

# National Farm Viability Conference

## Event Schedule

Fri, Oct 01, 2021

10:00am

### Opening Session

🕒 10:00am - 11:15am, Oct 1

Meet the hosts of the 2021 National Farm Viability Conference, network with other attendees and join us in celebrating the start of our month-long virtual gathering!

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### 🗣️ Speaker



Tanya Murray Farm Viability Specialist, Oregon Tilth

Sat, Oct 02, 2021

Sun, Oct 03, 2021

Mon, Oct 04, 2021

8:00am

### Holistic Technical Assistance as an Approach to Building Regional Food Systems

🕒 8:00am - 9:30am, Oct 4

**BUSINESS  
PLANNING**

**EQUITY & SOCIAL JUSTICE**

Note: portions of this workshop will be presented in Spanish, with simultaneous interpretation into English. To hear the English interpretation you will need to select the Interpretation item in the Zoom window and then select the English language channel. See instructions below.

Holistic technical assistance to farmers and farm operations as a reciprocal support ensure that our farmers are able to feed and heal our communities, both human and non-human. Black Farmer Fund and Northeast Farmers of Color Land Trust includes a holistic view and understanding of the interactions among the land, the soil, the water, the crops, the animals, the people involved in farming, harvesting, distribution and the people receiving the food. From the planning to the development to the executing, we support farmers and food entrepreneurs to access the tools and resources needed to support thriving communities through services like Education and Training, Grant Writing, Fundraising, and Reparations, Cooperative or Collectives Development, Farm and Business Succession Planning, Connection to Markets. We invest in collective growth by cultivating leadership and the strength of Black, Indigenous and other Farmers of Color through decentralized peer-to-peer knowledge exchange. This approach catalyzes eco-regional hubs for safe spaces, it supports local leaders, their communities, and projects they co-create.

## TO ACCESS INTERPRETATION

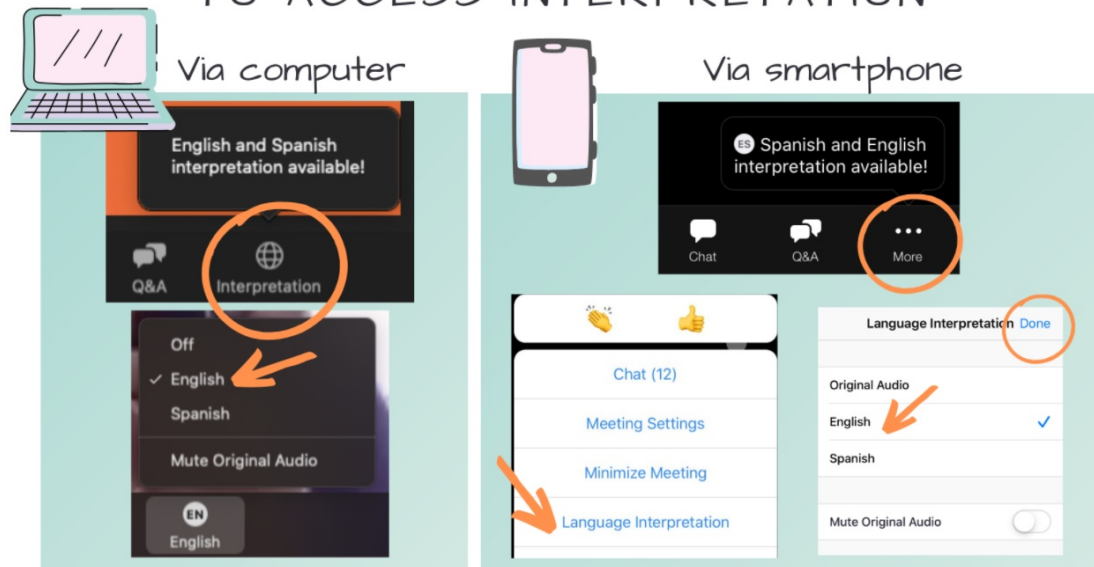


Image by Catalina Nieto

### TO ACCESS INTERPRETATION (in appropriate language)

#### On a computer:

1. In your controls at the bottom of your screen, click on the globe.
2. Click the language that you would like to hear.

#### Via the app on a smartphone:

1. In your controls at the bottom of your screen, tap the three dots ... More.
2. Tap Language Interpretation.
3. Tap the language you would like to hear.
4. Click Done.

### Speakers



Dr. Gaby Pereyra Land Network Program Co-Director, Northeast Farmers of Color Land Trust



Olivia Watkins Co-Founder & President, Black Farmer Fund

9:45am

### Improving Farmer Education through Visual Literacy and Plain Language

🕒 9:45am - 11:15am, Oct 4

#### FIELD SCHOOL

So much of what we speak and teach does not match the comprehension levels of beginning farmers. ISED Solutions is working with a nationwide team to develop and pilot tools to improve communications and training for farmers of all backgrounds, but especially for newer English Language Learners. We are creating hundreds of photographic and video-based educational products that incorporate Plain Language to use as text and/or in spoken formats. Following an initial overview of our new content and the three literacy concepts being incorporated, we will review a brief set of Plain Language steps. Participants will next form small teams and use this Plain language guidance to tailor messages for written or spoken applications. These are valuable skills that providers / instructors can use to improve their communications and T&TA for a large share of farmers given their varied backgrounds, literacy, and education levels.

## 🗣️ Speakers



**Hugh Joseph** Project Director, ISED Solutions



**Katie Painter** Project Coordinator, ISED SOLUTIONS

11:30am

## Diagnosing and Untangling Messed-Up Farm Bookkeeping Systems - There is Always a Path to Clarity!

🕒 11:30am - 1:00pm, Oct 4

**BUSINESS  
PLANNING**

This session is intended for people who work with established farm businesses. The purpose is to help them learn to identify when the farmer's bookkeeping system has built in flaws, errors or omissions that prevent the farmer from having useful financial reports. Typical problems with farm bookkeeping include: lack of clarity about the ownership of the farm business itself, confusion about how to treat owners' contributions and draws, failure to record assets and liabilities, confusion about inventory and cost of goods sold, and disorganized and overly detailed income and expense accounts. We will look at examples of financial reports that show that the underlying bookkeeping system is deeply flawed, and examples of the same reports run after the bookkeeping system was cleaned up. We will discuss how to diagnose common problems and strategies for fixing problems including self-help strategies and how to hire and work with an experienced bookkeeper or accountant who specializes in clean-up work.

## 🗣️ Speakers



**Poppy Davis** Programs and Policy Adviser, California FarmLink



**Winona Dorris** Farm Business Skills Educator, California FarmLink

1:15pm

## Tools to Help Farmers Make Decisions About Farm Labor and Labor Saving Equipment

🕒 1:15pm - 2:15pm, Oct 4

**BUSINESS  
PLANNING**

**FIELD SCHOOL**

This session will feature a walk-through of a new decision support tool (as well as companion training materials and other resources) designed to help specialty crop growers (vegetable and fruit farmers) evaluate equipment purchases in terms of their value in making hired labor more efficient. This tool is designed to help growers answer the question: "how long will it take this piece of equipment to 'pay for itself' in reduced labor costs?" Included will be a discussion of the importance of tracking labor on farms and methods and technologies for labor tracking.

## 🗣️ Speaker



**John Hendrickson** Outreach Program Manager, Center for Integrated Agricultural Systems, University of Wisconsin-Madison

Tue, Oct 05, 2021

8:00am

### Building farmers' labor management skills through peer-to-peer learning

🕒 8:00am - 10:00am, Oct 5

**BUSINESS  
PLANNING**

**FIELD SCHOOL**

FairShare CSA Coalition, in conjunction with University of Wisconsin-Madison Extension and The School for Workers, is working with a group of organic vegetable growers to create a farmer-to-farmer labor management training program. As hired labor has become an integral part of the industry, farmers increasingly find themselves in a new and unfamiliar role—that of human resources manager. From hiring and firing to conflict resolution and evaluation, producers are responsible for managing their workforce in effective and thoughtful ways. Yet, farmers often express low levels of comfort with these responsibilities. Supporting farmers and enhancing these skills may in turn trigger a number of additional outcomes, including improvements to workplace culture, higher worker satisfaction, greater efficiency, better quality products, cost savings, and a more sustainable work-life balance for farmers. In this session, we will introduce the training program, deliver one of the modules (Developing a Motivated Workforce), and talk through some options for bringing the program to your own area. Practical examples and audience engagement are central components of this session.

#### 🗣️ Speakers



**Sarah Janes Ugoretz** Manager, Organic Vegetable Farm Manager Apprenticeship Program, FairShare CSA Coalition



**Claire Strader** Organic Vegetable Educator, University of Wisconsin - Madison Extension and FairShare CSA Coalition



**Alexia Kulwicz** Associate Professor, Attorney, University of Wisconsin-Madison



**Katie Bishop** Farmer/Owner, PrairiErth Farm

10:15am

### Farm Business Education for the Intermediate Farmer

🕒 10:15am - 11:45am, Oct 5

**BUSINESS  
PLANNING**

**FIELD SCHOOL**

What does farm business education look like for the intermediate farmer? So many programs focus on the beginning farmer, but what does the intermediate farmer need after 5-7 years of experience to better dial in their business and stay successful, while avoiding burnout and growing their business?

Audience: Those serving farmers with 5-7 years + experience

Topic: Where is the meat of the work after we get through financial literacy 101?

KTC expertise: How have we done it? What's working, what's not? How does building benchmarking and accountability groups play a role in success? KTC will present our best practices and stories, and then facilitate a roundtable discussion about where our movement is headed with intermediate farmer business support.

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#### 🗣️ Speakers



**Rebecca Frimmer** Senior Consultant & Partner, Kitchen Table Consultants



**Elaine Lemmon** Staff Consultant, Kitchen Table Consultants

### 12:00pm

#### Being advocates and allies of Black and urban farmers: Ways to create resilient communities through food

🕒 12:00pm - 1:00pm, Oct 5

**EQUITY & SOCIAL JUSTICE** **MARKETING & DISTRIBUTION**

Learn how to be an ally of Black and Urban Farmers.

Steps on how to engage your community around food.

Ways you can create a healthy and more vibrant lifestyle.

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#### 🗣️ Speaker



**April Jones** Director, Pinehurst Community Action

### 1:15pm

#### Web-Based Technologies & Online Sales

🕒 1:15pm - 2:15pm, Oct 5

**ASK THE EXPERT** **BUSINESS PLANNING** **MARKETING & DISTRIBUTION**

A workshop designed to build out a farmer's e-toolbox, expand knowledge on consumer trends, and increase awareness of platforms and web-based tools being utilized by the farming community. Learning objectives include the following:

- Learn how e-commerce supports marketing and sales
- Gain basic understanding of e-commerce platforms
- See examples of businesses/farms adapting new platforms & tools
- Learn about free tools and existing resources

This workshop is being hosted by the [Small Farm Tech Hub](#) at [Community Alliance with Family Farmers](#).

