



Our Vision is Clear and Our Future is Bright!

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



February 20-22
Franklin, TN
Cool Springs Marriott
and Convention
Center



TENNESSEE
STATE UNIVERSITY

College of Agriculture

www.tnstate.edu/agriculture

Awarding financial support to outstanding students.

B.S. in Agricultural Sciences

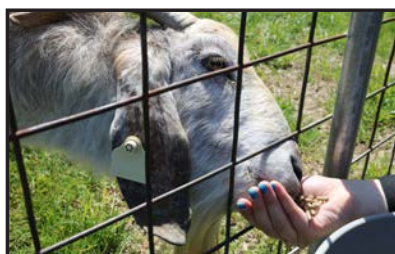
- Agribusiness
- Agricultural Leadership, Education & Communications
- Biotechnology
- Environmental Sciences
- Food and Animal Sciences

B.S. in Family & Consumer Sciences

- Child Development & Family Studies
- Fashion Merchandising
- Food and Nutritional Sciences
 - * Dietetics
 - * Food Systems Management

Professional Science Masters in Applied Geospatial Information Systems

M.S. Food and Animal Sciences



M.S. in Agricultural Sciences

- Agribusiness Management & Analysis
- Agricultural Education
- Biotechnology
- Food Supply Chain Management

Ph.D. in Biological Sciences

- Environmental Sciences
- Biotechnology
- Food and Animal Sciences
- Cell and Molecular Biology

Dean's Scholars

Awards, ranging from \$2,600 to \$3,900 per semester, are paid annually and presented to students who demonstrate academic excellence.

High Achievers

Designed for community college graduates, this program assists students through a personalized work-aid/internship program.

Leadership Fellows

A unique program tailored to students who actively participate in student chapters of professional agricultural, family or human science organizations.

Graduate Research Assistantships also available

Contact Keisha Macklin

Outreach Counselor

(615) 963-6520

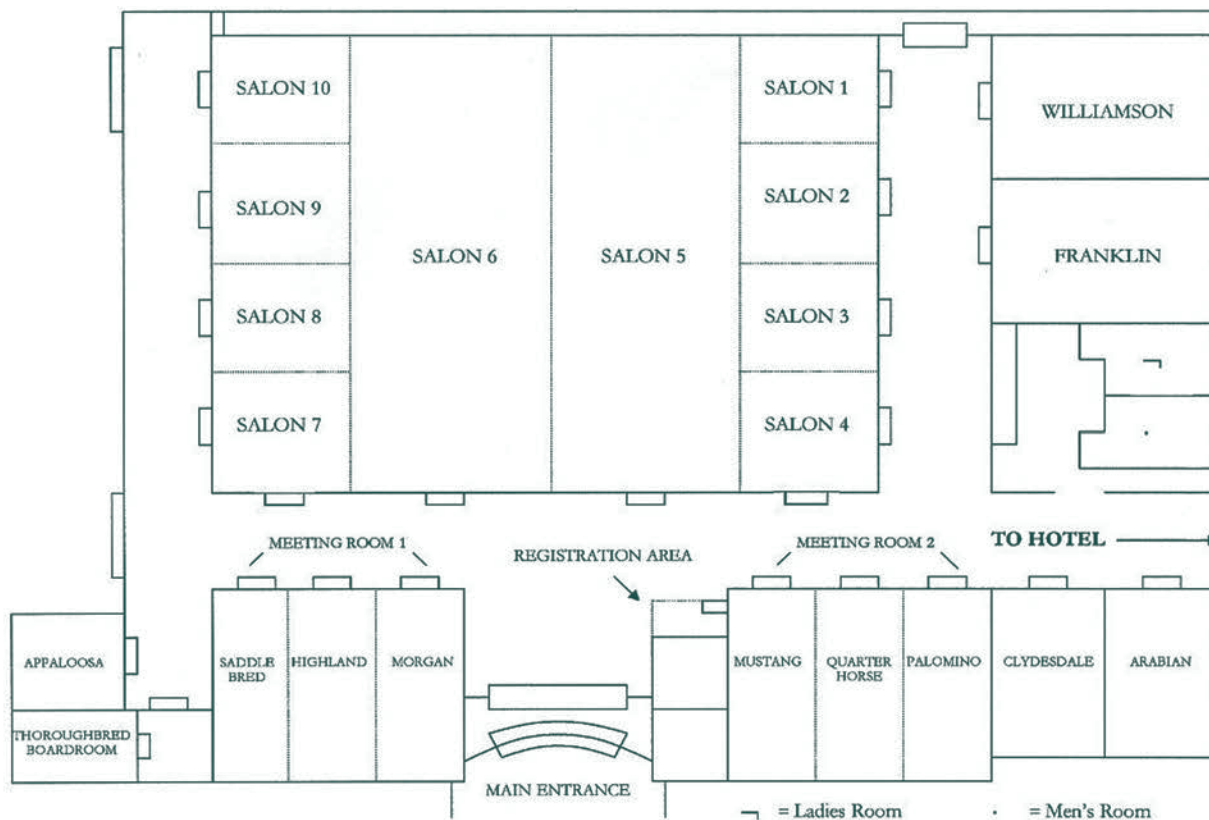
Thank You Pick TN Conference Board Members

FOR YOUR HELP IN PLANNING THE 2020 CONFERENCE

Amy Tavalin, PTC Executive Director
Stephanie Henley, TFVA / Reginald Marshall, TFVA
Andrea Porter, TBA / Howard Kerr, TBA
Tasha Kennard, TAFM / Kasi Haire, TAFM
Cindy Delvin, TOGA / Lee Greenberg, TOGA
Adam Acampora, TFWA / Rhonda Moody, TFWA
Justin Diel, TCTGA / Josh Johnson, TCTGA
Lydia Johnson, TCTGA / David Levy, TPPPA
Sarah Head, TAA / Tyler Sneed, TAA
Nina Marton, PTC Treasurer

SUPPORTING MEMBERS FROM TN DEPARTMENT OF AGRICULTURE AND UNIVERSITY OF TENNESSEE:

Debbie Ball, TDA — Grant Pulse, TDA
Annette Wszelaki, UT — Megan Leffew, UT — David Lockwood, UT



Franklin Marriott Cool Springs Conference Center Map



Tennessee Department of Agriculture, Authorization
 No. 325506, 700 copies, January, 2020. This public
 document was promulgated at a cost of \$1.68 per copy.

