

Small Farms Conference

Oregon State University
OSU Extension Small Farms Conference

LaSells Stewart Center - Corvallis, Oregon
Saturday, February 24th, 2018

Brought to you by...



Oregon State
University

Registration

- \$50 per person until Feb. 2nd, 2018
- \$75 per person Feb. 2nd to Feb 15th, 2018
- *At the door registration may not be available \$150 per person*

How to Get Here

From I-5

Take Exit #228 to Corvallis. Head west 10 miles on Hwy 34. Make a left turn onto Hwy 34 bypass. Go right on 26th St., cross Western Blvd., and the LaSells Stewart Center will be on your right.

From HWY 99 Southbound

Highway 99W becomes 4th St. Make a right turn on Western Blvd. Take another right turn on 26th St. The LaSells Stewart Center will be on your right.

From HWY 99 NorthBound

Go over the Marys River Bridge. Make a left turn on Western Blvd. Make a right turn on 26th St. The LaSells Stewart Center will be on your right.

From 9th Street

Drive south on 9th Street, turn right on Harrison, then left on 14th Street. (Note: When 14th crosses Monroe Ave., it becomes 15th.) Turn right on Western Blvd., and right on 26th Street. The LaSells Stewart Center will be on your right.)

Parking

On weekends, Oregon State University LaSells Stewart Center patrons may park in any lot including the permit only areas. This includes the parking structure located North of the Center, and the Reser Stadium parking lots.

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Conference Schedule

8:00 am Registration & Refreshments

Lunch: 12:30 pm to 2:00 pm

Plenary Session: 8:50 am to 9:20 am

Session 3: 2:10 pm to 3:30/4:00 pm

Concurrent Sessions

Networking Session: 3:30 pm to 5:30 pm

Session 1: 9:40 am to 11:00 am

Session 2: 11:20 am to 12:30/12:50 pm

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Conference Schedule

Concurrent Sessions

Session 1: 9:40 am to 11:00 am

Facilitated Farmer to Farmer Exchange: Tools for Farm Business Management:

This workshop will be a facilitated farmer to farmer exchange focused on sharing tools and resources for farm business management. How do you develop sales plans and projections? What accounting and financial record keeping tools do you use? How do you evaluate what is contributing to your farm's bottomline (and what isn't)? What systems do you have in place for evaluating employees and structuring compensation? Come prepared to participate and learn for your farming peers. *Tanya Murray, Oregon Tilth*

Profitable Flowers for the PNW: Hear from growers in different regions about what their most profitable specialty cut flower crops are. From the Mediterranean climate of southern Oregon, to the wet Washington valley, to the unique climate of the Columbia Gorge, we'll be discussing crop planning and selection, planting, timing and what to grow to give your farm a step up. *Danielle @ Valiant Swan, Field to Heart; Isabella Thorndike Church, Le Mera Gardens; Teresa Engbretson @ Katie Elliott, My Garden Over Floweth*

Increasing Food Access at Farmers Markets: Farmers Markets are reaching out to youth, seniors, and low income individuals to offer fun and practical nutrition education in addition to financial assistance. Hear from experienced farmers market managers about how to start up, run and maintain various food access programs including Power of Produce (POP), kids nutrition and cooking classes, senior nutrition, SNAP match, and "SNAP-To-It". *Lannie Kali, Chef-Market Manager @ Food Activist, Plenty Community Food Services; Jackie Hammond, Manager, Oregon City Year Round Farmers Market*

Raising Pastured Organic Hogs: This session includes a general overview of raising hogs on pasture and introduces Rodale's new Organic Hog Facility, a state-of-the-art model for farmers looking to raise premium quality hogs on pasture. The Rodale system includes a centralized hoop house style shelter with deeply bedded stalls and 24/7 access to the outdoors surrounded by pasture consisting of a forage mix for grazing and rooting. A key goal of pasture raised hog systems is reducing labor and off-farm feed purchases. *Jeff Moyer, Rodale Institute.*

Exploring the Small Farm Dream: This session introduces prospective farmers to some of the many considerations when starting a small farm business. We will cover how to assess soil quality and understand water rights; conduct initial market research; and consider how lifestyle and financial goals play into enterprise selection. Investigating these topics may produce more questions than answers, but are extremely important to anyone new to farming. *Rachel Suits, OSU Extension Service Small Farms Program*