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#### 🗣️ Speakers



**Elizabeth Vaughan** Tech Hub Specialist, Community Alliance with Family Farmers



**Phil Minnick** CAFF Small Farm Tech Hub

Wed, Oct 06, 2021

8:00am

### Practical Tools for Livestock Producers: The Yield, Margin & Gross Profit Calculator

🕒 8:00am - 9:30am, Oct 6

**BUSINESS  
PLANNING**

Expanding on a resource developed for the Southwest Grassfed Livestock Alliance's Bringing Meat to Market business training program, Olivia Tincani has developed an extensive "one stop shop" spreadsheet for documenting harvest data, calculating crucial carcass yield metrics and percentages, recording true cost of production calculations, pricing within multiple sales channels, and time-based look at yield and margin metrics. Built for multiple enterprises including lamb/goat, pork, chicken, turkey/duck, beef and beyond. The tool is available for use and licensing by non-profit organizations, consultants/service providers, or individual farms and ranches. This course will be brief introduction to the Calculator and time for Q&A.

#### 🗣️ Speaker



**Olivia Tincani** Olivia Tincani & Co

9:45am

### Building Social Equity into Agriculture and Food Systems Extension

🕒 9:45am - 11:15am, Oct 6

**EQUITY & SOCIAL JUSTICE** **FIELD SCHOOL**

In the Western United States as a whole (California, Oregon and Washington), farms and ranches operated by persons of color are the fastest growing sector of agriculture. In California, almost a third of all farms are operated by farmers of color. Many of these farmers are young, or immigrants, primarily from Latin America and Asia. These farms tend to be smaller, earn less income and receive less government support than their white counterparts, including access to extension services. Key informant interviews in our states have indicated a need for more and better quality engagement of public sector extension institutions with producers of color. Since the majority of extension personnel in our states do not share the cultural and social histories of producers of color, new skills and strategies will be required to build effective educational support networks. The situation is particularly stark in Oregon where, because of the state's long history of racial exclusion, more than 90% of agricultural producers are white. This session will describe activities in all 3 western states that are engaging extension professionals with farmers and communities of color; the opportunities that have arisen as a result and some of the challenges that have surfaced. The goal is to share experiences so that other organizations and extension personnel might use these learnings to build their own educational events around equity in the food system. In California, with support from WSARE, we have planned a series of 6 webinars with representatives of communities of color. The first 2 in the series will focus on "Extension Collaborations that Build Justice;" the second two will focus on "Decolonizing Agricultural Sustainability," and the last two will focus on "Land Justice." This is part of our ongoing attempts at incorporating racial and social equity into our programs and our land grant university. In Oregon, we have reached producers of color in two ways: partnerships with POC-led organizations, e.g., Adelante Mujeres and Mudbone Grown, and redesigning our own Extension programs to be more inclusive. In

Washington, the Cultivating Success and Farm Walk programs have had to incorporate new forms of online teaching and learning that present unique challenges and opportunities in multilingual settings.

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#### Speakers



**Gail Feenstra** Director, UC Sustainable Agriculture Research & Education Program/ ANR



**Lauren Gwin** Oregon State University



**Kristyn Leach** Farmer, Namu Farm



**Marcia Ostrom** Associate Professor, Washington State University



**Sonja Brodt** Associate Director, Sustainable Agriculture Research and Education Program, University of California Agriculture and Natural Resources

11:30am

### Farm Direct Food in the Digital Age

🕒 11:30am - 1:00pm, Oct 6

**BUSINESS  
PLANNING**

**MARKETING & DISTRIBUTION**

In the past 18 months, farmers have experienced heightened demand to bring their products to market via the internet. Learn from two nonprofits who responded to this need and are working with farmers and ranchers across California and Oregon on their web-based technology needs, especially e-commerce and digital marketing.

Most farmers use distribution channels like farmers markets, on farm stores and local markets, but Covid opened the floodgates for small, local farms to sell their goods to a broader audience by using digital tools (website, social media, online ads and other online food portals) to fill supply gaps and meet customer demand. This session will explore best practices for providing direct technical support to farmers on bridging the gap between tech tools, marketing & new customer acquisition for small farms.

Topics will explore developing strategic marketing plans & materials, social media skills, finding new markets, selecting ecommerce platforms, and increasing business efficiencies and farmer knowledge on utilizing web-based tools. There will be ample time for attendee Q&A and group discussion. Please come prepared ready to ask lots of questions and participate in discussion.

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#### Speakers



**Elizabeth Vaughan** Tech Hub Specialist, Community Alliance with Family Farmers



**Michele Thorne** Oregon Pasture Network Program Assistant, Friends of Family Farmers



**Phil Minnick** CAFF Small Farm Tech Hub

1:15pm

### Value Chain Coordination from Scratch: Lessons learned from a Texas matchmaking pilot

🕒 1:15pm - 2:15pm, Oct 6

**PROGRAM DEVELOPMENT**

Like many Southern states, Texas is rapidly growing its' local food game, but lacks a lot of the soft infrastructure (resource provision, relationship fostering and networking, etc.) that makes this work successful. In this session, learn about how we funded, piloted, and pivoted a value chain coordination project in Texas. In addition, all attendees will receive a virtual buyer-grower convening guide.

#### 🗣️ Speakers



**Hallie Casey** Supply Chain Program Manager, Sustainable Food Center



**Morgan Ehmling** Farm Viability Program Manager, Sustainable Food Center

Thu, Oct 07, 2021

8:00am

### The Black Farmer Tax and Planting Seeds of Solutions

🕒 8:00am - 10:00am, Oct 7

**EQUITY & SOCIAL JUSTICE** **PROGRAM DEVELOPMENT** **NOT RECORDED**

This workshop will tell the story of the historical and present day Black farmer experience. We will look at the financial costs of systemic racism, laws, acts, social traditions, cultural norms and values in addition to racial discrimination and quantify these costs through academic research, to show how they amount to a significant tax that puts Black farmers at least 2 to 3 generations behind when it comes to achieving farm viability. Together we will explore steps that farm viability professionals can take - in their own organizational structures and policy; in the design and delivery of programs, policies and practices that serve black farmers and the communities they represent. We will give analysis of the soil and environment (history and overlying culture), share what amendments and practices need to be applied to the soil, and provide seeds for you and your organization to plant in this soil, once these practices have been administered. This will be a racial soil test/assessment and regenerative, reparative practices that can be utilized to create a climate change in our agricultural paradigm.

#### 🗣️ Speaker



**Michael Carter Jr.** Farmer and Small Farm Resource Center Coordinator, Carter Farms, Africulture and Virginia State



10:15am

## Elderberry on the Edges: Using Hedgerows to Enhance Farmscape Diversity and Income

🕒 10:15am - 11:45am, Oct 7

### OTHER

Field edges are an often underutilized part of the farmscape. What if farmers could earn revenue and achieve conservation goals by planting the perimeter? University of California has been researching western blue elderberry grown in a hedgerow context on farms, and has found that the crop offers significant potential for both economic and ecological returns. Learn more from a team of panelists who will discuss 1) elderberry hedgerow establishment costs based on field trials on three farms in the Sacramento Valley, 2) a regional assessment of market interest in domestically-grown elderberry, 3) food safety best practices for harvesting from hedgerows, and 4) relational considerations when growing native plants for market. Blue elderberries thrive in a wide range of conditions and show strong adaptiveness to changing climate and water constraints.

### Panelists

**Dr. Sonja Brodt** is the Deputy Director of the UC Sustainable Agriculture Research and Education Program, where she coordinates the Agriculture and Environment theme. Recent initiatives include assessing the integration of native species, such as the western blue elderberry, into agricultural landscapes for environmental benefit as well as economic and cultural services; farmer-to-farmer learning about cover crops; and online organic farming training. She also co-coordinates the California Professional Development Program of Western SARE, spearheading professional development programs around racial equity in extension.

**Gwenael Engelskirchen** is the Sustainable Supply Chain Analyst at UC Sustainable Agriculture Research & Education Program (SAREP), a statewide program of UC Agriculture & Natural Resources. Her work aims to support farmers and ranchers in adopting more sustainable agricultural practices and assist communities in building equitable and healthy regional food systems. She focuses on market channel development for emerging agricultural crops with dual economic and environmental potential, and on providing technical support to producers and food hubs around pathways for distribution and sales.

**Dr. Erin DiCaprio** is an Assistant Cooperative Extension Specialist with UC Davis Department of Food Science and Technology. Drawing on her expertise in food virology, she provides support to small food processors, food entrepreneurs, food hubs, growers, and consumers in issues related to food safety and food regulations.

**David Bruce** is the Director of Agroforestry Adoption with the Savanna Institute. His work includes providing resources for the commercialization of elderberries, working to organize current and prospective hazelnut growers, and other projects to help expand the aggregation and marketing of perennial small fruits. David comes to the Savanna Institute with diverse experiences in organic farming and cooperative marketing, and a MS in Conservation Biology and Sustainable Development from UW-Madison.

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### 🗣️ Speakers



**Gwenael Engelskirchen** Sustainable Supply Chain Analyst, UC Sustainable Agriculture Research & Education Program (SAREP)



**Sonja Brodt** Associate Director, Sustainable Agriculture Research and Education Program, University of California Agriculture and Natural Resources



**Erin DiCaprio** Assistant CE Specialist in Community Food Safety, University of California, Davis



**David Bruce**

12:00pm

### Life Quakes and Business Planning

🕒 12:00pm - 1:00pm, Oct 7

**BUSINESS  
PLANNING**

This interactive session will focus on the relationship between human development (ages and stages) and business planning. If we view business planning as a mapping activity then this session is about how to calibrate your internal GPS system. This topic is especially relevant for those working with beginning farmers, with a special emphasis on women, and how various life events enhance and disrupt the business development trajectory. We'll discuss the importance of anticipating change and building a resilient business plan. Tools, exercises and worksheets will be shared.

#### 🗣️ Speaker



**Mary Peabody** Community Economic Development Specialist, and founding director of Women's Ag Network (WAgN) and the UVM Extension New Farmer project, University of Vermont (UVM) Extension

1:15pm

### Goals and Business Planning

🕒 1:15pm - 2:15pm, Oct 7

**BUSINESS  
PLANNING**

Farmers, like other business owners, need to have well defined goals and a business plan. This session will suggest ways that farmers can organize their goals, both short and long-term, and determine SMART goals for them. It will then look at how Ag Plan can be used to generate a business plan that supports ongoing business operations, decision making, working with a lender, and other farm management objectives.

