pm



### Sustainable Market Gardening as a Second Career - Thoughts and Observations After 10 Years In

**Paul and Elizabeth Lassiter**

**Room: Salons 1-2**

Trying new things and cutting out what doesn't work. From markets to customers to tools and crops, innovations and heavy pruning have been key to LWF survival and position in our local markets. When we started the farm, concepts like succession plantings, integrated pest management, stale seed beds, and physical exclusion of pests were new to us. How to protect yourself and property at market while maximizing sales potential is also something we've learned a lot about. Identifying crops that are profitable to us, finding our customers, and getting the right tools for the job has been a journey. We'll look at things that have worked for us as well as some things that haven't.



### Business Essentials: Market Ready (Part II of II)

**Tim Woods**

**Room: Salons 5**

In the conclusion to this two-part session, learn how to prepare to sell to restaurants, grocery and other retail outlets, wholesale distributors, schools and institutions. Market Ready helps farmers and value-added producers selling fruits and vegetables, dairy products, meat cuts, value-added products, etc. create a successful business strategy and explore these marketplaces. The training is based on the best business practices identified by buyers in these market channels that actively seek to engage local food suppliers.



### Update on Beekeeping in Tennessee

**Mike Studer**

**Room: Mustang/Quarter Horse**  
State Apiarist Mike Studer will give

an overall status and assessment of beekeeping in TN. He will discuss the good, and the bad, as well as various beekeeping initiatives going on within the state. He will discuss the latest parasitic and mite threats to the apiaries. There will also be time for folks to ask questions of our state Apiarist.



### Hot Potato!: Year-round Temperature Effects and What You Can Do to Minimize Them

**Dave Lockwood and Annette**

**Wszelaki**

**Room: Salons 3-4**

We've seen more erratic temperatures- both in summer and winter- in recent years. Come to this session to explore how you can best protect your crops from the highs and lows.



### TAFM Annual Member Meeting

**TAFM Board**

**Room: Franklin**



### Agritourism 101: Panel Discussion "Ask the Farmer"

**Brian Muetze, Lori Birkhead, Tyler Sneed**

**Room: Carothers**

This will be a Q&A roundtable panel discussion, no question will go unanswered.



### Ask the Experts

**Danny Withers, Baylee Burk, Sam Bohn, Will Peppers, Paul Wadham**

**Room: Appaloosa**

Join the experts and ask your questions! These representatives will be available from 1pm-5pm to answer questions and facilitate discussions. Danny Withers, Food and Dairy Program Director, Baylee Burk, Produce Safety Inspector, Sam Bohn, Manufactured Foods, Will Peppers, Retail Food Stores/Retail Meat Sales, a representative from TAEP, Sarah Emery, Pick TN Products and Paul Wadham, Dairy Products.

### Break 3:45pm-4:00pm

## Session Descriptions for Thursday, February 13, 2025

**4:00pm-4:45pm**



### **The Medicine You Need is Growing in Your Yard!**

**Victoria Fillmore**

**Room: Salons 1-2**

In this class, Victoria, of Cedar Hill Homestead will be discussing common wild food and herb plants that are both easy to grow and likely already growing in your yard! She will discuss common uses for common ailments and how we can work with them to become a closer part of our plant community.



### **Irrigation Basics: When, Where, Why, How and With What Type of Water**

**Brooke Emery and Annette Wszelaki**

**Room: Salons 3-4**

Fruits and vegetables are mostly water. How you irrigate and the quality of your water matters. This session will go over best irrigation practices and provide you with a framework to check your irrigation system annually.



### **Business Essentials Short Form Video and Social Media Algorithms for Instagram and Tik Tok**

**Maureen Ballatori**

**Room: Salon 5**

As social media moves more and more toward entertainment, algorithms reward accounts that share videos.

Video content tends to receive more impressions and a wider reach. In this session, we'll explore types of content, how to find trends and explore what truly moves the needle on social media.



### **How to Start a Commercial Beekeeping Business**

**Kent Williams**

**Room: Mustang/Quarter Horse**

EAS Master Beekeeper Kent Williams will take you through his journey of how he became a commercial beekeeper. Kent resides in western Kentucky where he and his wife focus on mainly honey production. Additionally, Kent maintains a very large commercial pollination business where annually he transports bees from his Apiary in Mississippi to the almond groves in California and back. Kent will give you a down-home approach to how one might approach venturing into large-scale commercial Apiary Services.



### **TAFM Annual Member Meeting continued**

**TAFM Board**

**Room: Franklin**



### **Website Optimization: Managing Search Engine Optimization (SEO), Backlinks and Social Media to Grow Your Business**

**Didi Russell**

**Room: Carothers**

Learn to enhance online presence using effective SEO strategies & backlinks to improve search engine rankings and drive traffic. Leverage both website optimization and social media platforms to attract more business.



### **Farmer Veterans: Farmer Veteran Coalition of Tennessee (FVC-TN) Members Meet and Greet**

**Room: Williamson**

Come meet and network with the Farmer Veteran Coalition of Tennessee (FVC-TN) leadership and your fellow farmer veterans.

**5:00pm-7:00pm**

### **Tennessee Wine Reception**

**Room: Salons 6-10**

Sample Tennessee wine in the trade show area provided by members of the Tennessee Farm Wine Growers Alliance.

**7:00pm-12:00am**

### **Hospitality Suite: Open to all for networking and conversations A selection of light snacks and drinks provided.**

**Room: Presidential Hospitality Suite 1120**

## Session Descriptions for Friday, February 14, 2025

**7:00am-2:00pm**

### **Trade Show Open**

**Room: Salons 6-10**



### **Coffee Conversations- Farmers Markets in 2025**

**TAFM Board**

**Room: Franklin**

Join us for a relaxed and collaborative Coffee Conversation Hour where we will

gather around the table to discuss what is new in the farmers market world!

This is a unique opportunity to share your insights, ideas, and feedback in an informal setting as we dive into topics that will shape the future of our work. Whether you are a long-time supporter or new to our initiatives, your voice matters, and we want to hear from you! Enjoy a cup of coffee, connect with like-minded individuals, and collaborate in driving the future of farmers markets across Tennessee!