Schedule at a Glance

THURSDAY, FEBRUARY 20, 2020				
	Time	Seminar	Speaker	Location
		Off Site Tours		Lobby
	9:30am - 3:30pm	TOGA Tour: Stoney Creek Farm, Rocky Glade Farm, Delvin Farms, Arrington Vineyard		
	9:30am - 3:30pm	TAFM Tour: Nashville Farmers Market, TN State Museum		
	11:30am - 9:00pm	TAA Tour: Bloomsbury Farm, Hatcher Dairy Farm, Belle Meade Mansion and Green Door Gourmet		
	8:00am - 4:00pm	Produce Safety Alliance Grower Training (8am-4pm)	Annette Wszelaki	Williamson
	Thursday, February 20, 9:15am - 10:15am			
	9:15am - 10:15am	TFVA Board Meeting	TFVA Board Members	Appaloosa
	8:00am - 4:00pm	Produce Safety Alliance Grower Training (8am-4pm)	Annette Wszelaki	Williamson
	9:15am - 10:15am	Hemp Growing in TN	Fitzroy Bullock	Salons 3 - 4
	9:15am - 10:15am	Providing Stellar Customer Service	Andreana and Grace Gammon	Salons 1-2
	Break 10:15am - 10:30am			
	Thursday, February 20, 10:30am - 11:30am			
	10:30am - 11:30am	TFVA Annual Member Meeting	TFVA Board Members	Appaloosa
	8:00am - 4:00pm	Produce Safety Alliance Grower Training (8am-4pm)	Annette Wszelaki	Williamson
	10:30am - 11:30am	Plant Nutrients and the Critical Diagnosis of Nutrient Deficiency	Dharma Pitchay	Salons 3 - 4
	10:30am - 11:30am	TAA Annual Meeting	TAA Board	Salons 1 - 2
	Lunch on your own 11:30am - 1:00pm			
	Thursday, February 20, 1:00pm - 2:00pm			
	1:00pm - 2:00pm	Ax and Chainsaw: Best Tools for Forest Health, What?!	David Arnold	Appaloosa
	8:00am - 4:00pm	Produce Safety Alliance Grower Training (8am-4pm)	Annette Wszelaki	Williamson
	1:00pm - 2:00pm	Hemp Production Laws	Katie Kilborne	Salons 3 - 4
	1:00pm - 2:00pm	New, Beginning and Veteran Farmers	Finis Stribling	Morgan
	1:00pm - 2:00pm	Ethnic Vegetables	Arvazena Clardy	Franklin
	1:00pm - 2:00pm	How to Start a Farmers Market	Hal Pepper and Jared Bruhin	Salons 1 - 2
	Break 2:00pm - 2:15pm			
	Thursday, February 20, 2:15pm - 3:15pm			
	2:15pm - 3:15pm	New, Beginning and Veteran Farmers	Finis Stribling	Morgan
	2:15pm - 3:15pm	Use of Drones in Agriculture	Jason de Koff	Franklin
	2:15pm - 3:15pm	How to Start a Farmers Market	Hal Pepper and Jared Bruhin	Salons 1 - 2
	TRADESHOW Open 4:00pm			

Schedule at a Glance

THURSDAY, FEBRUARY 20, 2020				
	Time	Seminar	Speaker	Location
	Thursday, February 20, 3:30pm - 4:30pm			
	3:30pm - 4:30pm	The Financials of Producing Hemp	Iris Cui	Salons 3 4
	8:00pm - 4:00pm	Produce Safety Alliance Grower Training	Annette Wszelaki	Williamson
	Thursday, February 20, 6:00pm - 9:00pm			
	6:00pm	Trade Show Closes		Salons 6 - 10
	6:00pm	Movie Screening: <i>The Pollinators</i>	TN Beekeepers Association	Salons 3-4
	6:00pm - 9:00pm	TN Winemakers Dinner	TFWA	Arrington Vineyards
	5:30pm - 9:00pm	TAA Dinner	TAA	Green Door Gourmet Farm
	9:00pm - 12:00am	Hospitality Room		Presidential and VP Suites
FRIDAY, FEBRUARY 21, 2020				
	Time	Seminar	Speaker	Location
	Friday, February 21, 7:00am - 9:00am			
	7:00am	Trade Show Opens		Salons 6 - 10
	7:30am - 9:00am	Continental Breakfast and Opening Session with Commissioner Hatcher	Commissioner Hatcher	Salons 1 - 4
	Break 9:00am - 9:15am			
	Friday, February 21, 9:15am - 10:15am			
	9:15am - 10:15am	Agritourism Enhancement Ideas - Wedding Barns: Fire and Building Code Requirements for Places of Assembly in Tennessee.	Philip Cameron	Salons 1 - 4
	9:15am - 10:15am	Hemp and Health	Dr. Saran-Danon Mathis	Saddlebred/ Highland
	9:15am - 10:15am	GAP PSA, FSMA: Food Safety Alphabet Soup	Annette Wszelaki	Morgan
	9:15am - 10:15am	Pollination: The "Grand Interaction" Among Pollinators, Plants, Producers and Beekeepers.	Dr. John Skinner	Mustang/ Quarterhorse
	9:15am - 10:15am	Pumpkin Production	Ben Gilbert	Palomino
	9:15am - 10:15am	Native Bee Pollinators: They Will Never Ask, But They Need Our Help	David Cook	Clydesdale
	9:15am - 10:15am	All American Selection Trialing Process and Winners	Diane Black	Arabian
	9:15am - 10:15am	So You Want to Start a Farmers Market?: Setting the Groundwork for Success	Panelists: DeDe Mc Clure, Rebecca Williams, Dotty Beasley	Franklin
	9:15am - 10:15am	TFWA Business Meeting	TFWA Board Members	Williamson
	Break 10:15am - 10:30am			
	Friday, February 21, 10:30am - 11:30am			
	10:30am - 11:30am	TAA Roundtable Discussions- Off Season Events	Tyler Sneed	Salons 1 - 4
	10:30am - 11:30am	The Homestead Garden, Growing Plants with a Purpose	Cindy Shapton	Saddlebred/ Highland
	10:30am - 11:30am	Water Filtration Systems	John Buchanan	Appaloosa
	10:30am - 11:30am	Lesser Known Fruit Crops for TN	David Lockwood	Morgan
	10:30am - 11:30am	Bee Biodiversity for Increased Pollination Yields	Dr. Jennifer Tsuruda	Mustang/ Quarterhorse
	10:30am - 11:30am	Insect and Mite Control for Christmas Trees	Frank Hale	Clydesdale
	10:30am - 11:30am	Variety and Cultural Insight for Perennials and Sustainable Landscapes	Dale Skaggs and Chris Cooper	Arabian
	10:30am - 11:30am	Target Marketing: How to Maximize Your Time and Resources Spent on Marketing	Margaret Tolbert	Franklin
	10:30am - 11:30am	TFWA Business Meeting	TFWA Board Members	Williamson
	10:30am - 11:30am	Watermelon Production	Ben Gilbert	Palomino