#### 🗣️ Speaker



**Nathan J Hulinsky** Extension Educator, University of Minnesota Extension

Fri, Oct 08, 2021

8:00am

**Cultivating Success on Farms with Agritourism and On-Farm Sales – Lessons on Successes and Challenges**

🕒 8:00am - 9:30am, Oct 8

**BUSINESS  
PLANNING**

In addition to being a risk diversification strategy for established commodity producers, on-farm direct sales and agritourism represent a key strategy for new/beginning farmers, likely due to a combination of lower barriers to entry and being good matches for new entrepreneurs. Recent surges in interest in direct sales and agritourism offerings, fueled by shifts in travel patterns as a result of the pandemic, have operators and service providers looking for research-based guidance to enhance the viability of these operations. This presentation will present results from a NIFA -funded national agritourism and direct sales survey that sought to identify critical factors for success and risk-mitigation of small and medium-sized farms engaged in direct sales and agritourism. This study comprised a multi-state team of university extension educators and researchers, collaborating with established direct sales and agritourism operators, to conduct a national survey to better understand the factors contributing to the success and failure of small and medium-sized farms already engaged in direct sales and agritourism, as well as farms considering adding new enterprises. Responses were received from more than 1800 farmers, representing all fifty states. This workshop will offer a current national view of the status of direct sales and agritourism enterprises, factors associated with perceived success in goal achievement, as well as current challenges. Presenters will offer recommendations, and invite participants' feedback on how identified critical success factors can be translated into best practices with appropriate decision aids and risk management tools. These recommendations can be used by agricultural service providers in their training programs, to help reduce direct-sales and agritourism risks, and improve sustainability and regional destination viability.

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👤 **Speakers**



**Doolarie Singh-Knights** Associate Professor and Extension Specialist, West Virginia University



**Lindsay Quella** University of Vermont

9:45am

**Resilience & Profitability on Grazing Lands through Soil Health**

🕒 9:45am - 11:15am, Oct 8

**CLIMATE CHANGE**

This workshop explores how soil health can improve the profitability and resilience of grazing operations. Attendees will learn about tried and tested strategies that have been implemented across the American West through profiles of diverse operations. Session to include:

- \*a short video of a rainfall simulator to introduce the concepts of soil health and resilience
- \* discussion of soil health concepts in general.
- \* profiles of ranchers who have used grazing to improve soil health on public and private lands.
- \* how one indigenous rancher has made changes on her ranch, and examples of how other Native Nations are using grazing to improve soil health.
- \* how taking steps to increase resilience to extreme weather can also enable accessing premium prices and new markets.
- \* Q & A for clarification throughout, and especially at the end.

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👤 **Speakers**



**Greg Horner** Senior Program Officer, Cedar Tree Foundation



**Kelsey Ducheneaux-Scott** Director of Programs, Intertribal Agriculture Council



**Kevin Watt** Strategic Advisor- Regenerative Ranching, TomKat Ranch

11:30am

### Delivering More than Food: Understanding and Operationalizing Racial Equity in Food Hubs

🕒 11:30am - 1:00pm, Oct 8

**EQUITY & SOCIAL JUSTICE** **MARKETING & DISTRIBUTION**

We will provide an overview of a 2020 qualitative study, and author reflections, of how food hub managers and scholars/educators understand racial equity issues in the context of the mission of food hubs, and how they or their food hub colleagues are currently operationalizing racial equity through food hubs. We will use breakout rooms for participants to share their ideas and experiences of operationalizing racial equity within food hubs or other food system business or organization contexts.

#### 🗣️ Speakers



**Richard Pirog** Director – MSU Center for Regional Food Systems, Michigan State University



**Dr. Kimberly N. Carr** Community Resource Specialist, Georgia Rural Health Innovation Center



**Dr. Phil Warsaw** Assistant Professor, Department of Community Sustainability, Michigan State University

1:15pm

### Coaching Farmers to Apply for Credit

🕒 1:15pm - 2:15pm, Oct 8

**ACCESS TO CAPITAL** **FIELD SCHOOL**

Participants will learn what a lender needs to know and how to prepare their farmer clients for a productive discussion about securing credit for their farm business. Hope is not an effective strategy for seeking credit. The best way to map a course for obtaining credit is to understand how lenders make decisions and what causes them concern.

Don't waste all the production training and business planning that a beginning farmer goes through by failing to coach them on the process of obtaining credit. A plan for obtaining credit helps bring confidence to you and most importantly to your client, who will then be able to represent their case effectively.

Farm Credit staff will share their insights and expertise, expecting interactive questioning and responses to what-if scenarios.

#### 🗣️ Speaker



Gary Matteson SVP Beginning Farmer Programs and Outreach, Farm Credit

Sat, Oct 09, 2021

Sun, Oct 10, 2021

Mon, Oct 11, 2021

8:00am

## Working Farms Fund - Scaling a Sustainable Local Food System in Metro Regions across the U.S.

🕒 8:00am - 9:30am, Oct 11

LAND ACCESS & SUCCESSION

PROGRAM DEVELOPMENT

Learn how funders, institutional purchasers and non-profits are partnering to launch the Working Farms Fund - an innovative revolving fund model for farmland protection, land access for next generation farmers, and institutional market support for a local and sustainable farming network being scaled across metropolitan areas of the United States. The goal for the session is to share information about the partnerships and outcomes for the Working Farms Fund in metro Atlanta and Chicago, while learning from other locations and partners additional ways to expand and enhance this model to grow more local, sustainable food systems anchored around large metropolitan areas in the U.S. We will focus on the partnership between The Conservation Fund and Emory University and Hospital system and other institutional partnerships as an example of institutional commitments to drive a more local and sustainable food system. We will also discuss the importance of this program in bridging land access and capital needs for historically and socially disadvantaged farmers.

### 🗣️ Speakers



Krisztian Varsa Working Farms Fund Associate, The Conservation Fund, The Conservation Fund



Mindy Goldstein Director of Law and Advocacy of the Resilience and Sustainability Collaboratory, Emory University School of Law



Robin Chanin Co-Founder and Executive Director, Global Growers Network, Inc.



Stacy Funderburke Regional Counsel & Georgia and Alabama Associate State Direct, The Conservation Fund



Emy Brawley Great Lakes Regional Director, The Conservation Fund



Geoff Toy

9:45am

### Culturally Responsive Farm Business Education in the Latinx Community

🕒 9:45am - 11:15am, Oct 11

**EQUITY & SOCIAL JUSTICE** **FIELD SCHOOL**

At Adelante Mujeres, we are experts in inclusive and culturally responsive education. As the Farmer's Market and Farm Business Manager at Adelante Mujeres I have developed a series of practices and methodologies to best work with our Latinx farm business participants. Through this workshop you will learn about our successes, barriers and plans to address these barriers in the future. Come learn what our farm participants are facing, and how we are supporting them through inclusive and culturally responsive farm business education and coaching. There will be a workshop component to this session where you will be able to reflect on how you can apply the principles of inclusive education into your own professional practice. Bienvenidos! Se habla Español.

#### 🗣️ Speaker



Daniela Perez Farmer's Market & Farm Business Manager, Adelante Mujeres

1:15pm

### Aggregating Network Capital

🕒 1:15pm - 2:15pm, Oct 11

**ACCESS TO CAPITAL**

*If you want to go fast, go alone. If you want to go far, go together. -- African Proverb*

The Slow Money movement has helped fuel the growth of sustainable agriculture for over a decade. Now an innovative online platform is offering farmers and food businesses the opportunity to aggregate capital from local, regional, and national networks. Carol Peppe Hewitt, Executive Director of [Slow Money NC](#), and Aaron Newton, VP of Agriculture at [Steward](#) team up to talk about the past, present, and future of collaborative funding strategies for growing sustainable farm or food businesses.

#### 🗣️ Speaker



Aaron Newton VP of Agriculture, Steward

Tue, Oct 12, 2021

8:00am

### Reading the Farm at My Brothers' Farm: Session 1

🕒 8:00am - 10:00am, Oct 12

**BUSINESS PLANNING**

**LAND ACCESS & SUCCESSION**

**MARKETING & DISTRIBUTION**

Please note, this session had a special pre-sign up requirement that closed at 5pm PST October 11th. If you did not sign up in advance you will not be able to join the session. The video posted here is supplemental material for participants in these sessions. The sessions themselves will not be recorded.

This two-session workshop will be based on an experiential program entitled, "Reading the Farm" which is designed to bring together agricultural service providers to explore whole-farm interactions and sustainability through hands-on, case-study learning. This virtual Reading the Farm event will be focused on My Brothers' Farm, a 320 acre farm located in Oregon's Southern Willamette Valley. Ben, Taylor and Austin Larson produce organic hazelnuts, pasture and forest raised pork, bison and other crops. The Larson brothers and family are generously sharing their farm, and the ins and outs of their farming operation, to provide workshop participants with an in-depth learning experience.

After watching a series of videos that give an overview of the farm, participants will join facilitator-led break-out rooms where they will discuss their observations and assess the farm from a holistic perspective with attention to the intimate overlap between the social, economic, and environmental factors that inform the decision making environment. Participants will have an opportunity to put their business technical assistance expertise to use to come up with practical recommendations that account for the whole-farm system. These ideas will be collated and provided to the farm to support them with addressing their challenges and pursuing their goals.

Laurie Wolinski, Director of Northeast Extension Risk Management Education Center

Seth Wilner, Agricultural Business Management Field Specialist, University of New Hampshire Cooperative Extension

Mark Cannella, Extension Associate Professor, Farm Business Management Specialist, University of Vermont Extension

Doolarie (Dee) Singh-Knights, Associate Professor and Extension Specialist, West Virginia University

Mike Sciabarrasi, Agricultural Business Management State Specialist, Emeritus, University of New Hampshire Cooperative Extension

This material is based upon work supported by USDA/NIFA under Award Number 2018-70027-28588.



National Institute of Food and Agriculture

U.S. DEPARTMENT OF AGRICULTURE



NORTHEAST  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION

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#### Speakers



**Laurie Wolinski** Extension Agent/Director of Northeast Center, University of Delaware/Northeast Extension Risk Management Education Center



**Seth Wilner** Regional Field Specialist - Farm Business Management, University of New Hampshire Cooperative Extension



**Mark Cannella** Associate Professor, University of Vermont Extension



Mike Sciabarrasi



Doolarie Singh-Knights Associate Professor and Extension Specialist, West Virginia University

10:15am

### Managing Risk and Liability: To Insure or Not Insure, That is the Question

🕒 10:15am - 11:45am, Oct 12

**BUSINESS  
PLANNING**

When farmers think of insurance, it is usually crop insurance covering production losses, and Federal outreach programs keep crop insurance on the forefront of farmers' and advisors' minds. But crop insurance is not the only type of insurance farmers need to consider, and not every farmer needs crop insurance. How do you help farmers invest limited resources in the insurance that is most important? This session will review different types of insurance a farmer should consider, discuss common errors farmers make in selecting insurance, and share techniques for helping farmers understand how much insurance they should have. There will be two breakout sessions for participants to share their own experiences working with farmers on insurance issues.

