



A Sustainable Agriculture Conference  
Growing Food, Farmers, & the Fabric of  
Rural Communities

May 17–19, 2018

Natchitoches, Louisiana



## GENERAL CONFERENCE AGENDA

THURSDAY, MAY 17, 2018

**2:00PM–4:00PM** Registration And Tour Cane River Creole National Historical Park, Oakland Plantation (4386 LA-494, Natchez, LA 71456)

**5:00PM–7:00PM** Welcome Reception, National Center For Preservation, Technology And Training (645 University Pkwy, Natchitoches, LA 71457)

Keynote Speaker: Dr. Charles W. Fluharty, Founder, President & CEO, Rural Policy Research Institute, Creative Placemaking Introduced by Rick Nowlin, Natchitoches Parish President

FRIDAY, MAY 18, 2018

**7:30AM–8:30AM** Registration - Russell Hall (125 Central Ave, Natchitoches, LA 71457)

**8:30AM–10:00AM** Opening Plenary: Jean-Martin Fortier, Author Of The Market Gardener, “A Successful Grower’s Guide To Small-Scale Organic Farming;” Russell Hall Room 107

**10:00AM–10:15AM** Break! Stretch your legs and visit the conference vendors!

**10:15AM–11:45AM**

Track 1: Production Master Class with Jean-Martin Fortier; Russell Hall Room 107

Track 2: Appropriate Technology Breakout Session: Water Conservation Panel - Moderator: Dr. Naveen Adusumili, LSU AgCenter, Chris Coreil, USDA NRCS; Dr. Jackie Robbins, Irrigation-Mart; Drew Coombs; Russell Hall Room 115

Track 3: The Business Of Farming Breakout Session: Growing A

Sustainable Farm Income - Ayn Duncan, Laus Deo Farm; Grant Guidroz, Fullness Organic Farm; Russell Hall Room 213

**11:45AM—1:00PM** Lunch! Keynote Speaker: Dr. Carl Motsenbocker, LSU AgCenter, Local Food Systems and Collaboration; outside Russell Hall

**1:00PM—2:30PM**

Track 1: Production Master Class with Jean-Martin Fortier; Russell Hall Room 107

Track 2: Appropriate Technology Breakout Session: Drones in Agriculture - Dr. Bill Blackwelder, Delta UAS; Russell Hall Room 115

Track 3: The Business Of Farming Breakout Session: Recordkeeping/Insurance/Contracts/Taxes - Moderator: Jim Kilcoyne; Vianka Maria Miranda, NSU; Dr. Marcia Mclure Hardy; Dr. Danny C. Upshaw Jr; Russell Hall Room 213

**2:30PM—2:45PM** Break! Visit the vendors and network!

**2:45PM—3:45PM**

Track 1: Production Master Class with Jean-Martin Fortier; Russell Hall Room 107

Track 2: Appropriate Technology Breakout Session: Energy Conservation - Evan Pruss, USDA Rural Development; Russell Hall Room 115

Track 3: The Business Of Farming Breakout Session: Marketing & Promotion - Lauren Adams, Louisiana Tech University; Amy Dufour Robertson, USDA NRCS; Russell Hall Room 213

**4:00PM—6:00PM** OPTIONAL: Campti Historic Museum & Tallawah Farm OPEN HOUSE, Museum: 211 Edenborn Street, Campti, LA 71411 Farm: 681 Campti Bayou Road, Campti, LA 71411

**7:00PM—9:00PM** OPTIONAL: Farm-To-Table Dinner By Chef, Desi Bourgeois - \$35/Person NCPTT (645 University Pkwy, Natchitoches, LA 71457)

**SATURDAY, MAY 19, 2018**

**7:30AM—8:30AM** Registration - Russell Hall (125 Central Ave, Natchitoches, LA 71457)

**8:30AM—10:00AM** Opening Plenary: Joel Salatin, Polyface Farm, Author Of You Can Farm, Salad Bar Beef, Pastured Poultry And Several Others; Russell Hall Room 107