Vegetable Pack Shed Layout and Ergonomics: Harvesting vegetables is only the first step in getting quality produce out of the field and to your customers. This session will address some best practices for post-harvest handling and storage of vegetable crops and tools for making the job easier. We will describe efficient layouts for small-scale packing sheds, ergonomic furniture designs, some cold and dry storage options, water usage, and cost considerations for construction. *Andrea Krahmer from Farm Credit Services will discuss options for financing a new storage building. Josh Volk, Slow Hand Farm; Nick Andrews and Heidi Noordijk, OSU Extension; Andrea Krahmer, NW Farm Credit Services*

Elaboración de trampas e identificación de insectos para cultivos en Oregon: El principal componente para el control integrado de plagas es el monitoreo y la detección temprana. En esta sección aprenderemos como fabricar trampas para monitorear insectos, utilizando materiales sencillos y baratos. Adicionalmente, determinaremos como adecuar trampas para cada cultivo e insecto específico. En este módulo los agricultores tendrán la oportunidad de educarse para ser los científicos de su propia huerta, mediante el metódico registro y análisis de datos obtenidos en trampas de monitoreo.s para cultivos en Oregon. *Dalila Rendon, OSU Extension.*

Introduction to Biodynamic Agriculture: This session would cover the history of biodynamics, what BD is in principle and practice, and the current BD movement and BD resources. *Thea Maria Carlson, Biodynamic Association and Marjory House, Oregon BD Group and GoBioDynamic*

Marketing Your Farm's Products: Keep it Safe, Keep it Legal: Oregon's Farm Direct Marketing Law allows farmers to sell a variety of products direct to the end-user without a license. However, there are still labeling and handling requirements for many of the products allowed including eggs, value-added products, and packaged foods. In this workshop we will review what is and isn't allowed under the Farm Direct Marketing Law and provide resources with detailed information about specific products. Beginning farmers, market managers and experienced farmers adding new enterprises will all benefit from attending and there will be plenty of time for Q&A.

Session 2: 11:20 am to 12:30/12:50 pm

Protecting Your Cash Flow: Insufficient working capital is the single greatest reason that a farm fails. This session will focus on small farm cash flow management, and in particular on helping growers to realize how important it is to maintain adequate "working capital." It is critical for growers at any scale of production to understand some of the ways they can maintain adequate working capital even during a bad year. A farmer who is using WFRP to protect her cash flow will share her experiences. *Kent Fleming, OSU; George Harris, NW Farm Credit Services; Diane Szukovathy, Jello Mold Farm*

Marketing and Selling Specialty Cut Flowers: How do I sell my flowers? From Farmers Markets to high end designers, the market for specialty cut flowers is thriving. Jeriann and Ralph, from Bindweed Farm will be discussing the ins and outs of marketing their flowers to designers and event florists. Shanti and Cory, from Whipstone Farm have successfully added flowers to an already thriving vegetable model and will be discussing how they've created and captured a market that didn't exist. From crop selection to communication, how you can find and take advantage of demand for high quality specialty cuts. *Ralph Thurston @ Jeriann Sabin, Bindweed Farm; Shanti @ Cory Rade, Whipstone Farm*

Pasture-Raised Poultry: Successes & Challenges: This session will include candid stories from pastured poultry producers, as they share their experiences related to production, processing and direct marketing. There will also be a Q&A about the latest information about processing and marketing regulations. *Local Oregon farmers; Rebecca Thistlethwaite, Niche Meat Processing Assistance Network*

Best Practices and Resources for Agricultural Apprenticeships: Internships and Apprenticeships on small family farms are an important strategy for beginning farmer training, and farmers often find it fulfilling to add an educational component to the farm. They are also a space where interns, apprentices and farmers alike are critically engaged in transforming the food and farm system. In this workshop, Megan Fehrman, Education Program Director for Rogue Farm Corps, will introduce the National Ag Apprenticeship Learning Network and their new toolkit for on-farm apprenticeships. This network works to support host farmers and apprenticeship programs by sharing best practices, knowledge and resources; coordinating local and regional training-of-trainer efforts for farm educators and mentors; and fostering peer-to-peer dialogue between farms and programs across the country. *Megan Fehrman, Rogue Farm Corps; farmer panelists*

Reducing Tillage in PNW Organic Agriculture: Tillage is a catastrophic event for soil organisms. Reducing tillage is an important way to protect soil health and rejuvenate farm land. Jeff Moyer and Doug Collins will share findings and lessons from their research into Organic no-till and reduced-tillage systems in Pennsylvania and Washington in annual crops. *Jeff Moyer, Rodale Institute; Doug Collins, Washington State University*