#### 🗣️ Speakers



Scott Marlow Founder and CEO, Long Rows Consulting, Long Rows Consulting



Winona Dorris Farm Business Skills Educator, California Farmlink

12:00pm

### Taking our beginning farmer training online

🕒 12:00pm - 1:00pm, Oct 12

**FIELD SCHOOL** **PROGRAM DEVELOPMENT**

UMaine Extension has traditionally offered a beginning farm business course, So, You Want to Farm in Maine? as an in-person only workshop series. For 2019 and 2020, this course was quickly and seamlessly moved online, which provided greater accessibility for our participants. We will discuss the pros and cons of this method and how it will inform our future offerings.

#### 🗣️ Speakers



Tori Lee Jackson Extension Professor of Agriculture & Natural Resources, University of Maine Cooperative Extension





Rebecca Long Agriculture and Food Systems Professional, University of Maine Cooperative Extension



Donna Coffin Extension Professor, University of Maine Cooperative Extension

1:15pm

### How do beginning farmers learn? Lessons from a partnered apprenticeship program

🕒 1:15pm - 2:15pm, Oct 12

**FIELD SCHOOL**

Place-based education is used throughout agricultural education as a means of experiential learning and is a powerful tool for training adult beginning farmers due to its ability to provide context, utility, independence, and use for previous experiences in the learning process. Apprenticeship – one method of place-based learning – is widespread in United States agriculture, particularly in the organic vegetable production sector. Researchers have analyzed the goals of apprenticeship programs and their training methods, but little research exists analyzing the effectiveness of these training methods.

Growing Growers is an Extension-partnered apprenticeship program in Kansas City that offers participants sustainable agriculture training in three learning environments: workshops, host farm mentoring, and experiential, employment-based learning. This instructional format provides a unique opportunity to analyze the effectiveness of learning environments based on participants' preferences, and apply the results to other programs that are trying to effectively train new farmers in basic agricultural topics.

This session will briefly cover program organization from a general perspective, analyze Growing Growers' program model, and then dive into the results of apprentices' learning preferences for a sustainable agriculture curriculum. Along the way, implications for educators, program coordinators, and learners will be discussed.

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#### 🗣️ Speaker



Jesse Gilmore Horticulture Agent, Kansas State University Research & Extension

Wed, Oct 13, 2021

8:00am

### Heirs property practice and stories

🕒 8:00am - 9:30am, Oct 13

**EQUITY & SOCIAL JUSTICE**

**LAND ACCESS & SUCCESSION**

Heirs' property is most predominant among African American landholders in the South but also impacts the Latinx and tribal communities. It has been a significant driver of African American land loss in the United States. This session will highlight experts who have assisted and advocated for heirs' property owners as well as the unique opportunity to learn directly from an heirs' property owner. Mavis Gragg, Esq. directs the Sustainable Forestry & African American Land Retention Project (<https://sflrnetwork.org/>), and is the CEO of HeirShares. Sandra Thompson, Ed.D. is Faculty, Program Leader, Specialist, Cooperative Extension Program, College of Agriculture and Food Science at Florida A&M University, and Minister Shirley Albritton is an heirs' property owner. We'll talk about what heirs' property is, how it developed, its significance in black land loss, and what people are doing to assist those with heirs' property, both to resolve their issues and build wealth from their land. The landowner will tell her story – including successes and failures in resolving their issues.

## 📣 Speakers



**Francine Miller** Senior staff attorney/Adjunct Faculty, Center for Agriculture & Food Systems/Vermont Law School



**Mavis Gragg, Esq.** Sustainable Forestry & African American Land Retention Project, CEO, Heirshares



**Shirley Albritton** Retired, Dr. Sandra Thompson - FAMU



**Sandra Thompson** Faculty, Program Leader, Specialist, Cooperative Extension Program, College of Agriculture and Food Science, Florida A&M University

9:45am

### Understanding the HR "System"

🕒 9:45am - 11:15am, Oct 13

**OTHER**

The agriculture industry is struggling to find and keep employees -- especially employees who could progress to ownership. Too often, the duties of an HR Manager are delegated to the wrong person, an unqualified person, or they just don't get done because it's nobody's job. In this session, you will learn the components of a Complete HR System, how the system functions, who is responsible for it, and why operations should have one in place, no matter their scope or size.

## 📣 Speaker



**Kristine Ranger** Agri Food Systems Consultant, The Learning Connection

11:30am

### A Collaborative Approach to Helping Ranchers Break the Processing Bottleneck

🕒 11:30am - 1:00pm, Oct 13

**ADVOCACY & POLICY**

**BUSINESS  
PLANNING**

Often as ag-support professionals, we focus on disseminating information, leaving it to the farmers and ranchers to implement. Sometimes, though, they need a framework to approach new enterprises -- especially when that enterprise requires rugged individualists to work together. Over 18 months in 2020 and 2021, a group of Extension professionals, SBDC advisors and experts in cooperative enterprise held a space for ranchers in Northern California to conduct their own feasibility study for a USDA-inspected mobile slaughter unit. This effort ultimately led to the formation of the Bay Area Ranchers Cooperative (BAR-C) which now owns and operates its own slaughter facility. This new rancher-owned business represents a major breakthrough for the regional meat supply chain and has injected a spirit of self-determination within a community of ranchers that have increasingly found themselves in a subordinate position to other players. In this workshop, we will explore our approach to supporting the ranchers, critical moments in the process where we either stepped forward or stepped back, and how our role has evolved throughout the

process. You will also hear from a founding member of BAR-C to hear the ranchers' own perspective on this process. We will even travel back in time over the last 10 years to the moments when a foundation of key local policy was laid in order to make a path for the current project to be successful.

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### 🗣️ Speakers



**Vince Trotter** Sustainable Ag Coordinator and Agricultural Ombuds, University of California, Cooperative Extension



**Kevin Maloney** Bay Area Ranchers' Cooperate



**Michael Basayne** Regional Advisor, America's Small Business Development Centers



**Gianna Banducci** Digital Content Manager, Kitchen Table Advisors



**Keith Taylor** Assistant CE Specialist / Extension Professor, University of California, Davis & University of California Cooperative Extension

1:15pm

### How is Farming for Climate Resilience a Farm Viability Strategy?

🕒 1:15pm - 2:15pm, Oct 13

ADVOCACY & POLICY

BUSINESS  
PLANNING

CLIMATE CHANGE

FIELD SCHOOL

This session will bring together experts that will speak to the intersections of soil health, climate resilience and economic resilience. Panelists in conversation include: Michelle Perez the Water Initiative Director for American Farmland Trust where she leads research and develops training materials on economic, water quality, climate, and social outcomes estimation tools and lead on their soil health economic case studies, Franklin Egan of PASA-team lean on their soil health benchmark studies, and Anna Jones-Crabtree of Vilicus Farms an organic dryland farmer in Montana. Facilitation by Ashley Rood of Oregon Climate and Agriculture Network

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### 🗣️ Speakers



**Ashley Rood** Co-Director, Oregon Climate and Agriculture Network



**Michelle Perez**



Franklin Egan



Anna Jones-Crabtree

Thu, Oct 14, 2021

8:00am

### Reading the Farm at My Brothers' Farm: Session 2

🕒 8:00am - 10:00am, Oct 14

**BUSINESS  
PLANNING**

**LAND ACCESS &  
SUCCESSION**

**MARKETING & DISTRIBUTION**

Please note, this session had a special pre-sign up requirement that closed at 5pm PST October 11th. If you did not sign up in advance you will not be able to join the session.

This two-session workshop will be based on an experiential program entitled, "Reading the Farm" which is designed to bring together agricultural service providers to explore whole-farm interactions and sustainability through hands-on, case-study learning. This virtual Reading the Farm event will be focused on My Brothers' Farm, a 320 acre farm located in Oregon's Southern Willamette Valley. Ben, Taylor and Austin Larson produce organic hazelnuts, pasture and forest raised pork, bison and other crops. The Larson brothers and family are generously sharing their farm, and the ins and outs of their farming operation, to provide workshop participants with an in-depth learning experience.

After watching a series of videos that give an overview of the farm, participants will join facilitator-led break-out rooms where they will discuss their observations and assess the farm from a holistic perspective with attention to the intimate overlap between the social, economic, and environmental factors that inform the decision making environment. Participants will have an opportunity to put their business technical assistance expertise to use to come up with practical recommendations that account for the whole-farm system. These ideas will be collated and provided to the farm to support them with addressing their challenges and pursuing their goals.

Laurie Wolinski, Director of Northeast Extension Risk Management Education Center

Seth Wilner, Agricultural Business Management Field Specialist, University of New Hampshire Cooperative Extension

Mark Cannella, Extension Associate Professor, Farm Business Management Specialist, University of Vermont Extension

Doolarie (Dee) Singh-Knights, Associate Professor and Extension Specialist, West Virginia University

Mike Scibarrasi, Agricultural Business Management State Specialist, Emeritus, University of New Hampshire Cooperative Extension

This material is based upon work supported by USDA/NIFA under Award Number 2018-70027-28588.



**National Institute of Food and Agriculture**

U.S. DEPARTMENT OF AGRICULTURE



**NORTHEAST  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION**

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## 📣 Speakers



**Laurie Wolinski** Extension Agent/Director of Northeast Center, University of Delaware/Northeast Extension Risk Management Education Center



**Seth Wilner** Regional Field Specialist - Farm Business Management, University of New Hampshire Cooperative Extension



**Mark Cannella** Associate Professor, University of Vermont Extension



**Doolarie Singh-Knights** Associate Professor and Extension Specialist, West Virginia University



**Mike Sciabarrasi**

10:15am

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## Supporting farm and food businesses through partnerships with non-profits, communities and land grant institutions

🕒 10:15am - 11:15am, Oct 14

### PROGRAM DEVELOPMENT

Providing entrepreneurial support to farmers and food businesses as they move into (or expand existing) value-added food production will allow access to new markets, help increase gross revenues, and support hiring of qualified new employees. However, while much research has been conducted around support for tech business startups, there is a clear knowledge gap when it comes to helping food businesses start and grow.

Based in Wayne County, Ohio, a partnership of community-based organizations and Ohio State University started working together in fall 2020 to answer key questions around gaps in entrepreneurial support for farmers and food producers. Thus began the Catalyzing Food Entrepreneurship (CaFE) project, which is partially funded by a grant from Ohio State University's Initiative for Food and AgriCultural Transformation, a Discovery Themes program.

The initial results of the CaFE project have provided great insights into how to better design entrepreneurial programs for food producers; how to better leverage partnerships; and how to build in the right metrics in the beginning to be able to measure the impact of our programs later. In this sessions, presentations will be given by Elizabeth Schuster, Dr. Wuyang Hu, and Dr. Lyda Garcia on the results of the CaFE project and how those results can inform future entrepreneurial programs. This session will include time for discussion as well.