**10:00AM—10:15AM** Break! Stretch your legs and visit the conference vendors!

**10:15AM—11:45AM**

Track 1: Production Master Class with Joel Salatin; Russell Hall Room 107

Track 2: Appropriate Technology Breakout Session: Building Great Soil Using Great Tools - Byron Miles, Sr., Red Dirt Tractors; Jean-Martin Fortier, "The Market Gardener;" Russell Hall Room 115

Track 3: The Business Of Farming Breakout Session: Value-Added Production & Homesteading - Julee Murphree, "The Farm Wife" Connie Jones, NSU; Russell Hall Room 213

**11:45AM—1:00PM** Lunch Plenary: USDA Technical and Financial Support Panel

**1:00PM—2:30PM**

Track 1: Production Master Class with Joel Salatin; Russell Hall Room 107

Track 2: Appropriate Technology Breakout Session: Season Extension - Dr. Chris Coreil, Danny Coombs, Drew Coombs, Benny Bell, Christine Meshell, Miron Gordon; Russell Hall Room 115

Track 3: The Business Of Farming Breakout Session: The Journey of the Young Farmer - Madeline Yoste & Timothy Robb, Compostella Farm; Russell Hall Room 213

**2:30PM—2:45PM** Break! Visit the vendors and network!

## 2:45PM–3:45PM

Track 1: Production Master Class with Joel Salatin; Russell Hall Room 107

Track 2: Appropriate Technology Breakout Session: Managing Pests On Your Farm; Russell Hall Room 115

Track 3: The Business Of Farming Breakout Session: Bees and Honey - Johnny & Audrea Adams, Honey River Farms; Russell Hall Room 213

**3:45PM–4:00PM** Break! Last chance to visit the conference vendors!

**4:00PM–5:00PM** Closing Session; Russell 107



## Speaker and Presenter Bios

**Dr. Chuck Fluharty**, President & CEO, Rural Policy Research Institute.

RUPRI addresses the full range of policy and program dynamics affecting rural America, including rural economic and community development, health and human services, regional competitiveness and innovation, entrepreneurship, telecommunications, natural resources, and new governance.

**Jean-Martin Fortier**, Farmer & Author, *The Market Gardener*

His award-winning book, *The Market Gardener*, which focuses on organic and biologically intensive vegetable production, has inspired hundreds of thousands of readers worldwide to reimagine ecological human-scale food systems. JM places a strong emphasis on intelligent farm design, appropriate technologies and harnessing the power of soil biology as key components of successful farming.

**Joel Salatin**, Third Generation Farmer & Author, *You Can Farm*, *Salad Bar Beef*, *Pastured Poultry Profits* and Many More

Polyface farm services more than 5,000 families, 10 retail outlets, and 50 restaurants through on-farm sales and metropolitan buying clubs with salad bar beef, pastured poultry, eggmobile eggs, pigator pork, forage-based rabbits, pastured turkey and forestry products using relationship marketing.

**Dr. Naveen Adusumili**, LSU AgCenter

Dr. Naveen Adusumilli (Naveen) is an assistant professor of agricultural economics at the LSU AgCenter Red River Research Station and serves as an extension economist. Dr. Adusumilli's responsibilities within the LSU AgCenter include statewide extension and research concerning water policy, irrigation water management in crop production, economic evaluation of conservation and management practices that improve soil health and water quality, and economic valuation of ecosystem services.

**Chris Coreil**, Louisiana State Agronomist, USDA NRCS

Chris is an agronomist with NRCS and is actively involved in providing technical assistance to our farmer clientele in soil health improving management practices. Chris is an excellent resource and collaborates with several folks in research, education, and extension in promoting

better solutions to the farmers in the state.

**Dr. Jackie W. D. Robbins**

Dr. Jackie Robbins is an Agricultural Engineer and has over 40 years of experience in the field of irrigation practices and irrigation efficiency improvement. Jackie and his team strive to provide a full-line of irrigation solutions to farmers through their Irrigation-Mart enterprise in Ruston, LA.

**Ayn Duncan, Owner Farmer, Laus Deo Farm**

Although educated in the mental health profession, Ayn Duncan was raised on a dairy farm in Catahoula parish and her roots are in agriculture. Ayn has a farm of her own in Red River Parish where she raises pastured poultry, hair sheep, milk goats, grass-fed beef and quail. Additionally, she gardens and enjoys "wilding" for forgotten plants from which she crafts medicinal salves and teas.