FRIDAY, FEBRUARY 21, 2020				
	Time	Seminar	Speaker	Location
	Friday, February 21, 11:30am - 1:00pm			
	Lunch 11:30am - 1:00pm			
	11:30am - 1:00pm	Lunch in Trade Show		Salons 6 - 10
	11:30am - 1:00pm	Extra Seating for Lunch		Salon 5
	LUNCH and LEARN SESSIONS, Friday, February 21, 12:00pm - 1:00pm			
	12:00pm - 1:00pm	Lunch and Learn: "Is Hemp Right for You?"	TOGA	Morgan
	12:00pm - 1:00pm	Lunch and Learn: Grow Your Farm to School Sales, sponsored by the TN Department of Education	TN Department of Education, Rachel Draper	Mustang/Quarter Horse
	12:00pm - 1:00pm	Lunch and Learn Sponsored by TN State University	TSU	Clydesdale
	12:00pm - 1:00pm	Lunch and Learn: Enhancing Your Website with Outstanding Photography	Lisa Arnold, Allison Steinquest	Saddlebred/ Highland
	12:00pm - 1:00pm	Lunch and Learn: Trends in Value-Added Agriculture, Direct Marketing and Agritourism in TN, sponsored by UT Extension	Megan Leffew	Palomino
	12:00pm - 1:00pm	Lunch and Learn: Farmer Veteran Coalition TN Stakeholders Meeting sponsored by the Farmer Veteran Coalition	Ron Bridges	Arabian
	Friday, February 21, 1:00pm - 2:00pm			
	1:00pm - 2:00pm	General Session: Laugh Your Way to the Top, Achieve Your Goals	Mack Dryden	Salons 1 - 4
	Break 2:00pm - 2:15pm			
	Friday, February 21, 2:15pm - 3:15pm			
	2:15pm - 3:15pm	Social Media 101	Lisa Arnold	Salons 1 - 4
	2:15pm - 3:15pm	Grow Herbs and Flowers for Fun, Profit and Pollinators	Cindy Shapton	Saddlebred/ Highland
	2:15pm - 3:15pm	Managing High Tunnels for Year Round Production	Rachel Rudolph	Morgan
	2:15pm - 3:15pm	Pollinators and Pesticides- A Hand-In-Hand Synergy for Food Production	Dr. Scott Stewart	Mustang/ Quarterhorse
	2:15pm - 3:15pm	Blueberry Production	Tony Foster	Palomino
	2:15pm - 3:15pm	Planning for the Next Generation	Alan Galloway	Clydesdale
	2:15pm - 3:15pm	Creating Destination Gardens	Carol Reese	Arabian
	2:15pm - 3:15pm	Farmers Market Regulations: What You Need to Know	Panelists Mike Brown, Anni Self, Katy Kilborne	Franklin
	2:15pm - 3:15pm	Healthy Fermentations	Michael Jones	Williamson
	2:15pm - 3:15pm	Climate Smart Agriculture for TN Farmers	Joanne Logan	Salon 5
	Break 3:15pm - 3:30pm			
	Friday, February 21, 3:30pm - 4:30pm			
	3:30pm - 4:30pm	Social Media 401	Lisa Arnold	Salons 1 - 4
	3:30pm - 4:30pm	Organic Pest Control	David Cook	Saddlebred/ Highland
	3:30pm - 4:30pm	Got High Tunnel Issues? Grafting for Root Knot Nematode and More	Rachel Rudolph	Morgan
	3:30pm - 4:30pm	Garlic Production in TN	Lucas Holman	Appaloosa
	3:30pm - 4:30pm	Land Management Impacts on Pollinators- Providing Pollinator Habitat Areas	Leslie Honaker	Mustang/ Quarterhorse
	3:30pm - 4:30pm	Certified Organic and Certified Naturally Grown- Which is Right For You?	Dilip Nandwani and Debra Lockard	Palomino
	3:30pm - 4:30pm	Disease Identification and Management for Christmas Trees	Alan Windham	Clydesdale
	3:30pm - 4:30pm	Cast Aways and Treasure With Pollinators Sprinkled In	Jason Reeves	Arabian
	3:30pm - 4:30pm	Grow Your Sales: Best Practices for Being an Engaging, Successful Market Vendor	Panelists: Tasha Kennard, Paul Wargo, Beau Belmont and Beth Bergeon	Franklin
	3:30pm - 4:30pm	The Importance of Pest and Disease Management in the Early Season	Dr. Dean Volenberg	Williamson

FRIDAY, FEBRUARY 21, 2020				
	Time	Seminar	Speaker	Location
	Friday, February 21, 5:00pm - 6:00pm			
	5:00pm - 6:00pm	Happy Hour Before Banquet		Lobby
	Friday, February 21, 6:00pm - 8:00pm			
	6:00pm - 8:00pm	Banquet Speaker	Comedian, Mack Dryden	Salon 5
	9:00pm - 12:00am	Hospitality Room		Presidential and VP Suites
SATURDAY, FEBRUARY 22, 2020				
	Time	Seminar	Speaker	Location
	Saturday, February 22, 8:00am - 9:00am			
	8:00am - 9:00am	Coffee with the Executive Director, TFWA	Adam Acampora	Carothers
	8:00am - 9:00am	Succession Planning for Your Farm	Garrison Holmes, Doug Meadows	Salon 10
	8:00am - 9:00am	Laws and Regulations Relevant to Pollinators	Mike Studer	Salon 9
	8:00am - 9:00am	Multiagency Organic Initiative Program in TN for Organic Producers	Dilip Nandwani, Danny Jones, Ron Eldrige	Highland
	8:00am - 9:00am	Hemp Processing and Extraction	Panel: Jimmy Douglas, Sticky Tomato	Morgan
	Break 9:00am - 9:15am			
	Saturday, February 22, 9:15am - 10:15am			
	9:15am - 10:15am	General Session: The Economic Impact of Agriculture in TN	Ken Meter	Salon 6
	9:15am - 10:15am	Opportunity and Enhancement, Wine Grapes for the South	Dr. Renee Threlfall	Carothers
	9:15am - 10:15am	Integrating Beekeeping With Your Overall Agricultural Marketing Efforts	Susan Pitts and Gene Armstrong	Salon 9
	9:15am - 10:15am	Disease and Insect Update for Greenhouse Production	Alan Windham and Frank Hale	Morgan
	9:15am - 10:15am	Multiagency Organic Initiative Program in TN for Organic Producers	Dilip Nandwani, Danny Jones, Ron Eldrige	Highland
	Break 10:15am - 10:30am			
	Saturday, February 22, 10:30am - 11:30am			
	10:30am - 11:30am	TAA Roundtable Discussions- Off Season Events	Tyler Sneed	Franklin
	10:30am - 11:30am	Oxygen Management in Winemaking	Michael Jones	Carothers
	10:30am - 11:30am	Equipment and Supplies Needed for Christmas Trees	Dan Raulston	Clydesdale
	10:30am - 11:30am	So You Want to Be a Beekeeper?	Howard Kerr	Salon 9
	10:30am - 11:30am	Blackberry Production	Amanda Mc Whirt	Salon 10
	10:30am - 11:30am	Native Bee Pollinators: They Will Never Ask, But They Need Our Help	David Cook	Highland
	10:30am - 11:30am	Vegetable Trial Updates, Non Registered Disease and Insect Control	Natalie Bumgarner	Morgan
	Saturday, February 22, 11:30am - 1:00pm			
	11:30am - 1:00pm	TCTGA Annual Meeting: Open to Anyone Interested in Christmas Tree Farming	TCTGA Board Members	Clydesdale
	Lunch on your own 11:30am - 1:00pm			
	Saturday, February 22, 1:00pm - 2:00pm			
	1:00pm - 2:00pm	Establishing and Increasing Internet Sales	Steven Harrison	Carothers
	Break 2:00pm - 2:15pm			

SATURDAY, FEBRUARY 22, 2020

Time	Seminar	Speaker	Location
Saturday, February 22, 2:15pm - 3:15pm			
2:15pm - 3:15pm	From 0 to 10,000 Gallons, Getting Your Business Into the Black	Jonathan Ball	Carothers
Break 3:15pm - 3:30pm			
Saturday, February 22, 3:30pm - 4:30pm			
3:30pm - 4:30pm	Grape and Wine Development Taskforce	Grape and Wine Board	Carothers

ASSOCIATIONS



TN Agritourism Association



TN Association of Farmers Markets



TN Beekeepers Association



TN Christmas Tree Growers Association



TN Farm Winegrowers Association



TN Professional Plant Producers Association



TN Fruit and Vegetable Association



TN Organic Growers Association



Show everyone how great the
PICK TN CONFERENCE IS!

Use #picktnconference on Instagram, Twitter and Facebook.
Take your picture in front of the Pick TN Conference display in the hotel lobby and share it with friends.



The logo for the PickTN CONFERENCE 2021. It features a white circle containing a green leaf icon and the text "PickTN CONFERENCE" in black and green. To the right of the circle is the year "2021" in large green numbers.