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## 📣 Speakers



**Elizabeth Schuster** Environmental Economist, Sustainable Economies Consulting



Dr. Wuyang Hu Professor, The Ohio State University



Dr. Lyda G. Garcia Associate Professor / Extension Meat Specialist, Ohio State University

12:00pm

### Food and Farm Marketing and Distribution

🕒 12:00pm - 1:00pm, Oct 14

**MARKETING & DISTRIBUTION**

Dr. Elizabeth Myles will give an overview of the Mississippi Small Farm and Agribusiness Center's programs and share her experience providing business technical assistance to small-and-limited-resource farmers, alternative enterprises, and agribusinesses in a largely under-served region of the state of Mississippi.

🗣️ Speaker



Elizabeth Myles Associate Director, Alcorn State University/Mississippi Small Farm and Agribusiness Center

1:30pm

### Networking Session

🕒 1:30pm - 2:00pm, Oct 14

This 30 minute session provides an opportunity to mingle with other attendees. You will be randomly paired with one other person for 15 minutes. Introduce yourself and share a little about the work you are doing to support farm viability. After 15 minutes, your first pairing will end and another will begin.

Fri, Oct 15, 2021

8:00am

### Advanced Marketing Tactics for Established Farms

🕒 8:00am - 9:30am, Oct 15

**FIELD SCHOOL** **MARKETING & DISTRIBUTION**

Established mid-sized and larger farms often need more advanced technical assistance than small or beginning farms. Mid-sized and larger farms that sell directly to consumers tend to be diversified and often operate in highly competitive markets. This workshop will train service providers about marketing techniques that established farms can use to increase direct sales, get found online, and manage their marketing resources more efficiently

🗣️ Speaker



Myrna Greenfield Top Egg, Good Egg Marketing

9:45am

### New Innovations in Financing Climate-Smart Agriculture

🕒 9:45am - 11:15am, Oct 15

ACCESS TO CAPITAL

CLIMATE CHANGE

Four speakers will discuss various topics and innovative new projects in agriculture finance and then engage a question and answer session on accessing capital for regenerative and climate-smart agriculture.

Brandon Welch, Mad Agriculture - Perennial Fund

Candace Spencer, Meridian Institute - AGree agricultural finance

Adam Maxwell, Audubon Washington

David Lezaks, Croatan Institute- Investing at the Intersection of Regenerative Agriculture & Nutrition

#### 🗣️ Speakers



Adam Maxwell Senior Manager, Policy, Audubon Washington



David LeZaks



Candace Spencer Mediator and Program Associate, Meridian Institute



Brandon Welch

11:30am

### Growing the Green: Is cost-share necessary for the economic feasibility of cover crops?

🕒 11:30am - 12:30pm, Oct 15

ADVOCACY & POLICY

CLIMATE CHANGE

FIELD SCHOOL

This workshop will include an interactive slide-show presentation about the direct and indirect economic impacts of cover crops and how they affect farmers financially. It will showcase the economic reasons that farmers are hesitant to adopt cover crops, and it will outline the necessary cost-share amounts to make cover crops cash flow both in the short-term and the long-term. At the end of the workshop, there will be a Q&A session for participants to ask clarifying questions or pose different cover cropping and cost-share scenarios. After the program, participants will be able to define the core financial variables that are impacted by cover crops and will feel increased confidence in their ability to decide if cover crops are right for certain farming operations. They will also leave with a better understanding of the role that cost-share plays in the decision to adopt cover crops.

#### 🗣️ Speaker



Katherine Wilts Johnson Extension Economist, Center for Farm Financial Management

1:15pm

### Deep Red Soil Health Strategy: How to talk about soil health without mentioning climate crisis

🕒 1:15pm - 2:30pm, Oct 15

ADVOCACY & POLICY

CLIMATE CHANGE

Soil health is a crucial tactic to the future of farming and friendly policy can push massive strides in adoption and success of the practices. But these days, science is political. In this session, Texas advocates will share their strategy for getting soil health legislation passed in a deep red state, and national advocate Steven Keleti will talk purple states, share national trends, and discuss potential funding sources.

#### 🗣️ Speakers



Hallie Casey Supply Chain Program Manager, Sustainable Food Center



Judith McGeary Executive Director, Farm and Ranch Freedom Alliance



Steven Keleti none

Sat, Oct 16, 2021

Sun, Oct 17, 2021

Mon, Oct 18, 2021

8:00am

### The Data-Driven Farmers Market: Using POS to Inform Market Practices

🕒 8:00am - 9:30am, Oct 18

MARKETING & DISTRIBUTION

Grocery stores have used scanner data to inform marketing techniques for decades. Farmer-friendly point of sale software, such as Square, gives farmers market vendors potential to track their sales. Learn how Cornell researchers are using this technology with farms. Leave this workshop with specific takeaways and tips to bring to your clients' production and sales methods.

#### 🗣️ Speaker



Matt LeRoux Extension Associate, Cornell University

9:45am

### Affording Farmland

🕒 9:45am - 11:15am, Oct 18



## ACCESS TO CAPITAL

This session dives into the mechanics behind accessing and affording farmland, from the most basic lease or purchase to some of the more innovative methods farmers are using to secure their land tenure. We discuss capital purchases and financing, collaborative models of farming, and the benefits of a range of farmland access methods. We will also discuss the eight forms of capital to encourage participants to look beyond their financial means as potential resources in the search for accessible, affordable land. This workshop will be most useful for service providers who are not financial professionals themselves (like me), but whose work around land access navigates the "soft skills" end of farmland affordability

### Speaker



**Will O'Meara** CT Field Agent, Land For Good

11:30am

## Incubator and Apprenticeship 101 Info Session

🕒 11:30am - 1:00pm, Oct 18

### FIELD SCHOOL

Interested in launching an experiential training program for new agrarians? Over the years, the FIELD Network has developed numerous resources to support programs, organizations, ranchers and farmers in becoming skilled mentors and offer farm start up opportunities for young and beginning agrarians, as well as to support organizations in getting their apprenticeship and incubator farm programs off the ground. Come talk to leading apprenticeship and incubator farm program staff to learn about their programs, ask questions, and discover the resources available through the FIELD Network.

### Speakers



**Leah Ricci** New Agrarian Program Director, Quivira Coalition



**Dan Dalton** Three Rivers Program Manager and Diversified Vegetable Apprenticeship Program Manager, Pasa Sustainable Agriculture



**Jennifer Hashley** Director, New Entry Sustainable Farming Project



**Beth LaShell** Old Fort Coordinator, Fort Lewis College

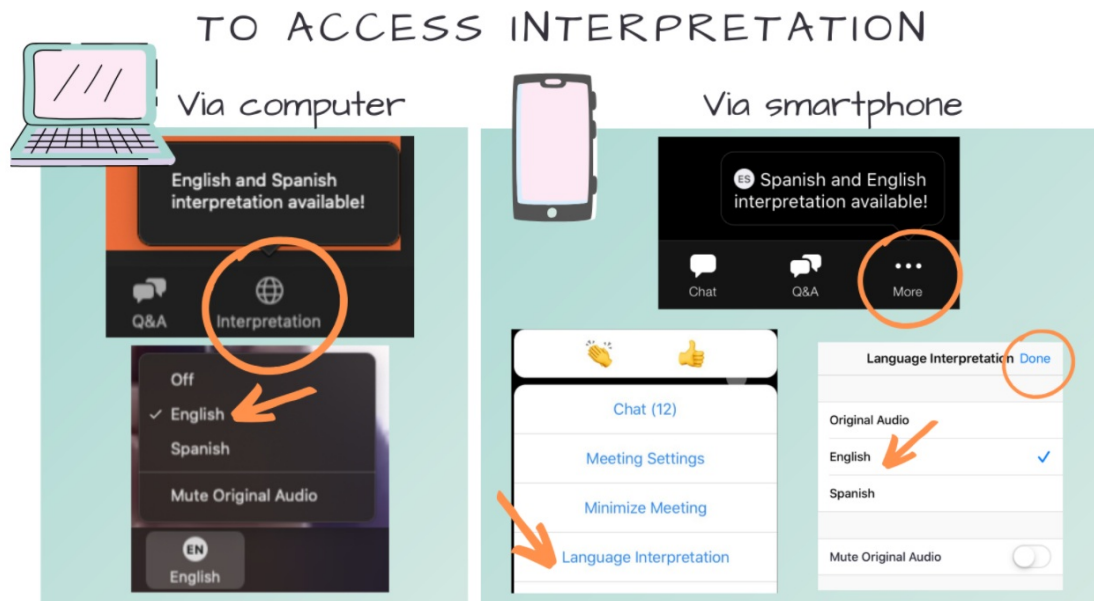
1:15pm

## Viva Farms Sales Program: A Blueprint for an Inclusive Supply Chain

🕒 1:15pm - 2:15pm, Oct 18

### MARKETING & DISTRIBUTION

Note: portions of this workshop will be presented in Spanish, with simultaneous interpretation into English. To hear the English interpretation you will need to select the Interpretation item in the Zoom window and then select the English language channel. See instructions below.



This workshop will give an overview of Viva Farms' Sales, Marketing & Distribution program, with particular emphasis on how the program is building equitable supply chains through its support of Latinx and Indigenous incubator farmers. This workshop will discuss the evolution of Viva's Sales program over time and specific steps we have taken along the way to ensure that farmers have access to viable markets. Likewise, this workshop will discuss strategies for serving as a liaison between farmers who have been historically excluded from or underrepresented in the marketplace and the buyers they seek to reach.

### Speakers



**Anna Chotzen** Business & Marketing Manager, Viva Farms



**Katherine Myrvold** Sales & Education Manager, Viva Farms



**Francisco Cabrera** Cabrera Farms

Tue, Oct 19, 2021

8:00am

### Policy Plenary: Federal Support for Farm Viability & Business Technical Assistance

8:00am - 9:30am, Oct 19

#### ADVOCACY & POLICY

2021 has been a busy year for federal policy as Congress and the Administration have worked to provide relief to farm and food businesses while focusing on building a more resilient system with stronger local and regional markets.

Hear from Jennifer Moffitt, USDA Undersecretary for Marketing and Regulatory Programs, as well as short video presentations from Senator Patrick Leahy of Vermont and Representative Antonio Delgado of New York, speaking directly to the conference audience of business technical assistance providers. They will

share their perspectives on immediate federal policy opportunities related to farm viability - and business technical assistance in particular.

A panel of congressional staff that work on agricultural policy will also speak to these topics and the 2023 Farm Bill. Panelists include:

- Katie Naessens, Senior Professional Staff of the Senate Agriculture Committee (Majority)
- Jeremy Witte, Professional Staff of the Senate Agriculture Committee (Minority)
- Andrew Bahrenburg, Legislative Assistant with the Office of Senator Leahy
- Katie Bergh, Senior Policy Advisor with the Office of Rep. Chellie Pingree

The panel will be moderated by Cris Coffin, Senior Policy Advisor at American Farmland Trust and Todd Erling, Executive Director at the Hudson Valley Agribusiness Development Corporation.