Conceptos básicos e introducción a la fisiología vegetal para

pequeños agricultores: Durante esta sesión haremos un recorrido por las plantas, desde las raíces hasta las hojas, de manera que entendamos como el agua, el fertilizante y la luz afectan el funcionamiento de éstas y por ende su rendimiento. El comprender como las plantas responden a condiciones ambientales permitirá que tengamos mejores herramientas para tomar decisiones sobre el manejo de los cultivos, tales como cuando regar, que fertilizante utilizar en determinada época de desarrollo y como hacer un mejor uso de la luz, para optimizar el potencial que las plantas tienen y mantener así buenos rendimientos. *Isabel Hernandez, UC Davis*

“Green” Programs at Farmers Markets: Farmers markets have an opportunity to lead by example in improving environmental sustainability. This panel will share examples of green programs they've created at their farmers markets including using solar power, recycling initiatives that reduced trash by 80%, gleaning programs, and offering re-usable dishes for meals at market as well as to-go containers, cups, and shopping bags. *Amber Holland, Operations Manager, Portland Farmers Market; Betty Benson, Master Recycler, Rubbish Works of Portland; Jim Fanjoy, Boardmember, Manzanita Farmers Market*

Demeter Certification to the Biodynamic Standard: This session covers the BD standard and the certification process (including some background on Demeter); what BD and OG certification share and how they differ. *Jim Fullmer, Demeter Association and Javier Fernandez-Salvador, OSU*

Growing Local: Specialty Food Opportunities for Small Farms: Many farms are interested in finding additional ways to turn a profit. This session examines whether processing what you produce into finished products, using a co-packer, or selling ingredients to a specialty food manufacturer makes sense for your farm. We have identified best practices and most difficult roadblocks. The infrastructure and amenities provided by the REDD in Portland (“a working hub for the regional food economy”) are also highlighted. *Two local producers; Larry Lev, OSU; Rob King, University of Minnesota; Amanda Osborne Ecotrust/REDD*

12:30 pm to 2:00 pm - Lunch

Session 3: 2:10 pm to 3:30/4:00 pm

Getting Legit: How to understand the legal, tax and financial accounting structure of your business: This session will introduce a framework for understanding any farm or ranch business in terms of legal and accounting language. Topics covered include: understanding the difference between owning land and operating a farm or ranch, understanding how to structure one or more business entities to house your business activities and protect your personal assets; an introduction to the basic legal entity types for running a business (sole proprietorship, partnership, corporation) and how income, and income tax liability flow from your assets to you as an individual. *Poppy Davis, Director of Entrepreneurship at the Indigenous Food and Agriculture Initiative at the University of Arkansas School of Law School*

Your Farm Can Bee Better: A partnership between bees and farms is just natural. That is why The Xerces Society and Oregon Tilth teamed up to create Bee Better Certified,™ a new certification program to point you towards pollinator habitat perfection. The program is designed for farms in an effort to reward growers who create pollinator habitat and work to reduce pesticide impacts. In this workshop we'll cover farmscaping for pollinators, including an outline of habitat needs, ideas for how habitat can be incorporated into a farm landscape, and take-home points for successful installation and management. Presenters will also introduced the basic requirements for Bee Better certification and gave an overview of the application process. *Sarah Brown, Oregon Tilth; Mace Vaughn, Xerces Society*

Farmers Markets as Business Incubators: Farmers markets can be a great place for beginning farmers and other small business entrepreneurs to get started. Hear from a successful small business owner who started her prepared-food business as a farmers market vendor, buys raw ingredients from local farms, and has grown her business into other outlets. Also gain inspiration and ideas from Adelante

Mujeres's small business training program about the type of assistance they offer, the partnerships they've developed in order to offer specific opportunities, and some of the advice they have for new vendors regarding the benefits, pitfalls and strategies for selling at farmers markets. *Javier Urenda, Empresas Program Manager, Adelante Mujeres; Araceli de la Cruz, La Popular Catering Service; Cris Hernandez, Registered Environmental Health Specialist, Washington County Health & Human Services*