### **Meet and Greet Hosted by Tennessee Christmas Tree Growers**

**Room: Morgan**

This session is open to anyone wanting to meet and talk with Christmas tree growers.

## Session Descriptions for Friday, February 14, 2025



### **Vineyard Growers Roundtable**

**Dave Lockwood**

**David Lockwood, Eric Ragel, JD Dalton, and Bart Horton**

**Room: Palomino**

Join fellow grape growers —both seasoned and new to the industry— and Dr. David Lockwood for a dynamic discussion on the challenges and opportunities in vineyard management. This round table will feature insights from local growers and cover key topics affecting the industry. Bring your questions and get ready for a lively exchange of ideas! Dr. Lockwood will provide an update to the Grape Root Borer Project and GRB Isomate.



### **Equipping Cut Flower Growers in TN: UT Extension Project Update** **UT Extension Cut Flower Team**

**Room: Salon 5**

The University of Tennessee is aiding Tennessee cut flower farmers in expanding their markets through research and the development of resources. The project 'Equipping Cut Flower Growers to Expand their Markets in TN' focuses on production and variety trials, market strategies, and financial planning to help farmers succeed in various sales channels. Join us as we give an update on our work and what to expect in the future.



### **Farmer Veterans: Coffee with the Coalition**

**Ron Bridges**

**Room: Williamson**

Farmer Veteran Coalition of Tennessee attendees are invited to join their chapter leadership for an early round of coffee and conversation. We'll give an update on chapter activities and listen to member stories.



### **Apiary Act of 1995: Laws and Rules Governing Beekeeping in Tennessee**

**Mike Studer**

**Room: Mustang/Quarter Horse**

State Apiarist Mike Studer will take you

through a 45-minute journey into the comprehensive Apiary Act of 1995 which governs beekeeping in Tennessee. He will discuss the purpose of the law, why hive registration is mandatory, how to register your hives, how having your hives registered protects beekeepers from liability. He will also cover the requirements governing the selling of honey and bees within the state.



### **How Sweet It Is! Sweet Corn Production from the Ground Up** **Annette Wszelaki**

**Room: Salons 3-4**

There's never enough sweet corn at the market! Learn production basics from variety selection through maximizing the shelf-life of your crop and everything in between.



### **Growing Chestnuts in the Southeast**

**Alec Higgins**

**Room: Salons 1-2**

Alec Higgins has been involved in farming and agroecological design since 2012, when he started working on permaculture and urban agriculture in New York City. He has since worked on farm projects in Spain and Tanzania, implemented agroforestry and aquaponics systems in Missouri, and run a pastured poultry operation in the Nashville area while helping landowners create orchards, gardens, livestock operations and market gardens. Since 2021 he has worked at Caney Fork Farms, where his responsibilities have included helping to implement holistic planned grazing in a silvopasture system, managing a 35-acre chestnut orchard and running a year-round vegetable CSA. He is certified as an Associate Educator in Holistic Management with the Savory Institute and is currently pursuing his master's in agroforestry with the University of Missouri.



### **What Should I Charge for My Fruits & Vegetables at the Market?**

**Margarita Velandia**

**Room: Highland/Saddlebred**

In this presentation, Dr. Velandia

will summarize trends in farmers' market prices for selected products in various markets across Tennessee and provide examples of how to use this price information to make marketing decisions.



### **Applying Britain's Best to Agritourism**

**Tim Woods**

**Room: Carothers**

Start the day getting your creative juices flowing as you learn about innovative methods used by direct farm marketers and agritourism operators in England to connect with customers. Dr. Tim Woods will share the best lessons learned during his six month stay across the pond.

**9:00am-9:45am**



### **Telling Your Farm Story Using Social Media**

**Didi Russell**

**Room: Carothers**

By the end of this session, participants will have a solid understanding of using digital tools to capture moments that engage and convert on social media.



### **Benefits and Challenges of High-density Orchard Systems**

**Jensen Hayter and Annie Vogel**

**Room: Highland/Saddlebred**

High-density planting can present unique challenges in plant and disease management. This session will provide management recommendations to ensure a healthy and profitable orchard.



### **Growing Christmas Trees - Species Selection and Best Practices for Field Production**

**Anthony Witcher**

**Room: Mustang/Quarter Horse**

Learn some best practices for growing Christmas trees in the field and how to select what species will work best for you.

## Session Descriptions for Friday, February 14, 2025



### Farmers Markets Food Unit Permit

**Melvin Haas**

**Room: Franklin**

Join the Tennessee Department of Health as they define the Farmers Market Food Unit Permit. This session will allow vendors and market operators to navigate the permit application process, what supplies are needed to operate at a farmers market and will close with frequently asked questions.



### Tennessee Alcoholic Beverage Commission and Department of Revenue Update

**Tennessee Alcoholic Beverage Commission and Department of Revenue Representatives**

**Room: Palomino**

Stay informed with a timely update from the Tennessee Alcoholic Beverage Commission and the Department of Revenue. Learn about the latest regulations, compliance requirements, and industry developments that impact your vineyard or winery. Representatives from each department will provide insights and answer your pressing questions.



### Methods for Honey Bee Mite Monitoring

**Jennifer Tsuruda**

**Room: Morgan**

Dr. Jennifer Tsuruda will share with the attendees the proper way and ways to do comprehensive hive inspections and the various means available to treat for mites. This is a very important subject as the Varroa Destructor has been a significant factor in high annual hive losses. She will also discuss what new threats are looming out there that may pose additional risks to beekeeping.



### Romancing the Garlic CLOVE: Passion, Procedures, Profits and Value-Added Products

**Laszlo Marten**

**Room: Salons 3-4**

In this session, Laszlo Marten will walk you through 10 easy steps of growing gourmet garlic. He will discuss oil, stock, planting, garlic scapes, harvest, sales, marketing, and the future of USA / TN Garlic.