Mark your calendars! Save the Date!
February 18-20, 2021
Franklin, TN - Cool Springs Marriott

Course Descriptions - Thursday, February 20, 2020

Thursday, February 20, 2020 8:00am - 4:00pm



Produce Safety Alliance Grower Training, Annette Wszelaki Room: Williamson

The Produce Safety Alliance (PSA) Grower Training is for fruit and vegetable growers and others interested in learning about produce safety, the Food Safety Modernization Act (FSMA) Produce Safety Rule, Good Agricultural Practices (GAPs), and co-management of natural resources and food safety. The PSA Grower Training Course is one way to satisfy the FSMA Produce Safety Rule requirement outlined in § 112.22(c) that requires 'At least one supervisor or responsible party for your farm must have successfully completed food safety training at least equivalent to that received under standardized curriculum recognized as adequate by the Food and Drug Administration.' This course also fulfills part of the educational requirement for the Fruit and Vegetable Sector of TAEP.

Thursday Tours 9am - 4pm



Tennessee Organic Growers Association Tour Stoney Creek Farm:

Join Olin and Leigh Funderburk on their 15 acre "Teaching Farm" for a one-hour tour. Let them show you how they turned a few acres into 7 unique, profitable income streams and give you additional ideas for more revenue in your operation!

Rocky Glade Farm:

Rocky Glade Farm is a busy place, operating on 50 acres in Eagleville, Tennessee (Southern Middle Tennessee) our family grows many naturally raised vegetables such as garlic, strawberries and fresh greens in the spring and a diverse array of vegetables in our hoop-houses during the winter. We hope you will enjoy seeing our three 35x144 passive solar greenhouses in full winter production of various lettuces, mustards, kales and other cold hardy greens. Tennessee winter weather can be unpredictable. Hopefully, we can visit our late season caterpillar tunnels as they are wrapping up their winter production and catch the last of our field crops in action. Our sons, Dylem and Caleb operate a 365 day a year fully pastured—rotationally grazed laying hen system. They invite you to come along to gather eggs and ask any questions you might have. We hope you will join us for a look at winter vegetable production in Middle TN.

Delvin Farms:

Working Lunch at Delvin Farms. The ABC's of Growing Hemp: Hank Delvin of Delvin Farms, will be discussing genetic selection, weed control, as well as managing flower growth and harvesting. Join us for a very informative workshop on the latest crop to sweep the state. We'll have our organic lunch before going across the street to the Vineyard.

Arrington Vineyard:

Arrington Vineyards opened its doors July 1, 2007. Since then, we have been providing a "wine country experience" of award winning wines set among the picturesque rolling hills of middle Tennessee. Owned by country music artist Kix Brooks, winemaker Kip Summers, and Nashville businessman John Russell, Arrington Vineyards has truly become "Nashville's Wine Country". We will enjoy the Signature Experience Tour at the vineyard, with wine pairings and selected cheeses in the Vineyard House. An Arrington Vineyard wine glass is included as a memento to your vineyard experience!

Thursday Tours 9:30am - 3:30pm



TN Association of Farmers Market Tour

Transportation from the hotel to the Nashville Farmers Market, Tour of Market Greenhouse, Natchez Hills Winery Tasting, Lunch & Demo, TN State Museum Tour.

Thursday, February 20, 2020 9:15am - 10:15am



TFVA Board Meeting Room: Appaloosa



Customer Service, Andreana and Grace Gammon Room: Salons 1 - 2

Chik Fil A Customer Service Representative, Andreana Gammon, will teach you about building good relationships with your customers to ensure they leave your farm with a great impression.



Hemp Growing in TN, Fitzroy Bullock Room: Salons 3 - 4

Come learn the basics of growing in hemp in TN, from planting to growing to harvesting.

Thursday, February 20, 2020 10:30am - 11:30am



TFVA Annual Member Meeting Room: Appaloosa



Plant Nutrients and Critical Diagnosis of Nutrient Deficiency, Dharma Pitchay Room: Salons 3 - 4

Learn what plants need to thrive and how to diagnosis plant nutrient deficiencies to improve your production.

Thursday, February 20, 2020 11:30am - 1:00pm

LUNCH On Your Own

Thursday, February 20, 2020 1:00pm - 2:00pm



New and Beginning Farmer Session (1:00pm-4:30pm), Finis Stribling Room: Morgan

The purpose of this program is to give new and beginning farmers an opportunity to hear about programs available for farmers. Each agency will have 15 minutes to give an overview of programs available for new and beginning farms in Tennessee. At the end of the program, we will have 30 minutes to entertain any questions from farmers.



Ax and Chainsaw: Best Tools for Forest Health - What?! David Arnold Room: Appaloosa

Come learn about the Tennessee Department of Agriculture – Division of Forestry, Tennessee's forest, forest landowners, and forest industry. Information will be provided to explain how the forestry community maintains healthy, productive forests on Tennessee's landscape.

Thursday, February 20, 2020



Hemp Production Laws, Katie Kilbourne **Room: Salons 3 - 4**

This class will discuss the hemp regulations for hemp growers such as: Who needs to have a hemp license and other licensing that may be required by the department for hemp products, How to obtain a license to grow hemp, How the TN Department of Agriculture regulates hemp in Tennessee and Things to think about before getting a hemp license.



Growing Ethnic Vegetables, Arvazena Clardy **Room: Franklin**

Diversify your vegetable operation and learn about growing ethnic vegetables for profit.



How to Start a Farmers Market, Hal Pepper and Jared Bruhin **Room: Salons 1 - 2**

Farmers markets have increased in popularity in recent years because they offer opportunities for growers, consumers and the local community. Specialists from the Center for Profitable Agriculture will present information about how to establish a farmers market and considerations for operating a market once it is established.

Thursday, February 20, 2020 11:30am - 8:30pm



TN Agritourism Association Mobile Workshop Transportation from the hotel to Bloomsbury Organic Farm, Hatcher Dairy Farm, Belle Meade Plantation and Green Door Gourmet Organic Farm. The evening will end with dinner at Green Door Gourmet.

Thursday, February 20, 2020 2:15pm - 3:15pm



Using Drones in Agriculture, Jason de Koff **Room: Franklin**

Participants will learn about how drones can be used in agriculture, the federal regulations related to using drones in agriculture, and the different drone options and costs.

How to Start a Farmers Market, Hal Pepper and Jared Bruhin **Room: Salons 1 - 2**



Farmers markets have increased in popularity in recent years because they offer opportunities for growers, consumers and the local community. Specialists from the Center for Profitable Agriculture will present information about how to establish a farmers market and considerations for operating a market once it is established.

Thursday, February 20, 2020 3:30pm - 4:30pm



The Financials of Producing Hemp, Iris Cui **Room: Salons 3 - 4**

What does it really take to grow TN's newly popular crop? Will you make money? Come learn about the financial side of growing hemp in TN.

Thursday, February 20, 2020

Thursday, February 20, 2020 4:00pm - 6:00pm

Trade Show Open **Room: Salons 6 - 10**

Thursday, February 20, 2020 6:00pm - 8:00pm

Movie: *The Pollinators* **Room: Salons 3 - 4**

Enjoy a special screening of this documentary about the commercial beekeeping component of the beekeeping industry dedicated to moving colonies of honeybees to crops that require insect pollination. It is a really big business that is vitally important to many crops, and the industry is under severe stress due to unsustainable losses of bees. The movie identifies some of the reasons for the losses and possible actions to mitigate the problems.