There will be time for Q&A - please bring your thoughts and questions about federal funding and policy!

[Click here](#) to view bios for Under Secretary Moffitt and the congressional panel.

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### Speakers



**Ela Chapin** policy committee member, Agricultural Viability Alliance



**Tim Fink** Policy Director, American Farmland Trust



**Todd Erling** Executive Director, Hudson Valley AgriBusiness Development Corp



**Cris Coffin** Senior Policy Advisor and Director, National Agricultural Land Network, American Farmland Trust

10:15am

### Coaching Farmers through the Land Access Process

🕒 10:15am - 11:45am, Oct 19

**FIELD SCHOOL**

**LAND ACCESS & SUCCESSION**

Sorting through the financial, legal and technical challenges of gaining access to land is daunting — not to mention the social, cultural and structural barriers and discrimination also faced by farmers and farm workers seeking land. As service providers, we need to understand these complexities to help farmers navigate the issues. This workshop and farmer panel will guide participants on how to coach farmers through the land access process in parallel with addressing the stressors that come with securing land and capital. Vermont farmers who have worked with the Intervale Center and recently acquired land will share their land stories and answer your questions on how to better serve farmer populations and help mitigate stress.

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### Speaker



**Nikki Lennart** Farm Business Specialist, Intervale Center

12:00pm

## Assessing the Impact of UMES Small Farm Program on Small and Socially Disadvantaged Farmers in Maryland

🕒 12:00pm - 1:00pm, Oct 19

**EQUITY & SOCIAL JUSTICE**

**NOT RECORDED**

**PROGRAM DEVELOPMENT**

This workshop will share findings from a study on the University of Maryland Eastern Shore's Outreach and Assistance Program. This program was established through a partnership agreement with USDA to help limited-resource and socially disadvantaged farmers own and operate farms successfully. Despite meeting program objectives, the need arose to quantitatively link public extension investment to measurable participant outcomes. The main purpose of this study was to determine the level of impact the UMES Outreach and Assistance Program has had on participants and factors that contributed to program success. Invited members with the UMES Small Farm team will be on-hand to share success stories working with farmers and field questions from the audience.

### 🗣️ Speakers



**Berran Rogers** Small Farm Program Coordinator, University of Maryland Eastern Shore (UMES), Extension Program



**Dr. Nadine Burton**

1:15pm

## Individualized Farm Business Management Support -- Experiences from a Pilot Project

🕒 1:15pm - 2:15pm, Oct 19

**BUSINESS PLANNING**

**FIELD SCHOOL**

**PROGRAM DEVELOPMENT**

This year the Headwaters Incubator Program (HIP) has partnered with Oregon State University's Center for Small Farms and Community Food Systems and Oregon Tilth to offer a personalized business management development program for three beginning farms. At this session we intend to discuss the process and undertaking of the pilot as well as hear from one of the participating farmers. We will share information on what has worked, what has been challenging, and lessons learned from the service providers and incubator farmers.

### 🗣️ Speakers



**Rowan Steele** Headwaters Farm Program Manager, East Multnomah Soil and Water Conservation District



**Catherine Nguyen** Mora Mora Farm, LLC



**Tanya Murray** Farm Viability Specialist, Oregon Tilth

Wed, Oct 20, 2021

8:00am

### Helping farmers and ranchers identify and eliminate discrimination in hiring (especially the inadvertent kind).

🕒 8:00am - 9:30am, Oct 20

**BUSINESS  
PLANNING**

**EQUITY & SOCIAL JUSTICE**

This workshop will help ag professionals: 1) identify the ways in which many common farm employment practices result in discrimination, 2) take specific action steps to help famers eliminate these practices, and 3) understand their own role (and limits of it) in guiding farmers through issues of discrimination in employment practices. This workshop will address universally (federal) prohibited discrimination and state-specific additions.

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#### 🗣️ Speakers



**Rachel Armstrong** Executive Director, Farm Commons



**Sarah Vaile** Staff Attorney, Farm Commons

9:45am

### Farm Succession Scenarios

🕒 9:45am - 11:15am, Oct 20

**LAND ACCESS &  
SUCCESSION**

The session will workshop a series of scenarios in farm succession planning, drawing from the cases managed by the speakers and those submitted by attendees. The group will work together and in breakout rooms to “solve” the cases in a transactional model through collaborative design. The goal of the session is to explain common and uncommon farm succession mechanisms through peer conversation.

Given that buyers and sellers have unique goals and constraints in each transaction, the group will break down the mechanisms required to execute each transfer, drawing out the legal and financial considerations behind the choice of tools.

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#### 🗣️ Speakers



**Benneth Phelps** Director of Farmer Services, Dirt Capital Partners



**Jack Hornickel** Staff Attorney, Pace Law School Food & Beverage Law Clinic



**Mike Ghia** Vermont Field Agent, Land For Good

11:30am

## Farming vs. Marketing Operations: Are farms making a profit selling directly to consumers?

🕒 11:30am - 1:00pm, Oct 20

**BUSINESS  
PLANNING**

**FIELD SCHOOL**

**MARKETING & DISTRIBUTION**

Do you operate a CSA, On-Farm Store, or sell via E-Commerce or Farmers Markets, or coach farmers that do? Do you know where your profit comes from? Do you know if your marketing enterprise is profitable on its own? KTC will break down a set of real farm financials and show you how to approach financial management by enterprise, analyzing the performance of each area of your business, isolating the direct marketing operation and each product line; and then diving deeper into key performance metrics. Specifically, we will focus on gross margins, markups, labor, and shipping, with an eye towards benchmarking against real grocery retail standards and direct-to-consumer farm marketing businesses.

### 🗣️ Speakers



**Ted LeBow** CEO, Kitchen Table Consultants



**Noah Munro** Partner and Senior Consultant, Kitchen Table Consultants

1:15pm

## Tipping the Scales: Creative Approaches to Capital in a Challenging Lending Landscape

🕒 1:15pm - 2:15pm, Oct 20

**ACCESS TO  
CAPITAL**

**BUSINESS  
PLANNING**

In this session, we will explore different funding mechanisms and issues surrounding access to capital, credit, and general business resources among beginning and/or underserved members of our farm and food business communities, and will provide tools & resources which we as fellow advisors and financial professionals utilize every day in our work.

*Upon completion of our talk, we expect that participants will be able to :*

- 1) Identify and communicate some of the various funding sources available/most relevant to the farm and food business clients we serve
- 2) Articulate some of the complexities, disparities and barriers to access within the lending and funding landscapes, as commonly experienced by low-wealth, BIPOC and woman-owned businesses
- 3) Advise clients on the elements of a successful credit application, and be able to extrapolate (or illustrate the transferability of) these elements to secure other types of seed/working capital (grant funding, crowd funding, or other investments)

### 🗣️ Speakers



**Corey Hennessey** Business Advisor, Vermont Community Loan Fund



**Emma Enoch** Loan Officer, Vermont Community Loan Fund

Thu, Oct 21, 2021

8:00am

### Making Progress Toward Anti-Racist Farmers Markets

🕒 8:00am - 10:00am, Oct 21

**EQUITY & SOCIAL JUSTICE** **MARKETING & DISTRIBUTION**

With support from Farmers Market Coalition, Black food systems experts are examining the ways that policies and systems have contributed to making farmers markets predominantly white environments. They will compile their findings and recommendations into an Antiracist Toolkit for Farmers Markets. Alline "shiny" Flanary is an Oregon-based farmer and market manager who is serving on the toolkit work group. In this session shiny offers some insights from the work-in-progress and gives some concrete suggestions of actions markets can begin to take now. This session is intended to serve as a starting point on the journey of developing more anti-racist markets and is not a substitute for the toolkit itself.

#### 🗣️ Speaker



Shiny Founder and Manager, Come Thru Market

10:15am

### Let's Talk Farm Linking!

🕒 10:15am - 11:45am, Oct 21

**ASK THE EXPERT** **FIELD SCHOOL** **LAND ACCESS & SUCCESSION**

Jae Silverman of Land For Good and New England Farmland finder will be joined by Mallory O'Steen of Georgia Farmlink and Liya Schwartzman of California Farm Link to answer in-depth questions about Farm Linking services. The panelists will share extensive knowledge about their farm linking sites, focusing on common threads and differences between them, and addressing nitty-gritty technical issues as well as big picture programmatic design depending on the audience's questions. Resources, including Land For Good's [Farm Link Guide](#), will be shared and discussed with audience participants.

#### 🗣️ Speakers



Jae Silverman Massachusetts Field Agent, Land For Good



Liya Schwartzman Senior Program Manager, Equity and Conservation on Working Lands, California FarmLink



Mallory O'Steen Farmland Protection and Outreach Manager, Athens Land Trust - GAFarmLink

12:00pm

### Successful Work Teams Start with Communication

🕒 12:00pm - 1:00pm, Oct 21

## BUSINESS PLANNING

For the first 20-30 minutes, Seth Wilner, UNH Cooperative Extension and Mary Peabody, UVM Extension will introduce some key communication principles that are critical in building successful work teams. Then the session will transition to a facilitated discussion on common issues related to labor management and communication. We'll explore issues related to transparency vs privacy; constructive discipline; juggling family and non-family workers; different communication styles and preferences and how all of these can become stressors or motivators in the workplace. Tools and resources available on the Farm Labor Dashboard will be shared.

### 🗣️ Speakers



**Mary Peabody** Community Economic Development Specialist, and founding director of Women's Ag Network (WAgN) and the UVM Extension New Farmer project, University of Vermont (UVM) Extension



**Seth Wilner** Regional Field Specialist - Farm Business Management, University of New Hampshire Cooperative Extension

## 1:15pm

### The Blueprint to the Agriculture Viability Alliance: The power of regional collaborations

🕒 1:15pm - 2:15pm, Oct 21

ADVOCACY & POLICY

BUSINESS PLANNING

CLIMATE CHANGE

EQUITY & SOCIAL JUSTICE

FIELD SCHOOL

PROGRAM DEVELOPMENT

Come learn how 1:1 business and technical assistance (1:1 BTA) organizations and individuals have come together in New England and the Hudson Valley to build a community of practice, provide professional development, and increase resources for 1:1 BTA for farmers and food business.