### Soil – A Very Busy Place

**David Cook**

**Room: Salons 1-2**

Soil is probably the least understood component of both conventional and organic farming. You do not need a degree in soil science, but a general understanding of various soil principles will help you to grow healthier produce/crops with increased yields. This program will present basic information on soil physical properties, the soil profile and soil horizons. Learn about the symbiotic relationship between soil microbes and plant roots, and soil pH and its effects on nutrients availability.



### Best Blooms for Dried Florals

**Kara Jamison**

**Room: Salon 5**

Join Kara Jamison with Blooming Joy Flower Co. to discover the top flowers to grow that retain their beauty and form when dried, making them perfect for everlasting arrangements.



### A Future for Farms in Tennessee/ TN Farm Link

**Brooks Lamb and Lexy Close**

**Room: Williamson**

Tennessee's farms are threatened. Research from American Farmland Trust shows that real estate development could convert over 1 million acres of farmland across the Volunteer State between 2016-2040. In this session, we will reckon with the challenges Tennesseans face from farm loss while also outlining steps that farmers and communities can take to ensure a future for farms in our state, in part by enhancing next generation land access and supporting aging farmers in succession planning.

**Break 9:45am-10:00am**

**10:00am-10:45am**



### Drone Uses in Agriculture and Forested Systems

**Jason de Koff**

**Room: Mustang/Quarter Horse**

Participants will learn about different uses for drones, drone laws and regulations, and drone options and costs.



### Pathways to Farming: New Farmers and AgVOLs Mentorship Opportunities

**Ron Bridges**

**Room: Williamson**

Let's explore the traditional and non-traditional pathways that get you onto your farm and the allies that will help you along the way, including the new AgVOLs mentorship program.



### Introducing Advanced Technologies for the Future of Fruit and Vegetable Crops Production

**Behnaz Molaei**

**Room: Highland/Saddlebred**

The future of fruit and vegetable crop production is being transformed by advanced technologies that enhance efficiency and sustainability. Precision irrigation enables real-time monitoring of soil moisture and plant water needs, optimizing water use. Frost protection systems predict and counter frost events to safeguard vulnerable crops, while heat stress mitigation tools help manage temperature fluctuations driven by climate change. Automation and robots are revolutionizing crop management, reducing labor in harvesting and pest control while improving precision. This session will provide an overview of various innovative technologies that are shaping a more sustainable and profitable future for agriculture, addressing environmental challenges and rising food demands.

## Session Descriptions for Friday, February 14, 2025



### **Funding Your Market: Sponsorships and Grants**

**Rick and Donna Riddle**

**Room: Franklin**

An overview of state and federal funding opportunities will be discussed, including how to find funding to match your program and tips to writing a grant proposal.



### **Winemakers Round Table and Tasting!**

**Chase Vienneua, James McKinney  
and Michael Coombs**

**Room: Palomino**

Join master winemakers, including Chase Vienneua of Arrington Vineyards, James McKinney of Apple Barn Hard Cider Company, and Michael Coombs with Mountain Valley Vineyards for a discussion (and tasting) on the art and science of fortified dessert wines, hard cider, sparkling wine, and sourcing bulk wine. This session will offer insider tips and new trends to help enhance your winemaking craft. Must be 21+ to participate in the tasting.



### **Vegetable Disease Management in a Pathogen's Paradise**

**Jensen Hayter**

**Room: Salons 3-4**

Come learn about managing vegetable diseases where climate conditions favor the pathogen. In addition to management strategies for major vegetable diseases, this session will include a brief discussion on disease ecology that may be of particular interest to new and diversified growers.



### **Opportunities for Silvopasture in Tennessee**

**Alec Higgins**

**Room: Salons 1-2**

Silvopasture is the practice of integrating trees into livestock systems and has the potential to increase animal welfare and productivity, improve soil and watershed health, promote biodiversity, and sequester carbon. This session explores how grazers in Tennessee can make use

of trees to improve their financial and ecological outcomes, covering the basics of how to successfully design, implement and manage silvopasture systems, as well as potential sources of funding.



### **Growing Dahlias in TN**

**Sam Moses**

**Room: Salon 5**

Growing dahlias can be challenging in Tennessee's unforgiving climate with fluctuating temperature, high heat and humidity, and pests and diseases. In this session, Sam Moses highlights a season-long breakdown of when to do what for the successful harvest of an important warm season high-return crop.



### **Company Events on the Farm**

**Stewart McGill**

**Room: Carothers**

Learn about hosting large events on the farm and the necessary tools for success.



### **Small Scale Honey Marketing**

**Nathan Coleman**

**Rooms: Morgan**

Join Nathan Coleman owner of Duck River Honey, for a dynamic discussion on how to start up a bee or honey-related business. He will provide expert insight on not only building a small-scale business, but various ways to help with marketing.

**Break 10:45am-11:00am**

**11:00am-11:45am**



### **All About Watermelon**

**Rachel Rudolph**

**Room: Salons 3-4**

Watermelon production from seeding to harvest and post-harvest storage as well as different cultivars that may be of interest.



### **Harnessing Sheep in Regenerative Agriculture**

**Kerry Brown**

**Room: Williamson**

In this session, Kerry Brown will share lessons learned from regenerating neglected and long-fallow lands using rotational grazing of sheep.



### **Favorite Evergreen Plants for Greenery and Stuffed Pots**

**Jason Reeves**

**Room: Morgan**

Are you considering offering fresh cut greenery or winter arrangements as an added value item at your farm? If so, join Jason as he discusses his favorite evergreen plants that thrive in Tennessee and a demonstration of "Stuffing" pots with greenery.



### **Sustainability and Food Waste Solutions for Your Market or Event**

**Room: Franklin**

Join industry leaders in learning about the impact food waste has in our communities and how you can create programming and educational opportunities at your market or event to optimize food to prevent it from ending in the landfills.