Friday, February 21, 2020

Friday, February 21, 2020 7:00am - 5:00pm

Trade Show Open **Room: Salons 6 - 10**

Friday, February 21, 2020 7:30am - 9:00am

General Session: TN Department of Agriculture **Commissioner Charlie Hatcher** **Room: Salons 1 - 4**

Join Commissioner Hatcher for our opening session and continental breakfast. Breakfast service will begin at 7:30am. At 8:00am, Commissioner Hatcher will give us an overview of agriculture in TN.

Friday, February 21, 2020 9:15am - 10:15am



Hemp and Health, Dr. Sarah Daron-Mathis **Room: Saddlebred/Highland**

With Hemp being on everyone's lips there is still very little understanding of how this plant affects our bodies and how we can get the most benefits from it. Dr. Sarah is researching CBD in Colon Cancer but recognizes the importance of how Hemp can help multiple symptoms and is going to share how Hemp works in the body.

Associations



TN Agritourism Association



TN Association of Farmers Markets



TN Beekeepers Association



TN Christmas Tree Growers Association



TN Farm Winegrowers Association



TN Professional Plant Producers Association



TN Fruit and Vegetable Association



TN Organic Growers Association

Course Descriptions - Friday, February 22, 2020



TFWA Business Meeting
Room: Williamson



Pollination: The "Grand Interaction" Among Pollinators, Plants, Producers and Beekeepers, John Skinner

Room: Mustang/Quarter Horse



Pollination is critical to provide food for pollinators and people, reproduction for plants and a healthy sustainable environment ensuring our survival. We will examine how plants attract pollinators with visual and olfactory cues, timing and duration of flowering and floral sex. For the pollinator side of the interaction we will use bees as examples of "a perfect pollinating machine" by examining how their morphology, physiology and behavior work together successfully. Beekeepers are very important to maintain bee health to provide abundant pollinators to ensure high yields to provide food for a growing population. Producers need to understand what is necessary to keep pollinators at their healthiest level.



Agritourism Enhancement Ideas: Wedding Barns: Fire and Building Code Requirements for Places of Assembly in Tennessee

Philip Cameron Room: Salons 1 - 4

Barns have become popular venues for weddings and similar gatherings, but agricultural buildings do not meet all state fire and building safety requirements when they are used as assembly occupancies. Because of this, it is important to be aware of statewide code requirements that apply when a building is being used for a place of assembly.



GAPs, PSA, FSMA: Food Safety Alphabet Soup, Annette Wszelaki

Room: Morgan

What's the difference between these acronyms? And what do I really need to do on my farm? Come to this session to decode the acronyms and get started in the right direction.



Pumpkin Production, Ben Gilbert

Room: Palomino

Learn the latest updates on pumpkin production and trials in Tennessee.



So You Want to Start a Farmers' Market?: Setting the Groundwork for Success

Room: Franklin

Panelists: DeDe McClure, Dotty Beasley and Rebecca

Williams / What does it take to start a farmers' market? What kind of permits do you need? How do you find vendors? What does it mean to be producer only? How many forms do I have to fill out if I want to offer SNAP at my market? If you've just got the kernel of an idea or you've already experienced a season a two, this is the session for you. Come with questions for the panelists and each other.



All American Selection (A.A.S.) Winners, Diane Black

Room: Arabian

Come learn how the A.A.S. runs trials of annuals and vegetables around the country and how their selection process works. Become informed about A.A.S. Winners to help you choose plants that will contribute to your success.

Friday, February 21, 2020 10:30am - 11:30am



Bee Biodiversity for Increased Pollination and Yields, Jennifer Tsuruda

Room: Mustang/Quarter Horse



Honey bees - One of the best-all around crop pollinators the world over. Learn the unique characteristics that enable honey bees to pollinate such a wide variety of flowers and how you can get them in your fields.

Native/Wild Bees - Tennessee is home to hundreds of native bee species that are excellent pollinators. This presentation will introduce you to these, describe their habitat and life cycle relevant to certain crops, and teach you how to get these bees on your farm.



Lesser-Known Fruit Crops for Tennessee, David Lockwood

Room: Clydesdale

Pawpaws, pomegranates, elderberries - these are but just a few fruits less commonly seen, but having potential in Tennessee. For some of these crops, fewer insect and disease issues may make them especially worth consideration by organic producers. Varieties, site selection, site development, and cultural practices will be addressed along with major insect and disease pests.



The Homestead Garden, Growing Plants with a Purpose, Cindy Shapton

Room: Saddlebred/Highland

With more and more people wanting to grow organic food and medicine in their backyards, choosing the right plants is essential...who has time to weed around plants that don't contribute to your family, critters or garden? Lets dig in to talk about some real contenders for the garden or as I like to call them, plants with a purpose. Most of us are familiar with a kitchen garden where one grows food to eat, herbs to spice up a meal, and even flowers to set.



TFWA Business Meeting
Room: Williamson



Targeted Marketing: How to Maximize Your Time and Resources Spent on Marketing, Margaret Tolbert, Tolbert Marketing & Events

Room: Franklin



You've set up all the social media accounts you need (and maybe some you don't), now what? Learn how to pinpoint your marketing to the people who are really going to show up Saturday morning—or Tuesday afternoon—to buy the first strawberries of the season and the last of the winter squash? This hands-on workshop will help you figure out who already engages with your marketing and how to use that information to reach even more people ready to make your market their market. Bring your laptop or tablet.



Variety and Cultural Insight for Perennials and Sustainable Landscapes, Chris Cooper

Room: Arabian

Chris is a well-educated and experienced University of TN

Course Descriptions - Friday, February 22, 2020

extension leader. He will help you understand sustainability for your landscapes and gardens. Learn how to cope with winter rains, summer droughts, and insect control. Improve your gardens and landscapes for both yourself and your wholesale and retail businesses.



Water Filtration Systems, John Buchanan **Room: Appaloosa**

Need to learn more about irrigation filtration? This session will cover various filtration systems and how they operate, as well as seeing several systems first hand on John's unique trailer, which is fitted with a variety of systems available to all size operations.



Watermelon Production, Ben Gilbert

Room: Palomino

Learn the latest on watermelon updates and trials in Tennessee.



Insect and Mite Control for Christmas Trees, Frank Hale

Room: Clydesdale

Management of insect and mite pests of Christmas trees is critical for producing healthy, high quality trees. Dr. Hale will help you recognize these common pests, tell you how to monitor for them and provide you with effective pest control options.

Friday, February 21, 2020 11:30am - 1:00pm

LUNCH

Provided in the Trade Show area, Salons 6-10

Friday, February 21, 2020 12:00pm - 1:00pm

Lunch and Learn Sessions

Grab a boxed lunch from the tradeshow area and join in on a discussion. There is also extra seating for lunch in Salon 5.

Lunch and Learn: "Is Hemp Right for You?"

Room: Morgan

Join TOGA for an open discussion led by Hank Delvin Jr. and Hank Delvin Sr. on growing hemp and how it fits in with your farm plan.

Lunch and Learn: Trends in Value-Added Agriculture, Direct Marketing and Agritourism in Tennessee, sponsored by UT Extension

Room: Palomino

Megan Bruch Leffew, Marketing Specialist, UT Extension Center for Profitable Agriculture. Understanding industry and consumer trends can be helpful to producers making production and marketing decisions. This session will explore 2017 Census of Agriculture data and restaurant menu, supermarket and consumer demand trends related to value-added agriculture, direct marketing and agritourism.

Lunch and Learn: Sponsored by TN State University

Room: Clydesdale

Come learn about the agricultural programs offered by TSU.