**Grant Guidroz, Fullness Organic Farm**

The Fullness Organic Farm husband and wife duo grew up in Baton Rouge, went to high school and LSU together, and gained farming experience through internships and hands-on learning. In 2015, they started Fullness Farm with the goal of growing the most nutritionally dense food for our community right on the corner of Nicholson and Bluebonnet. By concentrating on perfectly balancing the minerals in the soil, they help improve the plants' health, shelf life, flavor, and nutritional values of each vegetable. Fullness Farm focuses on organic, small scale intensive growing.

**Dr. Carl Motsenbocker, LSU AgCenter**

Dr. Carl Motsenbocker is a professor of horticulture and sustainable agriculture holding a dual appointment with LSU and the LSU AgCenter in the School of Plant Environmental and Soil Sciences. Motsenbocker is the Louisiana SARE PDP Co-State Coordinator and also works directly with small to large-scale vegetable and small fruit sustainable growers throughout Louisiana on cultural practices and marketing as well as with farmers markets and other direct marketing outlets.

Motsenbocker is a life-long gardener and teaches many hands-on classes including organic gardening, sustainable agriculture, and vegetable crops at LSU. He has worked with gardeners and food producers on

3 continents in supporting local food systems, farm to school programs, and increasing food security.

**Jim Kilcoyne, Global Splash**

Jim Kilcoyne holds a bachelor's degree in Natural Resource Management (Forestry) from Louisiana Tech University, and a Master's of Business Administration from Louisiana State University-Shreveport. Kilcoyne holds certificates from the University of Toledo's Graduate School of Business as a Certified Business Advisor, and from NASBITE, via the University of Houston, as a Certified Global Business Consultant. He served as Director of the Louisiana Small Business Development Center(NSU) from 2009-2016. He continues working with both small businesses and in resource management as Director of Business Development for Global Splash, water treatment/management.

**Dr. Danny C. Upshaw Jr., NSU College of Business & Technology**

Dr. Danny C. Upshaw Jr. holds the David D. Morgan Endowed Professorship and is an Assistant Professor of Marketing at Northwestern State University of Louisiana in the College of Business & Technology. A graduate of Louisiana Tech's D.B.A program, he also holds degrees in English (B.A., M.A.) and business (M.B.A) from The University of Louisiana at Monroe. Prior to employment at NSU, he owned a real estate business, taught marketing at Spring Hill College, taught English at The University of Louisiana at Monroe, and spent several years in the insurance industry.

**Vianka Maria Miranda, Northwestern State University**

Vianka Maria Miranda is Assistant Professor of Finance with the Northwestern State University of Louisiana. Ms. Miranda has worked in the higher education, real estate, manufacturing, and healthcare industries and is actively engaged in economic development with particular interest in small business sustainability. A native of New Orleans, Ms. Miranda has a bachelor's degree in economics with a certification in Money and Banking from Tulane University, a Post Baccalaureate in Applied Business Studies from Tulane University, a Master of Business Administration degree in Finance from the University of New Orleans and is nearing completion of a Doctor of Business Administration in Finance with Walden University. Ms. Miranda holds a Six Sigma Green

Belt Certification in Lean Methodologies and is a licensed Louisiana Real Estate Broker since 2004. Ms. Miranda and her husband own and operate a small real estate and consulting business.

**Dr. Marcia McLure Hardy, NSU College of Business & Technology**

Dr. Marcia McLure Hardy is an Assistant Professor in the School of Business in the College of Business & Technology at Northwestern State University. She received her Ph.D. from University of California-Los Angeles (UCLA) and Industrial/Organization certification from the University of Chicago. Prior to teaching at NSU, she was the co-founder and CEO of McLure-Moynihan, Inc. (MMI), an electronic commerce company providing consulting expertise, management and information technology solutions for over 15 years. Dr. Hardy teaches organizational management, strategic and advanced management and policies, human resources, and leadership.

**Lauren Adams**

Lauren Adams is a Senior in the Graphic Design program at Louisiana Tech University from Bossier City, LA. She is a self-taught photographer and also runs a Beauty/Lifestyle YouTube channel.