### **Grants for Wineries/Vineyards: Real-World Examples**

**James Riddle, Jonathan Ball, and  
Bart Horton**

**Room: Palomino**

Discover how to successfully apply for grants with real-world examples from members of the Tennessee grape and wine industry. James Riddle, Jonathan Ball, Bart Horton, and other experts will share insights into the Tennessee Agricultural Enhancement Program (TAEP), Specialty Crop Block (SCBG), Agriculture Enterprise Fund (AEF), Value Added Producer Grants (VAPG), Rural Economic Development Loans (REDL) and the Rural Energy for America Program (REAP). Copies of previously approved grants/loans will be provided to help guide you through the process.

## Session Descriptions for Friday, February 14, 2025



### **From Seed to Sale: Finding Your Flower Market**

**Sarah and Mike Zimmerman**

**Room: Salon 5**

Learn how to transition from growing beautiful flowers to selling them successfully by pinpointing the best sales avenues based on your strengths and preferences as a grower. Join Sarah and Mike Zimmerman of Apple and Dove Flower Farm, to explore market outlets, from farmers' markets to online platforms, and how to choose channels that align with your personal and business goals.



### **Sustainable Beekeeping**

**Nathan Coleman**

**Room: Mustang/Quarter Horse**

Nathan Coleman will provide invaluable insight into how a beekeeper can sustain an apiary in an environment where Tennessee Beekeepers are losing over 40% of their hives over the winters. The idea is to sustain and grow the apiary instead of constantly having to purchase more costly bees.



### **Free For All Fruits**

**Dave Lockwood**

**Room: Highland/Saddlebred**

Come prepared to ask and discuss any and all questions you may have regarding tree fruit production in Tennessee.



### **Plant Health Care for Organic Pest Management**

**Audrey Kolde**

**Room: Salons 1-2**

This class shall cover topics on Climate and Pest Pressure, Principles of Integrated Pest Management (IPM) such as Preventative, Cultural, Mechanical, Biological, and Chemical..



### **Build It: Growing an Agritourism Business**

**The Kuipers**

**Room: Carothers**

This session details the history of Kuipers Family Farm, a 26 year old

agritourism business in the Chicago suburbs. We will explore lessons learned through the rapid growth of the pumpkin farm and apple orchard.

**12:00pm-12:45pm**

**Lunch and Learn Sessions: Grab a boxed lunch from the trade show area in Salons 6-10 and sit in on a learning session. Additional seating available in Salon 5.**

### **American National Insurance**

**Room: Salons 3-4**

Join us to explore how to properly insure your farm, ranch or agricultural business and protect the family farm during the estate process. Learn why American National is rapidly becoming a top insurance carrier for ag-minded individuals and family farms and ranches. Don't miss this opportunity to gain valuable insights and safeguard your legacy!

**UT Extension Resource Roundtable: MANAGE, the Soil Plant and Pest Center and Center for Profitable Agriculture**

**Room: Salons 1-2**

This session will highlight the resources available from UT Extension Soil Plant and Pest Center and Center for Profitable Agriculture. Come learn more about resources available to help your operation.

**Tennessee Department of Agriculture, Partner Up with TDA**

**Room: Salon 5**

Did you know the TN Dept. of Agriculture incentivizes projects that will make a positive impact on Tennessee Agriculture? Attend this lunch and learn to discover the cost share programs available to agricultural producers for the purpose of making long-term investments in Tennessee's agricultural economy.

**Organize It: Sustaining an Agritourism Business**  
**The Kuipers**

**Room: Carothers**

This session will explore what, why and how of implementing an operating system into an agritourism business. We will discuss creating a vision, building a team, striving toward goals and more!



### **Tennessee Farm Winegrowers Alliance (TFWA) Annual Membership Meeting**

**Room: Palomino**

Grab your lunch and join the Tennessee Farm Winegrowers Alliance (TFWA) for their Annual Membership Meeting. This session will include voting for new board members, a report from President Rhonda Moody, a Treasurer's update from Bart Horton, and an overview of ongoing projects (including wine festivals) by Jonathan Ball.



### **The Importance of the Tennessee Beekeepers Association**

**Room: Mustang/Quarter Horse**

Tennessee Beekeepers Association President David Thompson will be available for a Lunch and Learn to discuss the mission of TBA and why it is so important for the state to maintain a dynamic group of beekeepers focused on beekeeping education within Tennessee. David will also guide you through the process to join TBA if desired.

**1:00pm-1:45pm**



### **Soil Solarization: What, Why, How, and When**

**Rachel Rudolph and Annette Wszelaki**

**Room: Salons 3-4**

Soil solarization can be used to manage many different types of soil-related issues including weeds, disease, plant-parasitic nematodes, and other pests. We will discuss the opportunities and challenges of this management practice.



**Farming Success Stories: Homegrown by Heroes/Pick TN Products**

**Kacey Troup**

**Room: Williamson**

Join us to hear a collection of farm success stories from veteran farmers that use the HomeGrown by Heroes label.

## Session Descriptions for Friday, February 14, 2025



### **Strawberry Production: Challenges and Trends**

**Dave Lockwood**

**Room: Highland/Saddlebred**

2024 brought a wide array of challenges from excess water in spring to mid-summer drought and a hurricane, along with Neopestalotiopsis. What are some of the foreseeable things for 2025 and beyond?



### **The Unique Cultural Requirements for Container-Based Christmas Tree Production**

**Jacob Schreckhise**

**Room: Morgan**

Learn about some of the unique requirements to grow quality Christmas trees in containers.



### **Roundtable – Farmers Markets Hot Topics**

**TAFM Board**

**Room: Franklin**

Join the Tennessee Association of Farmers Markets as we host round table discussions on our exciting upcoming projects. This is a unique opportunity to share your insights, ideas, and feedback in an informal setting as we dive into specific questions that will shape the future of our work. Whether you're a long-time supporter or new to our initiatives, your voice matters, and we want to hear from you! Come connect with like-minded individuals, and help us make our projects even better.