### 🗣️ Speakers



**Johanna de Graffenreid** Coordinator, The Agricultural Viability Alliance



**Todd Erling** Executive Director, Hudson Valley AgriBusiness Development Corp



**Dorothy Suput** Founder and Executive Director, The Carrot Project

## Fri, Oct 22, 2021

## 8:00am

### Model Farm Viability, Climate, and Food Access Programs in Massachusetts

🕒 8:00am - 9:30am, Oct 22



Massachusetts Department of Agricultural Resources (MDAR) operates a wide range of programs that contribute to the viability of our farms and food system. Focus areas include: business planning assistance and payment for third-party technical assistance services; protection of MA farmland; grants for farm infrastructure/equipment, climate mitigation, renewable energy, and to support environmental practices; urban farming and food access grants. MDAR's experience administering these programs on a statewide level and working with a diversity of farm types and farmers at all levels of experience provides a model for agencies or organizations that are setting out to create or advocate for new farm viability programs in their state. In this panel presentation, three MDAR program coordinators will describe our Farm Improvement Grants, Climate Smart Agriculture Program, and Grants to Improve Food Access, with the intention of communicating how and why these programs were developed to bolster farm viability in our state. We will share past program results that explain how farmers utilize these programs to support business viability, climate mitigation/adaptation, food justice goals, and more. The panelists will also field questions from the audience.

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#### Speakers



**Mike Parker** Farm Viability Planner, Massachusetts Department of Agricultural Resources



**Rose Arruda** Program Coordinator, Massachusetts Department of Agricultural Resources (MDAR)



**Melissa Adams** Farm Viability Programs Manager, Massachusetts Department of Agricultural Resources

9:45am

### Communication Skills for Working with Apprentices, Interns... or Really Anybody!

🕒 9:45am - 11:15am, Oct 22

FIELD SCHOOL

NOT RECORDED

**Apologies, this session has been canceled for today.**

Good communication is critical to any successful business operation. This hands-on, interactive workshop is based on tools and resources developed for mentors in Quivira Coalition's New Agrarian apprenticeship program. Whether you work with interns or apprentices, or simply want to improve your communication with those you work with--employees, family members, or customers--this workshop will help you identify areas for improvement, and give you tools and strategies for honing your communication skills. This workshop will be particularly valuable for anyone who works with interns, apprentices, or entry level employees, as it will also introduce participants to Quivira's mentor training resources.

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#### Speaker



**Leah Ricci** New Agrarian Program Director, Quivira Coalition

11:30am

### Practical Insurable Risk Assessment in an Era of Climate Disruption

🕒 11:30am - 1:00pm, Oct 22

**BUSINESS  
PLANNING**

**CLIMATE CHANGE**

In 2020 the farmers and ranchers in the United States suffered insured crop losses of \$8.4 billion dollars. The public subsidy of the cost that these farmers and ranchers paid in purchasing this coverage was \$6.3 billion dollars (USDA RMA, 2021) While most of the insured causes of loss derive from weather-related sources, the long-term trends of such losses have been increasing and may further increase because of a changing climate. How can farmers and ranchers better assess their weather-related and market insurable risks in the face of climate disruption? This practical workshop will explore and demonstrate in a case-study format two on-line tools, the AgRisk Viewer and the USDA Risk Management Agency (RMA) Crop insurance premium cost estimator. Session attendees will have a means to better understand the historical causes of insurable loss, and explore the cost of purchasing federal crop insurance products to provide some protection against future losses.

🗣️ **Speaker**



**Jeff Schahczenski** Agricultural and Natural Resource Economist, National Center for Appropriate Technology

1:15pm

### Building a Direct-Marketing Action Plan for the Small Farmer

🕒 1:15pm - 2:15pm, Oct 22

**FIELD SCHOOL**

**MARKETING & DISTRIBUTION**

Often we see farmers excel at producing, but then feel stuck on how to obtain more customers for their products. Sara will share her process for helping small farmers turn sales goals into actionable items that build their brand, tell their story, and increase their customer base. This workshop is geared toward providers who have limited marketing experience and work with small-scale producers. Sara will share her process, an action plan template, examples of marketing approaches on real farms, and recommended resources, so participants can leave feeling confident in approaching this aspect of business planning with their clients.

🗣️ **Speaker**



**Sara Armstrong** Donegan Farm Business Specialist, Intervale Center

[Sat, Oct 23, 2021](#)

[Sun, Oct 24, 2021](#)

[Mon, Oct 25, 2021](#)

8:00am

### Creative Approaches to Land Access and Tenure: Part 1

🕒 8:00am - 9:30am, Oct 25

**EQUITY & SOCIAL JUSTICE**

**FIELD SCHOOL**

**LAND ACCESS &  
SUCCESSION**

In this, the first of two sessions, we will offer a variety of models for creative land access and tenure, including the Foodshed Alliance's [SAGE](#) project in New Jersey, the Agrarian Trust's [Agrarian Commons](#) model existing in 10 states across the US, and the [White River Land Collaborative](#) in Tunbridge, VT. We will

follow the presentations with a discussion of these projects. In part 2 (scheduled for 10/26 at 10:15 AM Pacific time), we will expand the discussion to include other creative approaches to land access and tenure, and look at the legal and business issues that arise.

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### 🔊 Speakers



**Francine Miller** Senior staff attorney/Adjunct Faculty, Center for Agriculture & Food Systems/Vermont Law School



**Kendrya Close** Executive Director, Foodshed Alliance



**Sam Smith** Farm Business Director, Intervale Center



**Shona Sanford-Long** Flying Dog Farm



**Eliza Spellman** Regional Agrarian Commons Development Director, Agrarian Trust/Agrarian Commons

9:45am

### Federal advocacy efforts to expand support for 1:1 Business Technical Assistance

🕒 9:45am - 11:15am, Oct 25

ADVOCACY & POLICY

BUSINESS  
PLANNING

CLIMATE CHANGE

EQUITY & SOCIAL JUSTICE

FIELD SCHOOL

PROGRAM DEVELOPMENT

The Agricultural Viability Alliance, with our partner American Farmland Trust, are coordinating a Federal campaign to ensure significant funding reaches organizations who provide 1:1 business and technical assistance (1:1 BTA). In May 2021, we organized sign on letters to USDA for \$300 million towards 1:1 BTA that garnered 119 organizational and 50 congressional supporters within 2 weeks. Since then, we have continued to testify before congress, meet with USDA Secretary Tom Vilsack, and more. Come learn about this ongoing campaign, and how your organization can get involved in expanding Federal support for 1:1 BTA with the USDA and beyond, including the Farm Bill! Join us to learn more about the campaign and how you might get involved.

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### 🔊 Speakers



**Johanna de Graffenreid** Coordinator, The Agricultural Viability Alliance



**Todd Erling** Executive Director, Hudson Valley AgriBusiness Development Corp



**Tim Fink** Policy Director, American Farmland Trust



**Cris Coffin** Senior Policy Advisor and Director, National Agricultural Land Network, American Farmland Trust

11:30am

### Farmland Conservation and Farm Viability

🕒 11:30am - 1:00pm, Oct 25

ACCESS TO  
CAPITAL

LAND ACCESS &  
SUCCESSION

This session will offer a discussion as well as practical case studies of how farmland conservation organizations can be a partner in supporting farm viability.

Panelists from a diverse set of organizations will discuss various legal and financial tools available to make properties affordable for farmers, and also highlight some innovative partnerships between land trusts, lenders and service providers in different parts of the country.

Participants will have the opportunity to learn about specific deals and deal structures, how to make partnerships work and how to foster the necessary conditions for successfully using these tools to support farmers.

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#### 🗣️ Speakers



**Dominick Grant** Director of Investment, Dirt Capital Partners



**Brett Melone** Director of Lending, California FarmLink



**Hilary Aten** Associate Director, Washington Farmland Trust



**Maggie Donin** Farmland Access Program Director, Vermont Land Trust

1:15pm

### Meeting Farmers Where They're At: How can we better assist farmers from a wide range of communities?

🕒 1:15pm - 2:15pm, Oct 25

BUSINESS  
PLANNING

FIELD SCHOOL

Are we providing what farmers from different communities need, or are we imposing our assumptions on the farmers we work with? Join David Van Eeckhout from The Good Acre in a discussion with KaZoua Berry from Big River Farms, Rodrigo Cala from Cala Farm and Moses Momanyi from Kilimo Minnesota about

financial practices and approaches from different racial and cultural communities. David has been collecting data from a cohort of 20 farms from different backgrounds and will share what he's learned in the first year of this work, while KaZoua, Rodrigo and Moses will share how their own respective communities approach their farm businesses from a financial perspective.

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#### 🗣️ Speakers



**David Van Eeckhout** Farm Program Director, The Good Acre



**KaZoua Berry** Farm Program Manager, The Food Group- Big River Farms



**Rodrigo Cala**



**Moses Momanyi**

Tue, Oct 26, 2021

8:00am

### Making Headway: Predominately White Led Orgs Realizing Commitments to Diversity, Equity, and Inclusion.

🕒 8:00am - 10:00am, Oct 26

**EQUITY & SOCIAL JUSTICE** **PROGRAM DEVELOPMENT** **NOT RECORDED**

This workshop will provide participants with perspectives from three organizations about their journey of commitment to diversity, equity, and inclusion, their progress, and challenges. It will also provide an opportunity for participants to workshop, in small groups, about a situation they are facing as they implement their commitment to DEI and racial justice within their work or organization. Panelist sharing their organizational experiences include: Jan Joannides, Renewing the Countryside, Reggie Knox, CA Farmlink, and Natalie Hughes, Groundswell.

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#### 🗣️ Speakers



**Dorothy Suput** Founder and Executive Director, The Carrot Project



**Jan Joannides** Executive Director, Renewing the Countryside



**Reggie Knox** Executive Director, California FarmLink



**Natalie Hughes** Interim Executive Director, Groundswell Center for Local Food & Farming

10:15am

### Creative Land Access Solutions Part 2: Roundtable Discussion

🕒 10:15am - 11:45am, Oct 26

FIELD SCHOOL

LAND ACCESS & SUCCESSION

This is Part 2 of the previous session on Land Access Case Studies. Whether you are an ag professional or farmer, in order to be able to do our jobs we all have one thing in common: we need land! But it's not always easy to access and it doesn't seem to be getting easier. In this follow up session, we will kick off with a short intro/refresher of our projects, then dive into whatever you want to discuss related to land access solutions. With an eye on equity, we go into this knowing that no one person or organization has all the answers and we want to hear about your journey as well, to ask and answer questions related to land access. Questions for this session will be partly generated by attendees from Part 1 of this series, and include conversations with participants of the hosts' programs.

#### 🗣️ Speaker



**Sam Smith** Farm Business Director, Intervale Center

12:00pm

### Securing Long-term Land Access for the Somali Bantu in Central Maine

🕒 12:00pm - 1:00pm, Oct 26

EQUITY & SOCIAL JUSTICE

FIELD SCHOOL

Presenters will discuss the process of seeking and acquiring land for the Somali Bantu Community Association of Maine that serves over 200 subsistence and cooperative farmers, and the relationships with other service providers that helped secure long-term tenure for Liberation Farms. Presenters will speak to the impacts of this success for the broader community and the challenges that have shaped a deeper understanding of justice and equity in landholder/landseeker dynamics.

