



Green Lands
Blue Waters

CLC Speakers List

Farmers willing to speak on Continuous Living Cover topics

May 2024

How to Use This List

Please contact farmers with serious invitations or inquiries about events only. This list was compiled specifically as a speakers bureau and not as a general technical resource. For general sustainable agriculture questions, please start with the many organizations and resources listed in our CLC Resource List.

Suggested Fees

Farmers' time is valuable; plan to pay them for their services. NCR-SARE recognizes that farmers and ranchers are skilled workers who should be paid \$25 per hour or more for their labor in grant projects. Payment should also reflect preparation time, expertise, and effort required; thus, if funding allows, it might be appropriate to offer \$200-400 for a short speaking workshop engagement, and \$400-800 for hosting or leading a full-day event.

If the event requires travel, make sure you can cover mileage, hotel stays, and food costs. For large expenses such as a flight or hotel stay, offer to cover costs directly rather than requiring the farmer to pay out of pocket and get reimbursed.

Included Information

Farmers selected from the following options for time commitment:

- 1-2 hours
- Half-day event
- Full-day event
- Multi-day event

Farmers selected from the following options for types of events:

- Host a field day at their own farm
- Speak at a field day held elsewhere
- Speak at an in-person conference,
- Speak at an online conference
- Teach a workshop session for other farmers
- Teach a training session for technical assistance providers
- Be interviewed for a newspaper or website



This material is based upon work that is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under agreement number 2022-38640-37486 through the North Central Region SARE program under project number ENC22-217. USDA is an equal opportunity employer and service provider. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.

Wendy Johnson - Jóia Food and Fiber Farm

Northeast Iowa

Wendy Johnson runs Jóia Food & Fiber Farm, a 130-acre diversified perennial farm that she converted from corn and soybeans to organic row crop to eventually organic perennial crops and forages for grazing. She and her family have also added agroforestry practices such as a riparian buffer, enhanced windbreaks, silvopasture and a micro-orchard. They raise cattle, sheep, pigs, and poultry; make flour out of perennial grain; and sell flour, meats, eggs and wool products direct to consumer, which gives them more control over what they grow and what they receive for their products. Wendy says, "As a farmer, that is true freedom to farm."

Wendy also manages her family farm, which is a conventional corn/soybean farm. She has implemented cover crops, no-till corn, and small grains in a crop rotation, 60" row corn with cover crops, and is starting to add some livestock, all on a much larger scale of 1,000 acres.

Wendy says: "There is still a lot of work to be done, but it is interesting to share the differences in what I have observed over the last 8 or so years as it relates to government policy and protections and climate change (or changing climate, depending on my audience). And as I think about the future of agriculture and lack of farmers being able to access land, I am working toward a more collective and equitable future of agriculture that I like to share with others to help start them thinking about land tenure and conservation."

Contact: 562-852-7044 wendy@joiafoodfarm.com

Farm website: www.joiafoodfarm.com

Wendy is willing to:

- Host a field day at her farm
- Speak at a field day held elsewhere
- Speak at an in-person conference,
- Speak at an online conference
- Teach a workshop session for other farmers
- Teach a training session for technical assistance providers
- Be interviewed for a newspaper or website

- Travel anywhere within the continental US
- Participate 1-2 hour; half-day; and full-day events



More information on Jóia Food & Fiber Farm

[99 Counties Producer Spotlight: Wendy Johnson of Jóia Food Farm](#) (99 Counties)

[Wendy Johnson: Jóia Food & Fiber Farm](#) (Green Lands Blue Waters)

[How, And Why, Some Farmers Are Bringing Livestock Back To The Prairie](#) (NPR)

[Meet the Farmer: Jump for Jóia](#) (A Greener World)

[On the Ground with the Midwest Farmers Going All-In On Agroforestry](#) (Modern Farmer)

[Iowa Learning Farms Virtual Field Day](#)

Articles by Wendy

[Op-ed: Farmers Want Climate Resilience, but GOP Lawmakers Want to Redirect Billions in Conservation Funds](#)

[Op-ed: We Need a New Farm Bill—for My Iowa Farm and Beyond](#)

[Perennial Agriculture is the Key to Climate Resiliency](#)

Carmen Fernholz - A-Frame Farm ***Near Madison, Minnesota***

Carmen Fernholz has decades of experience as an organic farmer growing annual row crops, Kernza perennial grain, and more. He has now transferred primary operation of his farm to partner Luke Peterson, who maintains its certified organic status as a diversified field crop production and a cow calf beef enterprise, and has recently added Regenerative Organic Certification. Carmen has many roles in the sustainable agriculture world: a farming mentor to Luke, a research partner at the University of Minnesota for sustainable cropping system development, a member of multiple boards and organizations working on sustainable agriculture and conservation, 2022 winner of the Organic Pioneer Award, a speaker and advocate for sustainable practices, and President of the Perennial Promise Growers Cooperative.

Contact: 320-212-3008

Carmen is willing to:

- Speak at a field day, in-person conference, or online conference
- Teach a workshop session for other farmers
- Be interviewed for a newspaper or website

- Travel up to 500 miles
- Participate in 1-2 hour; half-day; and full-day events

More information

[Short Profile from Center for Rural Affairs](#)

[Living the Tuition of Organic Agriculture](#) (Seminar at Cornell University)

[Profile by Minnesota River Basin Data Center](#)



Mark Peterson - Bent Gate Farms ***Southwest Iowa***

Mark and wife Melanie farm 500 acres in southwest Iowa that ranges from flat to D-slope, and from mid-40's to almost 90 Corn Suitability Rating. They grow corn, soybeans, wheat, oats, and rye, and a rotation of single- and multi-species cover crops, all using no-till practices, and incorporating cover crop grazing with the neighbor's cattle. These soil health practices have led to noticeable increases in organic matter, water holding capacity, and even corn yields. Mark is a past board president of Practical Farmers of Iowa (PFI).

Contact: (712) 370-4004 • markpete@myfmtc.com

Mark is willing to:

- Host a field day
- Speak at a field day elsewhere,
- Speak at an in-person conference,
- Speak at an online conference
- Be interviewed for a newspaper or website

- Travel anywhere in continental US
- Participate in 1-2 hour; half-day; and full-day; and multi-day events

More Information

[Voices from Our Network: Bent Gate Farms](#) (Green Lands Blue Waters)

[CLC Success Story](#) (Green Lands Blue Waters)