Lunch and Learn: Selling to Schools: Grow Your Farm to School Sales, sponsored by the TN Department of Education

Room: Mustang/Quarter Horse

Did you know that over 70% of Tennessee's school districts purchase local products to serve to students in their school meal programs? Serving local products in schools gives kids access to healthy, fresh food and connects farmers to stable, institutional markets. During this session, learn how to get involved in Farm to School and get your product on kids' lunch trays. We will look at best practices from exemplary programs across the state, identify obstacles and solutions in selling to schools, and create individualized Farm to School action plans to get your Farm to School sales growing. Participants will be able to ask questions and discuss with other participants during this interactive session.

Lunch and Learn: Enhancing Your Website with Outstanding Photography, Lisa Arnold

Room: Saddlebred/Highland

Understand what people are looking for when they come to your website and how you can quickly showcase your business to them. We'll dive into the basics of understanding tone, color schemes and placement of photography on your website. We'll also talk about the types of photographs you should and shouldn't use and how to unite your photography and your messaging for a cohesive experience.

Lunch and Learn: FVC-TN Stakeholders Meeting, sponsored by the Farmer Veteran Coalition

Room: Arabian

This stakeholders meeting is for everyone interested in organizing a TN state chapter of the Farmer Veteran Coalition. The chapter organizing committee will report on the current status of the state chapter and we will discuss the next steps in the chapter creation process.

Friday, February 21, 2020 1:00pm - 2:00pm

General Session: Laugh Your Way to the Top, Achieve Your Goals, Mack Dryden

Room: Salons 1 - 4

Mack's presentation will give you the confidence, practical tools and motivation you need to attack your work-related and personal goals with renewed vigor and enthusiasm. You'll listen, laugh and learn that nothing can prevent you from making yourself and your organization the very best they can be. Mack will outline the Goal Achieving formula and offer practical tools for how to:

- Control Your Fears and Stresses
- Maintain a Positive Mental Attitude
- Identify a Specific Target
- Write a Plan for How to Get to Your Goal
- Take Decisive Action
- Study the Reaction You Get, the Response
- Learn From the Response and Adjust Your Approach Until You Find What Works

Course Descriptions - Friday, February 22, 2020

Friday, February 21, 2020 2:15pm - 3:15pm



Social Media 101, Lisa Arnold

Room: Salons 1 - 4

What should you post? How often should you post? When should you post? What social media platforms should you be on and why?

If you've ever asked yourself these questions, this is the class for you. Dive into the who, what, where and when of social media with Lisa Arnold, a digital marketer who has worked with some of the largest brands in the world on their social media strategy and execution including Cinnabon,

Kellogg's, No Kid Hungry and Applebee's. She now runs Small Town Startup, a digital marketing agency and business consultation company based in Robertson County, Tennessee. Learn the tactics that will push your business into the spotlight on social media and result in better brand awareness, follower growth and sales.



Planning for the Next Generation, Alan Galloway

Room: Clydesdale

What happens to the farm and everything else when you are gone?



From the basics of Estate Planning to Farm Transition plans - decisions made today and the plans put in place could impact those you love for years to come. Learn about current estate planning issues along with the tools and documents needed to enable a smooth transfer to future generations.



Pollinators and Pesticides - A Hand-In-Hand Synergy for Food Production, Scott Stewart

Room: Mustang/Quarter Horse

This presentation will focus on the real and perceived impacts of pesticides on pollinators and ways of mitigating potential impacts of pesticide on pollinator health. The hope is to cut through the fog caused by social media, activism, and pseudoscience and consider realistic approaches and behaviors for beekeepers and farmers that will improve bee health while ensuring an abundant and healthy food supply.



Blueberry Production, Tony Foster

Room: Palomino

In this course, Tony Foster, owner of Blue Honey Farm in Eagleville, Tennessee, will talk about how he started his blueberry operation as well as some of the pitfalls and lessons learned along the way. You will learn helpful growing tips that he has acquired over the years, as well as basic blueberry knowledge. He will discuss the advantages and disadvantages of organic blueberry production.



Grow Herbs and Flowers For fun, profit and the pollinators, Cindy Shapton

Room: Saddlebred/Highland

Everyone can grow herbs and flowers to spice up a meal or brighten the table with a beautiful bouquet. Some may want to help supplement their income by selling herbs and flowers

or for some, keeping pollinators coming to the garden is important. Join Cindy as she breaks down some of her favorite herbs and flowers and gives you tips on planting, growing and more.



Climate Smart Agriculture for Tennessee Farmers, Joanne Logan

Room: Salon 5

According to the Food and Agricultural Organization, "Climate-smart agriculture (CSA) is an approach to guide actions needed to reorient agricultural systems to effectively ensure food security in a changing climate by taking on three main objectives: sustainably increasing agricultural productivity and incomes; adapting and building resilience to climate change; and reducing and/or removing greenhouse gas emissions, where possible". Joanne likes to include a fourth pillar of CSA - educating farmers to increase their knowledge about the impacts of different aspects of weather and climate, such as extreme weather, on production. During this presentation, she will provide multiple examples of how CSA principles can be applied to small farms, especially organic enterprises.



Healthy Fermentations, Michael Jones

Room: Williamson

This talk deals with the needs of the yeasts and the main issues involved in stuck and sluggish fermentations.

Among the issues covered are nutrition, competition from competing microbes, survival factors and problems involved with yeast stress.



Managing Your High Tunnel for Year Round Production, Rachel Rudolph

Room: Morgan

How to use your high tunnel space wisely, intercropping, crop rotation and record keeping. We will also discuss insect, weed and disease control.



Farmers' Market Regulations: What You Need to Know, Mike Brown, Business Development Consultant, TDA and Anni Self, Plant Certification

Administrator, TDA

Room: Franklin

Can a vendor sell homemade pickles at my market? Can I sell tomatoes and tomato sets? What about hemp flowers? Find out the answers to these questions and bring more. This session will offer a recap of regulatory changes since the last update and a chance to ask questions you might have as a market manager or vendor.



Creating Destination Gardens (or 'Fertile Imagination'), Carol Reese

Room: Arabian

Carol will show you how to make your garden center, farm, or home a destination. Learn how to make your customers, your family, and your friends all love to come visit your garden. Carol is without a doubt one of the most fun and entertaining characters horticulture has to offer. Don't miss this amazing show.

Course Descriptions - Friday, February 22, 2020

Friday, February 21, 2020 3:30pm - 4:30pm



Certified Organic and Certified Naturally Grown: Which is right for you? Dilip Nandwani and Debra Lockard

Room: Palomino

This session will discuss two certification processes for anyone who is interested in learning about certified organic and certified naturally grown (CNG). Participants will learn professional, efficient and objectives of organic certification and process to assist farmers, ranchers, handlers and other vendors. Basics of organic certification process, transition to organic, USDA National Organic Program (NOP) rules and regulations, organic standards, national list (OMRI), input requirements, benefits and cost of certification and many more topics will be covered. Certified Naturally Grown (CNG) is a participatory guaranteed system (PGS). PGS have existed for decades, but in recent years they have gained recognition for the valuable role they play in the organic movement by including small-scale farmers in organic guarantee systems. This class will discuss lessons on the basics of meeting CNG production standards for produce operations from a CNG producer.



Organic Pest Control, David Cook **Room: Saddlebred/Highland**

This presentation will present organic methods for monitoring and managing insect pests in greenhouses, high tunnels, orchards and farms. Topics will include providing habitat for beneficial organisms, maintaining a healthy living soil, best nectar and pollen plants for beneficials and native bee pollinators, and organic insecticides and other tools.