### **Tennessee Grape and Wine Board Projects Update**

**Cary Cox, Jonathan Ball and Rhonda Moody**

**Room: Palomino**

Get an inside look at the latest projects from the Tennessee Grape and Wine Board, including the Quality Assurance Program, Wholesaler Rebate Program, and ongoing marketing efforts. Speakers include Board Members, Project Consultant, and other leaders working to elevate the state's grape and wine industry. Q&A and open discussion are

encouraged during the final 15 minutes of the program.



### **Commercial Pollination Kent Williams**

**Room: Mustang/Quarter Horse**

EAS Master Beekeeper Kent Williams will talk about large scale commercial pollination services involving large numbers of hives located and maintained near crops. He will also discuss commercial pollination services involving the movement of bees all the way across the United States and the opportunities for that industry.



### **Organic Soil Management**

**Nina Prater**

**Room: Salons 1-2**

Nina Prater is a Soil Specialist and Regional Coordinator with the National Center for Appropriate Technology (NCAT). She strives to help farmers and ranchers understand their soils so that they can nurture soil health and manage toward long-term success. Nina and her family have a small sustainable livestock operation in the Ozarks of Arkansas, where they raise meat goats, cattle, and poultry.



### **Sourcing Seed and Plant Material**

**Sabrina Childs**

**Room: Salon 5**

Join Sabrina Childs with Ball Seed Company as we dive into sourcing options for cut flower material including seed, bulbs, bare roots, and plugs available through Ball ColorLink. She will discuss recommended timelines for ordering and shipping, give a tutorial on using WebTrack (Ball's online ordering platform), and provide a sneak peek of the newest plant offerings for this season.



### **Agritourism 301 Roundtable Part I**

**The Kuipers, Stewart McGill and Amy Ladd**

**Room: Carothers**

In this two-part advanced agritourism session, a panel of experienced operators will share lessons learned in taking their farms to the next level. Then

stick around for more advice in Part II at 2pm.

**Break 1:45pm-2:00pm**

**2:00pm-2:45pm**



### **What's Your Farm Story?**

**Ron Bridges and Panel**

**Room: Williamson**

Your farm story is critical to how you identify yourself and set your vision and mission. Learn to tell it well and listen to a few stories from a panel of new and successful farmers.



### **Common Problems and Practical Solutions in Berry Production**

**Jensen Hayter and Annie Vogel**

**Room: Highland/Saddlebred**

This session will discuss management practices that minimize disease damage and optimize marketability in various berry production systems. Emphasis will be given to caneberry production.



### **Conservation Agreements with AgriCenter International**

**John Butler**

**Room: Salons 3-4**

Come listen to the story of the dynamic partnership between NRCS and AgriCenter to assist farmers with cover crop management opportunities.



### **Diseases and their Management in Conifers**

**Fulya Baysal-Gurel**

**Room: Morgan**

Dr. Fulya Baysal-Gurel will talk about what makes a healthy conifer. Learn about the pests and diseases that can attack conifers and how to manage them.



### **Effective Market Management Tools: Data Collection and Maximizing Findings**

**Dottie Beasley and Kasi Haire**

## Session Descriptions for Friday, February 16, 2024

### **Room: Franklin**

Using farmers market management software helps organizers efficiently track vendor registrations, manage stall assignments, and handle payments, reducing administrative burdens. This streamlined approach not only saves time but also enhances the overall market experience for vendors and customers.



### **New Grape Varietal: Trials Spray Schedule and Pesticide Selection**

**Dave Lockwood and Jonathan Ball**

**Room: Palomino**

What grape varieties thrive in Tennessee's climate? What are wineries looking for and what varieties are being tested? Join Jonathan Ball and Dr. David Lockwood as they dive into the best grape options for Tennessee vineyards and share their insights into what's in demand in the local market. Handouts to include a standard spray/maintenance schedule for a vineyard and recommended sprays for specific issues along with a list of grapes wineries are looking for across the state.



### **Managing Bees by the Solstice**

**Stanley Evans**

**Room: Mustang/Quarter Horse**  
Master Beekeeper Stanley Evans will lead a discussion on Managing Bees by the solstice. The solstice is the time when the sun reaches its most northerly or southerly excursion relative to the celestial equator on the celestial sphere. Two solstices occur annually, around 20-22 June and 20-22 December. Don't miss this dynamic talk and discussion and how it affects beekeeping.



### **Greenhouse Solutions for the Small-Scale Market Garden**

**Todd and Christa Bentley**

**Room: Salons 1-2**

Plant propagation and seedling production is a crucial component to successful market gardening. We will share our experiences with a variety of greenhouse configurations and focus on affordable, scale appropriate greenhouse options. We will discuss budget friendly germination chambers, heating/cooling, potting soil, nursery sales and resources.



### **Top Performing, Easy to Grow Annuals and Perennials for the Garden**

**Jason Reeves**

**Room: Salon 5**

Let's face it: some plants are just better than others! In the plant world, new is not always better. Join Jason Reeves with UT Gardens Jackson as he highlights dependable garden performers, many of which can make excellent cut flowers.



### **Agritourism 301 Roundtable Part II**

**The Kuipers, Stewart McGill and Amy Ladd**

**Room: Carothers**

In a continuation of the 1pm session, a panel of experienced operators will continue to discuss questions and topics of interest to help you take your farm to the next level.

**Break 2:45pm-3:00pm**

**3:00pm-3:45pm**



### **Wildlife Control in Fruit Crops**

**Dave Lockwood**

**Room: Highland/Saddlebred**

Let's explore the availability and effectiveness of different techniques for controlling wildlife damage in tree fruit and small fruit crops.



### **Insect Pests and their Management in Conifers**

**Karla Adesso**

**Room: Morgan**

Learn about some of the more common pests in Christmas trees and how to control or eliminate them.



### **The Roadmap to Small Business Success at Farmers Markets**

**Trevor Silva and Jennifer Berry**

**Room: Franklin**

Whether you're selling soap or fresh produce, we may be in different lanes,

but we're all driving on the same road. From understanding how to use the power of social media, maintaining a positive mindset, to keeping your shelves stocked and building a rockstar team, success is all about mastering these key moves. It might seem like a juggling act, but with the right strategies, it's totally doable—and it's all more interconnected than you think. Let's go!