Sustainable Grazing and How To Do It: This is a very practical workshop for everyone with pastures. We'll cover the principles of forage growth and good grazing, especially sustainable intensive grazing: when to open the gate, when to move the animals off the pasture, and how many animals a pasture can support. We'll discuss different types of forages, using temporary electric fences, where to place water and minerals, etc. Also learn about the Oregon Pasture Network, a program to support the growth of pasture-based farming in our state. *Woody Lane, Ph.D., President, Oregon Forage @ Grassland Council and Lindsay Trant, Organizer, Friends of Family Farmers*

Accessing and Preserving Farmland: models from Oregon and around the U.S.: The cost of agricultural land in Oregon is increasing, making it harder for beginning farmers and ranchers to afford. Meanwhile, prime soils are being permanently lost to development despite Oregon's exemplary land use laws. A set of resources to address both of these challenges is growing in prominence in Oregon and other states. For instance, land trusts and SWCDs are increasingly holding working lands easements, which purchase development rights but allow the land to be farmed, thus generating cash without selling off parcels and lowering the price for beginning farmers and ranchers. Gap finance programs are being integrated into these deals, helping to smooth the path of land transition. In this workshop, you'll learn about what's being done in Oregon, inspirational examples from Washington, and innovative tools used around the nation. *Holly Rippon-Butler, Land Access Program Director at National Young Farmers Coalition; Robin Fay, Conservation Manager of PCC Farmland Trust; Claire Feigener, Conservation Director of Greenbelt Land Trust*

Weed Management in Organic Farming: Successfully managing weeds in organic systems requires a dramatic change in approach. This session focuses on developing an integrated weed management program that combines cultural, mechanical and biological practices. Familiarity with each weed's growth and reproductive habits as well as which weeds dominate during the cropping season are crucial in selecting the most effective management method. Practices include crop rotation, cover crops, crop timing and spacing, mulching, and flaming. *Jeff Moyer, Rodale Institute.*

Historia de granja: como empezar su negocio organico: *Javier Zamora, JSM Organic Farms*

Biodynamics in Practice on Oregon Farms: This session would be set up as a grower panel to illustrate BD in practice on Oregon farms of varying scales, length of BD practice, products, and certification. The idea would be for each of us to contribute to a slide presentation that illustrates our farms, what BD means to us and our farms, challenges to practicing BD, benefits of BD, to certify or not, etc. This session will be more interactive with audience questions, etc. *Beth Hoinacki, Goodfoot Farm; Wali Via, Winter Green Farm; Kris Woolhouse, Ruby and Amber's Farm; Lili Tova, Flying Coyote Farm*

Dry Farmed Orchard Systems: Production, practice, and the story of knowledge transfer: Dry farmed orchard systems have existed for a long time, however the knowledge of how to establish and maintain a dry farmed orchard is pretty rare now a days. Learn the basics of dry farmed orchard establishment, from site and root stock selection to pruning and management over time, woven into the story of how this knowledge has been passed down farmer to farmer in our region. *Jacques Neukom, Neukom Family Farm; Andrew Schwarz, Ridgeline Meadows Farm; Daniel Schuler, Moondogs Farm; Amy Garrett, OSU Extension Small Farms, Dry Farming Project*

3:30 to 5:30 pm - Think with a Drink Networking Session

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Small Farms Conference • February 24th, 2018

Registration due February 2nd, 2018

Register online at: <http://smallfarms.oregonstate.edu/sfc>

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\$50 per person until Feb 2nd, \$75 after that date

Payment information: Check (enclosed) Credit Card

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Circle your sessions:

Session 1: 9:40 am to 11:00 am

- Facilitated Farmer to Farmer Exchange: Tools for Farm Business Management
- Profitable Flowers for the PNW
- Increasing Food Access at Farmers Markets
- Raising Pastured Organic Hogs
- Exploring the Small Farm Dream
- Vegetable Pack Shed Layout and Ergonomics
- Elaboración de trampas e identificación de insectos para cultivos en Oregon
- Introduction to Biodynamic Agriculture:
- Marketing Your Farm's Products: Keep it Safe, Keep it Legal

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- Protecting Your Cash Flow
- Marketing and Selling Specialty Cut Flowers
- Pasture-Raised Poultry: Successes & Challenges Best Practices and Resources for Agricultural Apprenticeships
- Reducing Tillage in PNW Organic Agriculture

- Conceptos básicos e introducción a la fisiología vegetal para pequeños agricultores
- "Green" Programs at Farmers Markets
- Demeter Certification to the Biodynamic Standard: Growing Local: Specialty Food Opportunities for Small Farms

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