Social Media 401, Lisa Arnold **Room: Salons 1-4**

You've mastered the basics of social media, and it's time to step it up a notch. In this course, we'll break down social media advertising strategies and tactics on Facebook, Instagram, Pinterest and more. We'll also dive into brand, micro-influencer and major influencer partnerships to help create an experiential marketing strategy that targets key demographics and increases sales.



The Importance of Pest and Disease Management In The Early Season, Dean Vollenberg

Room: Franklin

There are still a lot of growers out there that simply do not believe in early season disease management. Spray cover ranks as one of great importance right there with the immediate pre-bloom and post bloom cover sprays. Here are some tips and tricks to getting this application on early season. Looking at this past year where wet cool conditions hammered some growers with Phomopsis simply because they did not get early cover sprays applied. Knowing the vine phenology and pest complex is so important to getting a clean crop through harvest. This would play into harvest considerations and fruit quality.



Grow Your Sales: Best Practices for Being an Engaging, Successful Market Vendor **Room: Williamson**

Panelists: Tasha Kennard, Executive Director, Nashville Farmers' Market, Donna and Rick Riddle, Owners, Seven Springs Farm to Table
We can't guarantee you a line at your tent every weekend or that you always go home with an empty truck, but panelists will offer you the tips and tricks they've learned through years of running markets or being a vendor. Market managers will also leave with new ideas to include in your vendor trainings. We'll cover things like how to showcase your produce and products and welcome and engage customers. Bring your questions too!



Cast Aways and Treasure with a Sprinkle of Pollinators, Jason Reeves **Room: Arabian**

From start to finish, Jason makes the Ellington Research Center in Jackson, TN a must see destination. He is involved with the planning, growing, and planting and even gives tours! He knows trees, shrubs, perennials, and annuals like no other. He has hands on experience, observation skills, magnetic energy, and extreme creativity. Also, come see how he can create a wonderland of pollinators and transform junk material into art.



Got High Tunnel Issues? Grafting for Root Knot Nematode and More, Rachel Rudolph

Room: Morgan

Do you have nematodes in your high tunnel? Not sure? Come to this session for an overview of nematodes, ways to manage them in high tunnels, including a how-to on grafting and more!



Garlic Production in TN, Lucas Holman **Room: Appaloosa**

Considering garlic production? Get the scoop on what you need to know about growing garlic in TN.



Land Management Impacts on Pollinators-Providing Pollinator Habitat Areas, Leslie Honaker **Room: Mustang/Quarter Horse**

Over the years, researchers, farmers, and land managers have developed successful techniques to protect and enhance our pollinator habitats. In this session, you will learn the essential elements of a thriving pollinator community and how to put this invaluable knowledge into practice.



Disease Identification and Management for Christmas Trees, Alan Windham **Room: Clydesdale**

Carol will show you how to make your garden center, farm, Learn to identify and manage the most common plant diseases affecting Christmas trees. This session will cover needle cast and blight diseases, rusts, cankers, root rots and more. Increase your plant disease IQ by learning the signs and symptoms to look for in your Christmas tree plantations.

Friday, February 21, 2020

Friday, February 21, 2020 5:00pm - 6:00pm

TN Wine Happy Hour

LOBBY

Join TN Winemakers as they show us their very best wines from their operations. **Ticket Required**

Friday, February 21, 2020 6:00pm - 8:00pm

Pick TN Conference Banquet, Comedian Mack Dryden

Room: Salon 5

Enjoy a mouth-watering dinner made with ingredients from TN farmers and Arrington Vineyard wines. Be entertained by comedian and inspirational speaker, Mack Dryden. With more than two decades experience as a pro comedian, Mack is a seasoned veteran at getting rib-busting laughter while never stepping over the good-taste line. He's performed on dozens of TV shows, hundreds of radio shows, and thousands of live stages, delighting hundreds of thousands with his uniquely warm, hilarious, fall-down funny standup comedy.

Saturday, February 22, 2020

Saturday, February 22, 2020 8:00am - 9:00am



Multiagency Organic Initiative Program in TN for Organic Producers, Dilip Nandwani, Danny Jones, Ron Eldrige

Room: Highland

Organic agriculture is the fastest growing segment of agriculture with more than \$43 billion in sales at the retail level, up this year 11 percent from last year. Consumer demand for organic products is growing much faster than domestic organic production. While 5 percent of food sales are now organic, only 1 percent of acreage is certified organic. This percentage provides a major economic opportunity for agriculture and rural America, and USDA is well-positioned to meet the needs of organic producers. This multiagency session discusses organic agriculture programs and assistance offered from various state, federal and public organizations in Tennessee for organic farming community as well as technical resource on organic agriculture. Representatives and experts from USDA Natural Resource Conservation Service, Rural Development, Tennessee Department of Agriculture, Farm Service Agency, Tennessee State University present and discuss support available from their agencies, new network of "Organic Champions" of NRCS and FSA ("go-to" resource) within State of Tennessee. Panel will fill a need for more expertise in organic agriculture, which is fastest-growing segment of agriculture in the country and globally.



Laws and Regulations Relevant to Pollinators, Mike Studer

Room: Salon 9

You can maximize your success with pollinators by getting up to date on the laws and regulations governing the industry. Not only will you leave this session with the latest legal updates, you will have an opportunity to ask questions and hear common-sense suggestions to keep everyone safe around stinging insects.

Saturday, February 22, 2020



Coffee with TFWA Executive Director, Adam Acampora

Room: Carothers

Enjoy coffee while you get to know the TFWA Executive Director, talk about things to come, concerns, challenges, and opportunities that you face as an individual business or that you see on the horizon for Tennessee Wine Industry.



Hemp Processing and Extraction, Panel with Jimmy Douglass and Bill Wall

Room: Morgan

Please join Jimmy and Bill on Saturday morning with a hot cup of coffee. They will guide you thru the minefield of growing, processing, and extraction of hemp. They will also point out the smart choices for successful hemp operations. Be ready for some upfront and honest discussion.



Succession Planning for Your Farm, Garrison Holmes and Doug Meadows

Room: Salon 10

"Growing Forward" financial services for young and beginning farmers and "Land as Your Legacy" succession planning for your farm and family program covers five phases: Succession Planning, Business Planning, Risk Management, Financial Independence and Estate Planning. 99% of farms are operated by families but only 29% have any transition plans in place-learn more in this important session!

Saturday, February 22, 2020 9:15am - 10:15am

General Session: The Economic Impact of Agriculture in TN, Ken Meter

Room: Salon 6

Ken Meter is one of the most experienced food system analysts in the U.S., integrating market analysis, business development, systems thinking, and social concerns. Meter holds 47 years of experience in inner-city and rural community capacity building. His local economic analyses have promoted local food networks in 140 regions in 40 states, two provinces, and three tribal nations. Ken Meter serves as a consultant to the USDA, EPA, the Minnesota Pollution Control Agency, and several universities.



Disease and Insect Update, Alan Windham and Frank Hale

Room: Morgan

Get ready for an hour of the latest news of new and old insects and diseases. Find out what can be done to stop them on trees, shrubs, perennials, annuals, and HEMP. Alan and Frank are TN's go to problem solvers for disease and insect issues.



Opportunity and Enhancement, Wine Grapes for the South, Dr. Renee Threlfall

Room: Carothers

New Hybrid Varieties coming out of University of Arkansas, designed specifically for growing in the South Eastern part of the United States. Learn about the breeding program to develop these varieties, varietal characteristics, disease management, choosing the right vineyard location for them, their preferred growing system, and what kind of wines they make. Commercial Vines are currently available through Double A Vineyards.