### **Marketing Master Class: AI for Wineries and Vineyards**

**Jonathan Ball, Katie Hart**

**Room: Palomino**

Unlock the power of Artificial Intelligence (AI) and expert-level digital marketing for your vineyard or winery with this hands-on master class, led by Jonathan Ball, COO of Rocky Top Wine Trail and Katie Hart, Strategic Marketing Director for Mountain Valley Vineyards. Gain insights into cutting-edge marketing strategies and get answers to your specific questions in an interactive Q&A session. Handouts will include proven strategies to enhance your business. Learn about the 80/20 rule, Parkinson's Law, and other techniques that reduce anxiety and boost productivity, no matter the size of your operation.



### **Surviving or Thriving: How to Achieve Farm Family Wellness**

**Ron Bridges and Guests**

**Room: Williamson**

The secret to thriving versus just surviving are Communication, Commitment and Self-Care in order to create a healthy balance of work and live within the stresses of farm life. Let's discuss practical ideas on how to make that happen.



### **What is All the Buzz About the Honeybee?**

**Jennifer Futtrell-Evans**

**Room: Mustang/Quarter Horse**

This will be a 45-minute discussion related to the importance of the honeybee. Attendee questions will drive the conversation. This is an opportunity to just sit with expert beekeepers and discuss beekeeping.

## Session Descriptions for Friday, February 14, 2025



### Technical and Financial Assistance from USDA

**Trevor Hunt**

**Room: Salons 3-4**

Assistant State conservationist, Trevor Hunt, will discuss technical and financial assistance opportunities available via the Natural Resources Conservation Service.



### Drones Use and Equipment in Organic Agriculture

**John Butler**

**Room: Salons 1-2**

John Butler will cover the basics of drone usage in organic agriculture, along with other tools and equipment.



### Planning for a Profit with Specialty Cut Flowers

**Rachel Painter and Eryn Bell**

### Room: Salon 5

Are you struggling with pricing your specialty cut flower products in a competitive market? Join Rachel Painter and Eryn Bell, UT Extension Farm Management Specialists, as they bring insight to inputs that should not be overlooked when setting prices and how undercut pricing can negatively impact the entire market.



### Tennessee Agritourism Association (TAA) Annual Business Meeting

**Room: Carothers**

Join us for the Tennessee Agritourism Association Annual Membership meeting. Non-members are welcome. We will elect new Board members and provide updates about upcoming events.

**Break 3:45pm-4:00pm**

**4:00pm-5:00pm**



### General Session Comments from the Commissioner of Agriculture and Legislative and Judicial Update

**Kevin Hensley**

**Room: Salons 1-5**

Listen to Commissioner Hatcher give an update on the state of agriculture in Tennessee. Stay for a legislative update and learn about ongoing legislative and judicial issues impacting agriculture and how you can advocate for the industry.

**7:00pm-12:00am**

**Hospitality Suite: Open to all for networking and conversations  
A selection of light snacks and drinks provided.**

**Room: Presidential Hospitality Suite  
1120**

## Session Descriptions for Saturday, February 15, 2025

**TOUR 10:00am-1:00pm**



### Tennessee Association of Farmers Markets Tour

Join the Tennessee Association of Farmers Markets as we take a tour of farmers markets across the area! We will depart the hotel at 10:00am and begin our market day at the Nolensville Farmers Market, then travel to the Downtown Nashville Farmers Market where we will get to see how these two markets operate. We will finish the day at the Nashville Market with a group lunch to discuss what you experienced and return to the hotel at 1:00pm. Ticket required.

**8:00am-8:45am**



### Berry Tree Farm - How We Do It

**Chuck Berry**

**Room: Franklin**  
Find out all about Berry's Tree Farm,

from their family farm history to what trees and activities they offer.



### Peach Orchard Production

**Bruce Kirksey**

**Room: Salons 3-4**

Come learn more about growing peaches on 1 acre and the partnership between farmers and AgriCenter International.



### From Farm to Florist: Increasing Awareness of Locally Grown Flowers

**Shannon E.B. Carey**

**Room: Carothers**

In this discussion, growers will unlock the opportunities available to you by partnering with area florists and designers. Local floral designers are eager to bring unique locally grown flower options to their clients. Shannon Carey with Three Roots Floral Design will share her real-world experience to guide

you through the process of connecting with floral designers and fostering positive farm-to-business relationships.



### Free-for-All: Small Fruits

**Dave Lockwood**

**Room: Highland/Saddlebred**

Come one, come all. Let's address those questions about small fruit production that have been on your mind. While we can't guarantee solving your problem, we'll sure give it a try.



### Propagate Profits Through On-Farm Retail

**Megan Leffew**

**Room: Salons 1-2**

Are you interested in selling products on the farm? Join us as we discuss factors of success; regulatory, risk management and marketing considerations; and available resources for direct farm marketers.

## Session Descriptions for Saturday, February 15, 2025



### **Beginner Beekeeper Course Check in**

**Dick Brickner, Craig Midgett and  
Jodie Pritchett**

**Room: Mustang/Quarter Horse**

Attendees can gather for the class if already registered and those not preregistered can sign up based on space available. The five-hour Beginner Class is facilitated by members of the Columbia Area Beekeepers Association and their President Mr. Dick Brickner. Mr. Brickner has one of the most dynamic organizations within the Tennessee Beekeepers Association. He will be accompanied by other expert beekeepers from his association to guide you through this five-hour beginner journey.

**Break 8:45am-9:00am**

**9:00am-9:45am**



### **Creating a Family Tradition That You Can't Get from a Big Box Store**

**Chuck Berry**

**Room: Franklin**

Learn what Berry's Tree Farm does to create that tradition that keeps customers coming back year after year.



### **Farmer Veterans: Coffee with the Coalition**

**Ron Bridges and Other FVC-TN  
Leaders**

**Room: Salon 5**

Farmer Veteran Coalition of Tennessee attendees are invited to join their chapter leadership for an early round of coffee and conversation. We want to learn more about our members and their farming stories.