#### 🗣️ Speakers



**Muhidin Libah** Executive Director, Somali Bantu Community Association of Maine



**Ashley Bahlkow** Program Advisor, Somali Bantu Community Association



**Lana Cannon Dracup (she/her)** Farm Operations Manager, Liberation Farms, Somali Bantu Community Association of Maine

1:15pm

## Can direct-market vegetable farmers make a middle-class income?

🕒 1:15pm - 2:15pm, Oct 26

**BUSINESS  
PLANNING**

**FIELD SCHOOL**

**MARKETING & DISTRIBUTION**

Direct-market farms are the foundation of local food movements everywhere, yet there is surprisingly little information available to help answer a basic question: Can farmers make a middle-class income selling vegetables through direct-market outlets?

In 2017, Pasa Sustainable Agriculture launched an ongoing study to help fill this critical gap in information and offer insights that could help vegetable farmers start and grow their businesses. Our new report (available at <https://pasafarming.org/resources/financial-benchmarks-for-direct-market-vegetable-farms/>) shares detailed financial benchmarks from 39 direct-market vegetable farms collected over three years.

Join us for a discussion of some of the benchmarks and insights in this report. We'll also discuss what the report says about the prospects for farm viability in the direct-market vegetable sector.

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### 🗣️ Speakers



Franklin Egan



Elaine Lemmon Staff Consultant, Kitchen Table Consultants



John Hendrickson Outreach Program Manager, Center for Integrated Agricultural Systems, University of Wisconsin-Madison

Wed, Oct 27, 2021

8:00am

## Milk with Dignity: A program to support and ensure safe and sustainable working conditions

🕒 8:00am - 9:30am, Oct 27

**ADVOCACY & POLICY**

**EQUITY & SOCIAL JUSTICE**

Throughout the Corona Crisis, migrant farmworkers continue to work day in and day out to produce the milk and dairy products that line supermarket shelves. Join Migrant Justice and the Milk with Dignity Standards Council for a 1.5 hour presentation to learn more about farmworkers' groundbreaking Milk with Dignity program, which brings together farmworkers, consumers, farmer owners and corporate buyers in order to foster a sustainable Northeast dairy industry that advances the human rights of farmworkers, supports the long-term interests of farm owners, and provides an ethical supply chain for retail food companies and consumers. Through Milk with Dignity, farmworkers have secured important protections for their health and safety even as the pandemic has strained many supply chains to the breaking point. We know that the cows don't milk themselves: Learn more about how you can get involved and help expand this powerful solution to the Hannaford supermarket's supply chain.

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### 🗣️ Speaker



Thelma Gomez / Marita Canedo / Tom Fritzsche Coordinator, Migrant Justice

9:45am

## Farm Succession 201: Ethics, Equity, and Etiquette

🕒 9:45am - 11:15am, Oct 27

### LAND ACCESS & SUCCESSION

This session provides a forum for professional development based on courageous dialogue among practitioners, with the goal of raising the professionalism of farm viability services.

Because farm succession is best accomplished by teams of practitioners, this moderated panel will feature practitioners generally representative of one such team. Lawyers, accountants, lenders, mediators, advocates, and business planners all arrive to a farm succession with different professional responsibilities in regards to the farm. Additionally, practitioners in this industry of farm viability services have often developed their roles from personal passion, firsthand experience in agriculture, or other non-profit staffing positions. Strengthening farm sustainability over the current generational shift will require this community of practitioners to hold a high standard of ethics, equity, and etiquette.

Our full panel will include the following:

[Benneth Phelps](#) – Dirt Capital Partners [MA]

[Mike Ghia](#) – Land for Good [VT]

[Claudia Kenny](#) – NYS Agricultural Mediation Program [NY]

[Maria Schmidlkofer](#) – Schwabe Williamson & Wyatt [OR]

[Mark Wickman](#) – Family Business Counsel [OR]

[Diana Tourney](#) – Clackamas County SBDC [OR]

Each practitioner will respond to a standard set of questions, which explores the specific nature, scope, and duty of their services; a moderated discussion with Q&A will follow.

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### 🗣️ Speakers



**Jack Hornickel** Staff Attorney, Pace Law School Food & Beverage Law Clinic



**Benneth Phelps** Director of Farmer Services, Dirt Capital Partners



**Diana Tourney** Full Time Faculty, Clackamas Community College Small Business Development Center



**Claudia Kenny** Statewide Director, NYS Agricultural Mediation Program



**Mike Ghia** Vermont Field Agent, Land For Good

11:30am

**Getting Meat to Market: Tools and strategies to help small meat producers build markets**



🕒 11:30am - 1:00pm, Oct 27

ADVOCACY & POLICY

BUSINESS  
PLANNING

MARKETING & DISTRIBUTION

This workshop will give technical assistance providers the tools to discuss how to build a market for live animal shares in their community with small to mid scale meat producers.

Small and emerging producers often have limited bandwidth and resources to decide how to best bring their product to market. Selling meat shares on the hoof can be a great way to build a loyal base of customers, connect deeply with the immediate community, and put more money in the farmers pocket, but there is a lot to consider when choosing a sales model for farms/ranches. TA providers and producers alike need to have information about the benefits and drawbacks of choosing a direct to consumer, live animal share sales model when it comes to business planning, processing infrastructure, and consumer education.

This combined session brings together experts to talk about how to help producers make choices about sales channels, the processing options open to them based on those choices and how to find and educate customers in their area on buying directly from a farmer. Alice Morrison of the Oregon Pasture Network will discuss producer decision making, Rebecca Thistlethwaite will be present to discuss the regulations for processing in this context, and Camas Davis and James O'Donnell from the Good Meat Project to talk about customer expectations and marketing.

This session will have presentations from the panel as well as time for Q&A throughout.

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### 🗣️ Speakers



Alice Morrison Oregon Pasture Network Program Manager, Friends of Family Farmers



James O'Donnell Program Director, Good Meat Breakdown



Rebecca Thistlethwaite

1:15pm

### Ways farmers (could) approach and finance retirement

🕒 1:15pm - 2:15pm, Oct 27

LAND ACCESS &  
SUCCESSION

The farm succession process is often heavily influenced by the retirement approach of the older generation and their financial ability to consider retirement. When a farmer has not saved for retirement, the sale of farm assets at full market value becomes more important towards the farmer being able to fund retirement. This can limit the options towards making the farm transfer affordable to the new successor farmer. Whereas, farmers who have planned for retirement often have more options and often a longer window to transfer assets. But, like most Americans, farmers often don't think about retirement until they are on the brink of retiring, and therefore miss opportunities to save long-term. Farm Service Providers, if they talk to farmer at all about retirement planning, often don't talk to farmers about retirement until the farmers are near to retirement and thinking about transfer. This program will look at the ways that farmers approach and finance retirement, typical challenges that come up such as housing for multiple generations and health care, and will discuss how to encourage farmers to think and plan for retirement as early as their 20's and 30's rather than much later in life.

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### 🗣️ Speaker



**Mike Ghia** Vermont Field Agent, Land For Good

Thu, Oct 28, 2021

8:00am

### Know Your Cost To Grow: A Costing Program For Diversified Vegetable Farmers

🕒 8:00am - 9:30am, Oct 28

**BUSINESS  
PLANNING**

**FIELD SCHOOL**

Know Your Cost To Grow is a costing program for diversified vegetable farmers that was developed through a partnership between Oregon State University's Center for Small Farms and Community Food Systems and Oregon Tilth. The program was designed to support farmers with determining their farm's crop specific costs of production and using cost information for business decision-making. The workshop will include an overview of the program, lessons learned from a 2020 pilot of the program and information about how agriculture service providers and educators can start using this program to support the diversified vegetable farmers they work with to make more informed business decisions.

#### 🗣️ Speaker



**Tanya Murray** Farm Viability Specialist, Oregon Tilth

10:15am

### Financial Management of Labor: Best Practices and Case Study

🕒 10:15am - 11:45am, Oct 28

**BUSINESS  
PLANNING**

Does your farm or do you work with farms that utilize labor at scale? Is labor the largest expense on the books? If so, this workshop is for you! The hot topic at KTC this past year has been managing labor through a financial lens. How do we optimize labor from a financial perspective? What labor and profitability metrics should we be reviewing and how frequently, and what story to the numbers tell? How do we plan for labor needs and what sales forecasting tools do we use to begin solving this puzzle? Please join us as we share our stories and best practices with you.

#### 🗣️ Speakers



**Ted LeBow** CEO, Kitchen Table Consultants



**Elaine Lemmon** Staff Consultant, Kitchen Table Consultants

12:00pm

**Incorporating Adult Learning Principles for More Effective and Inclusive Programming**

🕒 12:00pm - 1:00pm, Oct 28

**FIELD SCHOOL** **PROGRAM DEVELOPMENT**

While Cooperative Extension is rooted in providing experience-based learning opportunities, programming success varies widely. Prioritizing our program structure, objectives, and potential outcomes to align with Adult Learning principles is important to ensure successful transfer of learning.

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#### 🗣️ Speakers



**Katelyn Walley-Stoll** Farm Business Management Specialist and Team Leader, Southwest New York Dairy, Livestock, and Field Crops Team, Cornell University, Cooperative Extension



**Yolanda Gonzalez** Urban Agriculture Specialist, Cornell Cooperative Extension



**Amara Dunn (she/her/hers)** Biocontrol Specialist, New York State IPM Program

1:15pm

### Building a Small Cohort Benchmark Program

🕒 1:15pm - 2:15pm, Oct 28

**BUSINESS PLANNING** **PROGRAM DEVELOPMENT**

Mark Cannella (UVM Extension) and Jen Miller (NOFA-VT) will share experiences with the development and improvement of two benchmarking programs in the northeast. Jen Miller oversees the Vermont Organic Dairy Cost of Production project and Mark Cannella oversees the Northeast Maple Business Benchmark. Using these two different projects, the presenters will describe the basic features of establishing a small cohort benchmark including: software-analysis considerations, participant eligibility and other needs to maintain the program. The presenters will also provide short summaries of key results for each sector and demonstrate how benchmarking results can be integrated into individual technical assistance and broader outreach dissemination. Participants will be prompted to assess the different factors, approaches, and challenges when considering the potential for a benchmark project of their own.

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#### 🗣️ Speakers



**Mark Cannella** Associate Professor, University of Vermont Extension



**Jen Miller** Farmer Services Director, NOFA-VT

Fri, Oct 29, 2021

10:00am

Closing Session

🕒 10:00am - 11:15am, Oct 29

This will be a participatory session. Come prepared to unmute and turn your camera on to introduce yourself and share a personal highlight of the conference or a takeaway. We'll also be drawing for a winner of the Oregon Farm Food Box. To be entered in the drawing, you just need to complete [Session Feedback](#) forms for four sessions by end of the day Thursday, 10/28.

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