Course Descriptions - Saturday, February 22, 2020



Integrating Beekeeping With Your Overall Agricultural Marketing Efforts, Susan Pitts and Gene Armstrong

Room: Salon 9

Beehives produce a variety of products that can complement your marketing program and add to your bottom line while increasing public understanding of the importance of pollinators. This session will describe the variety of bee products and how to make the most of them in your business.

Saturday, February 22, 2020 10:30am - 11:30am



TAFM Annual Meeting & Roundtable Discussions Facilitated by TAFM Board

Room: Franklin

The meeting is open to members and curious non-members. We'll vote on new board members, present awards for market merchandise and marketing, present the Frank Trew Scholarship recipient, and discuss what TAFM has been working on over the last year and what membership would like to see in the future.



Native Bee Pollinators: They Will Never Ask, But They Need Our Help, David Cook

Room: Highland

As bees of all kinds decline, that leaves behind a pollination vacuum, and less pollination means lower food quality, higher food prices and threatened plant communities. Thus, large bee populations are in everyone's best interest, and anyone who grows or uses plant products is a stakeholder in bee conservation. Now more ever, it is critical to consider practices that will benefit native bee pollinators by providing habitats free of pesticides, full of nectar and pollen resources and with ample potential nesting resources. This program will present information on native Tennessee bees, natural habitats for native bees and how homeowners and commercial producers can help in bee conservation.



Vegetable Trial Updates and Non-Registered Disease and Insect Control, Natalie Bumgarner

Room: Morgan

Natalie is a rising star at the UT extension. She has a go-getter attitude and was a crowd pleaser last year. Her research is down to earth, clear, and easy to use. Don't miss this exciting presentation on vegetable crops.



Blackberry Production, Amanda McWhirt

Room: Salon 10

This session will cover the basics of blackberry production, different varieties, trellising and fertilization.



Equipment and Supplies Needed for Christmas Trees, Dan Raulston

Room: Clydesdale

Christmas Tree farms need the right equipment and supplies to grow and sell great Christmas trees. This session will show and demonstrate numerous types of growing equipment along with harvesting and selling equipment.



So You Want to Be A Beekeeper, Howard Kerr

Room: Salon 9

People who want to become a beekeeper need to have a broad understanding of the level of effort required, the equipment needed and costs, colony management skills to be learned, types of hive products, and basic biology of the honey bees. This session will provide much of this information and will identify useful references for more detail.



Oxygen Management in Winemaking, Michael Jones

Room: Carothers

According to the owner of ETS lab in California, the largest single cause of problems in the wines sent to him is oxidation. This talk covers the both enzymatic and chemical oxidation, plus practical ways to minimize its negative influence on wine.

Saturday, February 22, 2020 11:30am - 1:00am

LUNCH

On Your Own



TCTGA Annual Meeting- Open to members of TCTGA and anyone interested in Christmas Tree Farming

Room: Clydesdale

Saturday, February 22, 2020 1:00pm - 2:00pm



Establishing and Increasing Internet Sales, Steven Harrison

Room: Carothers

If you're not selling your wine on-line you are missing out. Best practices for tapping into and managing a revenue channel that should be part of every DTC playbook. Covering topics such as...

- The Value of Selling Wine Online
- Attracting Customers and Staying Top of Mind
- Engaging Tasting Room Customers to repurchase online
- Optimizing Logistics
- VinoShipper Shopping Cart Solution & Permitting Issues

Saturday, February 22, 2020 2:15pm - 3:15pm



FROM 0 TO 10,000 Gallons, Getting Your Business Into the Black, Jonathan Ball

Room: Carothers

This discussion covers the top 3 - 5 things every small winery should be doing to increase revenue including direct application of grant funding to increase production capacity, the do's & don'ts, best practices, pitfalls and how to increase winery visitations.

Saturday, February 22, 2020 3:30pm - 4:30pm



Grape & Wine Development Taskforce

Room: Carothers

Taskforce meeting to review the 6 month progress from our July Meeting. "Introduction from the new Grape and Wine Board".

Speaker Contact Information

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I Believe in Agriculture... and I have the Ag Tag to prove it.

“Nearly twenty-five years ago, a few of us at the Tennessee Department of Agriculture knew what would be one of our greatest career legacies – the Ag Tag. Even in 1995, we realized the difference it could make, especially using a traditional Tennessee red barn as our unifying symbol.

People still ask, ‘Whose barn is that?’
It’s your barn. It’s a symbol everyone identifies with and understands.

Purchase an Ag Tag so we can keep growing our agricultural future.”

— Cynthia Kent

Thank You Sponsors



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“The Tennessee Department of Agriculture provides support to so many different parts of our business. Whether it’s consulting on animal care or helping to develop a value-added enterprise, there has been a passionate group of people ready to assist us with any obstacle our farm has to face.”

— Cody Nash, Nash Family Creamery



financial assistance

“The Tennessee Department of Agriculture has been a resource for Knockout Firewood in multiple ways. We have received grant funding, professional connections, and industry advice, and we plan to continue working with the department for years to come.”

— Kyle Orr
Knockout Firewood



“The Business Development team has assisted us with opportunities to position and showcase our products to local and regional retailers through their tradeshow and other local events to market our products to prospective customers and buyers.”

— Joe Bond
Smokin Joe’s Food Products

technical & industry support



ideas for innovation

“The Business Development team has been instrumental in almost all of our progress as a business. We are glad to have them as a resource for us.”

— Joe Riddle
Edgefield Prime Meat Company



“The Business Development team helped us with an international trade mission by planning, organizing and facilitating every step. Their assistance confirmed that we were working with a top-tier professional agency.”

— Danielle Ontiveros
CEO of Grab the Gold, Inc.

marketing & promotions



industry development

“TDA’s Business Development team has been instrumental in the growth of our agribusiness and the growth of our industry. Their advice and approach as a business partner has focused our investment and growth on long term success.”

— Rick Riddle
The Winery at Seven Springs Farm



Department of
Agriculture

Business
Development

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THE FUTURE OF AGRICULTURE

At the UT Institute of Agriculture, we're proud to honor the history of agriculture and embrace its future in Tennessee and our world. From a safe, abundant food supply to a cleaner environment, improved human and animal health, and the education of tomorrow's leaders, we are proud to deliver Real. Life. Solutions. for this generation and the next.

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THANKS TO YOUR SUPPORT WE ARE BUILDING A MORE SUSTAINABLE FOOD SYSTEM

In 2019, FreshPoint Nashville accomplished:



30 LOCAL FARMERS
AND ARTISANS → **7** NEW IN
2019

50% ARE SMALL & MID-SIZED FARMERS (*less than 500 acres*)



Backhauling from **20 LOCAL FARMERS**

allowing farmers to stay on the farm and decrease transportation costs



3,000,000+ LBS

OF PRODUCE PURCHASED FROM LOCAL FARMERS

Our goals in 2020 are to:

- Help farmers transition from row crops to produce
- Assist farmers in logistics from farm to end consumer
- Trial new products hydroponically
- Find more new small farmers to onboard
- Crop plan more heirloom, unique varieties and organics
- Partner with artisanal cheese and grocery vendors

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For more information about how FreshPoint
support local growers, visit local.freshpoint.com



We ♥ local



**KROGER STRIVES TO WORK WITH
LOCAL COMPANIES
TO BRING OUR CUSTOMERS
THE BEST IN VARIETY AND VALUE!**



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OUR FAMILY OF SUPPLIERS
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