### **Growing Lisianthus: Are They Worth the Work?**

**Linda Doan**

**Room: Carothers**

In this session, Linda Doan with Aunt Willie's Wildflowers will lead us on an

exploration of the basics of growing lisianthus from transplant all the way through harvest including: seeds or plugs, bed prep, pre-soak, plant spacing, netting, trouble shooting, and harvesting. Then, we'll look at how individual varieties perform and how to use them in arrangements. Lisianthus are profitable and beautiful, and after this class you will be prepared to give them a try on your farm!



### **Production of Organic Field Tomatoes for Direct Markets in the Southeast**

**Megan Allen**

**Room: Salons 3-4**

Megan and her husband have been successfully growing certified organic field tomatoes in East Tennessee for the last 15 years. Megan will give an overview of their methods, including soil health and fertility, planting strategies, common tomato diseases, and variety selection of heirloom tomatoes, slicers, paste tomatoes, and cherry tomatoes.



### **Business Essentials: Farm Transition, Planning Today for Tomorrow's Farms**

**Les Humpal**

**Room: Salons 1-2**

Farm families often find it difficult to start the conversation to pass their farmland to the next generation due to a lack of interest in farming by family members, a lack of information on succession planning, or due to economic and development pressures. The future of Tennessee agriculture depends on the ability of exiting farmers to transition, without losing valuable farmland, to new generations of farmers and family members while preparing for retirement.



### **Floor Management for Fruit Crops**

**Dave Lockwood**

**Room: Highland/Saddlebred**

Floor management is often a neglected area in tree fruit and small fruit crop production. It can impact the health of the plants, production, and fruit quality as well as affect the longevity of the planting. What constitutes a good floor

management system and how can it be achieved?



### **Beginner Beekeeper Course Session One**

**Dick Brickner, Craig Midgett and  
Jodie Pritchett**

**Room: Mustang/Quarter Horse**

The first hour of the five-hour Beginner Class is facilitated by members of the Columbia Area Beekeepers Association and their President Mr. Dick Brickner. He will be accompanied by other expert beekeepers from his association to guide you through this beginner journey.

**Break 9:45am-10:00am**

**10:00am-10:45am**



### **So You Want to Be a Christmas Tree Farmer**

**Jamie and Laura Faircloth**

**Room: Franklin**

Whether you are just thinking about starting a Christmas tree farm or are already in the process, come and walk through some essential questions and answers as you begin your new adventure.



### **Succession Planting for Mixed Bouquets**

**Nikki Irving**

**Room: Carothers**

Figuring out what, when, and how much to plant can feel overwhelming, but in this session Niki Irving with Flourish Flower Farm breaks down succession planting into an actionable plan to help you grow a wide variety of annual and hardy annual flowers for 6 months. This class will help you prepare to make mixed bouquets for farmer's market sales, bouquet subscriptions, mixed buckets for DIY weddings, farm stand bouquets, or selling a wide variety of flowers directly to florists.

## Session Descriptions for Saturday, February 15, 2025



### **Fruit Crops Nutrition**

**Dave Lockwood**

**Room: Highland/Saddlebred**

A sound nutritional program for fruit crops starts well in advance of planting and continues throughout the life of the planting. Preplant and post plant practices will be discussed for fruit crops in general.



### **Farmer Veteran Coalition Annual Meeting: Part I**

**Ron Bridges and other FVC-TN Leaders**

**Room: Salon 5**

Join us as we introduce current leaders and discuss the state of the chapter, including the existing needs of the chapter.



### **Business Essentials: Common Missteps in Farm Business Management**

**Eryn Bell**

**Room: Salons 1-2**

Running a farm business can be both rewarding and challenging at the same time. As a producer, having to wear many different hats, it can be hard to keep up with the ins and outs on how to properly run your farm business. In this session, we will cover the most common "missteps" in farm business management we see in order to help you avoid common pitfalls.



### **Technical and Financial Assistance from USDA**

**Trevor Hunt**

**Room: Salons 3-4**

Assistant State conservationist, Trevor Hunt, will discuss technical and financial assistance opportunities available via the Natural Resources Conservation Service.



### **Beginner Beekeeper Course Session Two**

**Dick Brickner, Craig Midgett and Jodie Pritchett**

### **Room: Mustang/Quarter Horse**

This is the second hour of the five-hour Beginner Beekeeper Course facilitated by members of the Columbia Area Beekeepers Association and their President Mr. Dick Brickner.

**Break 10:45am-11:00am**

**11:00am-11:45am**



### **Farmer Veteran Coalition Annual Meeting Part II**

**Ron Bridges and other FVC-TN Leaders**

**Room: Salon 5**

In this session, we will divide into regional groups to meet each other, plan events and discuss ways you can help each other and help the chapter move forward.



### **Christmas Tree Grower Panel Questions and Answers TCTGA**

**Room: Franklin**

Have a question you've been wanting to ask those Christmas tree farms that have been operating for years? This will be an open floor discussion where no question will go unanswered.



### **Seed Saving and Seed Production in East TN**

**Megan Allen**

**Room: Salons 3-4**

Megan will lead a participatory discussion on certified organic seed production methods for vegetable crops commonly grown in Tennessee, stressing the importance of regionally-adapted seed for vegetable production in the Southeast. She will draw on 15 years of contract seed production experience to cover the basics, demystify seed saving, and answer any questions you might have. Bring your questions and your ideas and experience!



### **Business Essentials: Business Suite Basics**

**Alaina Boyd**

### **Room: Salons 1-2**

Learn about the basic concepts of creating and using a business portfolio for your Facebook, Instagram, and Meta Ads account(s) within Meta Business Suite. This session explores the basic functions of the Meta Business Suite platform and will discuss how to use Meta Business Suite for your farm business' social media marketing efforts. This includes how to post to both Facebook and Instagram from inside your business suite account.