**Julee Murphree, The Farm Wife**

As The Farm Wife, Julie Murphree and her husband has maintained a 60-acre farm in NW Louisiana for the past 15 years. She has read the books that make living on a small farm seem like a walk in the park, but has first-hand knowledge that things aren't always what they seem. Her stories will take you on a walk that describes 'the flip side' – like what happens when a bottle fed baby bull forces his way into your kitchen before daylight, demanding to be fed. And what he leaves behind in the process, and how much bleach and Mr. Clean it takes to clean it up. Dedicated to helping others understand the good side and pitfalls of owning a farm, she encourages them through her website and newspaper columns. Her faith in God and her love for her husband help to sustain her through the trials, tribulations and joys of living her passion – farming and living the Simple Life. **Connie Jones**

**Johnny & Audrea Adams**

Johnny Ray Adams is Natchitoches parish native and a 4th generation beekeeper. His children Dustin, 21, and Abigail, 5, are the 5th. Like his

father and grandfathers before him, Johnny Ray uses a natural bee-keeping method. This includes not feeding the bees, no chemicals, and less intrusive hive inspections and maintenance. The goal is to allow the hive to do what they have done for millions of years without humans, survive and sustain themselves.

Audrea Adams has been married to Johnny Ray for 6 years but bee-keeping together for 8 years. She has experienced the addictiveness of honeybees, including the fact that when you marry a beekeeper, you marry his hives as well! Together they are owners/operators of Honey River Farms. Their main focus is on honeybees, but they are exploring other small scale sustainable farming methods and local food system revitalization.

**Donna Isaacs**

Donna Isaacs serves as executive director of Campti Field of Dreams where she implements triple-bottom-line principles and practices to foster sustainable growth and community revitalization. A graduate of the M.E. Rinker, Sr. School of Building Construction, she is an Accredited Professional for the United States Green Building Council (USGBC) Leadership in Energy and Environmental Design Rating System (Legacy LEED-AP 2004). Donna has served as a LEED instructor for the University of Florida TREEO Center and the National Center for Preservation, Technology and Training where she focuses on Green Rehabilitation as a tool for Sustainable Community Development.

**Dexter Sapp**

Louisiana was selected as a StrikeForce state in 2014 and is one of 26 designated states. Currently there are 44 parishes considered as StrikeForce parishes in our state. What has made our StrikeForce efforts so successful here in Louisiana is the fact that NRCS in Louisiana elected to enter into cooperative agreements with grassroots organizations and public entities to help USDA with its outreach efforts through the StrikeForce Initiative. Each of the agreements have deliverables aimed at promoting participation in NRCS programs and services to socially disadvantaged, limited resource and beginning farmers and ranchers. However because here in Louisiana we function as a USDA StrikeForce team, our sister USDA agencies such as the Farm Service

Agency (FSA) and Rural Development (RD) have benefitted from the joint StrikeForce meetings that are arranged by the entities that NRCS has agreements with.

**Madeline Yoste & Timothy Robb – Compostella Farm**

Compostella Farm is a certified organic vegetable farm located on the north shore of Lake Ponchartrain in Louisiana. Compostella Farm is owned and operated by Madeline Yoste, a native New Orleanian, and Timothy Robb, hailing from the space between Southern California, New York City, and bonny old England. They have been Certified Organic since 2017. While organic methods of farming are all they have ever known, they have lately been adding Biodynamic agriculture methods to their repertoire. They strive to minimize the inputs to their farm and to nurture their farm’s expression as an individuality.

Connie Jones, Business Program Facilitator, Assistant Professor of Hospitality Management & Tourism

Evan Pruss, Rural Energy for America Program (REAP), USDA Rural Development

Amy Dufour Robertson, State Public Affairs Specialist, NRCS Louisiana

Benny Bell - Pleasant Hill, LA – Ebarb High school Agriculture Instructor

Byron Miles, Sr. – Red Dirt Tractors

Drew Coombs, Acting DC in Many

Danny Coombs, Farmer

Chef Desi Bourgeois

Christine Meshell

Miron Gordon



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