### **Beginner Beekeeper Course Session Three**

**Dick Brickner, Craig Midgett and Jodie Pritchett (Columbia Area Beekeepers Association)**

**Room: Mustang/Quarter Horse**

Horse The third hour of the five hour Beginner Beekeeper Course is facilitated by members of the Columbia Area Beekeepers Association and their President Mr. Dick Brickner.



### **Secrets to Success with High Return Cool Season Cut Flower Crops**

**Stacey Shands**

**Room: Carothers**

Join Stacey Shands for an in-depth session dedicated to mastering reliable production methods for high-yield cool season cut flower crops. This session will delve into the techniques and best practices for growing popular flowers like Snapdragons, Ranunculus, and Anemone. Whether you're a seasoned grower or just starting out, you'll gain valuable insights on how to maximize your crop returns during the cooler months, ensuring a thriving and profitable growing season.



### **Potential New Fruit Crops for Tennessee**

**Dave Lockwood**

**Room: Highland/Saddlebred**

Honeyberry, (haskap), aronia, elderberry, tayberry, gooseberry, currants, dewberry, and mulberry are lesser-known small fruits receiving more attention. What is the potential for some of these in Tennessee?

## Session Descriptions for Saturday, February 15, 2025

### Lunch On Your Own

11:45am-1:00pm

11:45am-12:15pm



#### TN Christmas Tree Growers Association Annual Meeting

*Robbie Knight*

**Room: Franklin**

TCTGA Annual Meeting for Members

11:45am-1:15pm



#### Farmer Veteran Coalition of Tennessee Luncheon and Keynote

*Ron Bridges and Guests: Hank Delvin, Sr and Joe R. Alexander*

**Room: Salon 5**

Farmer Veteran Coalition of Tennessee luncheon compliments of Tennessee Farm Bureau Federation.

1:15pm-2:00pm



#### Farmer Veteran Coalition Annual Meeting Part III

*Ron Bridges and FVCTN Leaders*

**Room: Salon 5**

The Farmer Veteran Coalition of Tennessee Business Meeting continues to include: the selection process for new leaders, planning major events for next year, and approving budget.



#### Collective Collaborations for Specialty Cut Flower Growers Collective Panel

**Room: Carothers**

We invite you to join an engaging panel discussion focused on effective organization strategies for cut flower collectives and cooperatives. This session will cover essential tips for getting started and practical advice for navigating common challenges. Our expert panelists will share their experiences and insights, providing you with the tools and knowledge needed to successfully build and sustain a thriving collective or cooperative.



#### How to Grow a Tree for the President or Vice President

*Chuck Berry*

**Room: Franklin**

Learn how Chuck Berry grew a cypress for Vice President Kamala Harris, and how you can do it as well.



#### Beginner Beekeeper Course Session Four

*Dick Brickner, Craig Midgett and Jodie Pritchett (Columbia Area Beekeepers Association)*

**Room: Mustang/Quarter Horse**

The fourth hour of the five-hour Beginner Beekeeper Course is being facilitated by members of the Columbia Area Beekeepers Association and their President Mr. Dick Brickner.

Break 2:00pm-2:15pm

2:15pm-3:00pm



#### Marketing and Advertising your Tree Farm

*Chuck Berry*

**Room: Franklin**

Learn some marketing and advertising tips that Berry's Tree Farm uses to attract thousands of customers yearly.



#### Beginner Beekeeper Course Session Five

*Dick Brickner, Craig Midgett and Jodie Pritchett (Columbia Area Beekeepers Association)*

**Room: Mustang/Quarter Horse**

The fifth and final hour of the Beginner Beekeeping Course is being facilitated by members of the Columbia Area Beekeepers Association and their President Mr. Dick Brickner.



#### Farmer Veteran Coalition Annual Meeting Follow-up and Next Steps

*Ron Bridges and FVC-TN Leaders*

**Room: Salon 5**

Join us to discuss what you learned at the conference and what you would you like to learn more about. What are your next steps as a farmer veteran? What are our next steps as a state chapter?



#### Growing in High Tunnels

*Nikki Irving*

**Room: Carothers**

Learn the ins and outs of managing high tunnels or hoop houses for flower farming. Nikki Irving with Flourish Flower Farm will discuss the benefits of using tunnels, how to manage them for temperature control, how to extend the season for specialty crops, and more!

Break 3:00pm-3:15pm

3:15pm-4:00pm



#### Maximizing Your Profit by Keeping Your Customers on the Farm Longer

*Chuck Berry*

**Room: Franklin**

See how keeping your customers on the farm longer Can help maximize your profit and their enjoyment.



#### Step-by-Step Guide to Drip Irrigation for Cut Flowers

*Celeste Scott*

**Room: Carothers**

Are you considering adding irrigation to your cut flower fields, but aren't sure how or where to start? Join Celeste Scott with UT Extension as she walks through drip irrigation installation from start to finish and highlights the must-knows for optimal use of fertilizer siphons/injectors.

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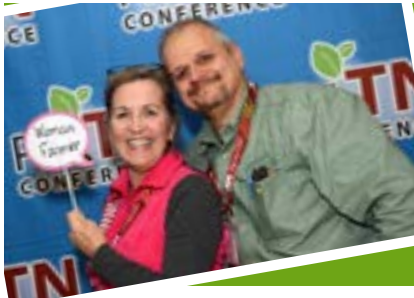
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### Doctorate Programs:

- Ph.D. in Agricultural Sciences

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- Graduate Certificate, Biotechnology

Dept. of Environmental Sciences  
Graduate Admissions Coordinator: Dr. Bill Sutton  
Email: [wsutton@tnstate.edu](mailto:wsutton@tnstate.edu)

### Graduate Programs:

- M.S. in Environmental Science

Dept. of Agricultural Business and Education  
Graduate Admissions Coordinator: Dr. Abdelaziz Lawani  
Email: [alawani@tnstate.edu](mailto:alawani@tnstate.edu)

### Graduate Programs:

- M.S. in Agricultural Business and Leadership

Dept. of Food and Animal Sciences  
Graduate Admissions Coordinator: Dr. Ying Wu  
Email: [ywu@tnstate.edu](mailto:ywu@tnstate.edu)

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