

# Small Farms Conference

The 10th Annual

## OSU Extension Small Farms Conference

**LaSells Stewart Center • Corvallis, Oregon**  
**Saturday, February 27, 2010**



### Registration

Registration deadline is February 17th, 2010

- \$40 per person after February 17th, 2010
- \$45 per person on-site
- Fee include refreshments and lunch

### Who Should Attend?



- Farmers
- Farmers' Market Managers
- Food Retailers
- Restaurant Owners
- Community Members and Leaders
- Agriculture Professionals
- Community Food Policy Advocates
- Students



### Directions to LaSells Stewart Center

#### 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 anywhere (including the permit only areas). This includes the parking structure located North of the Center, and the Reser Stadium parking lots.

## Brought to you by...

### Oregon State University Extension Service Small Farms Program



**Chambers-Eisgruber Fund**  
for Sustainable Production,  
Processing and Marketing of Food



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### Conference Schedule



**8:00 am Registration and Refreshments**

**9:00 am Morning Session**

**Keynote: It's About the Flavors of Life: Why We Farmers Work So Hard - David Mas Masumoto**, a third generation farmer and writer working with his family on their 80-acre organic farm near Fresno, CA. Author of several books, *Epitaph for a Peach*, *Four Seasons in Five Senses*, and his latest entitled *Wisdom of the Last Farmer: Harvesting Legacies from the Land*.

### Concurrent Sessions

**10:30 am to 11:45 am**

#### Enroll for the Fresh and Frozen Fruit & Veggie Voucher Program

Farmers participating in this session will meet the face-to-face training requirement for enrollment in the new year-round Women, Infants, and Children (WIC) fruit and veggie voucher program. Authorization to accept payment from WIC will require additional paperwork. This is just one of many opportunities to begin enrolling your farms in this program for 2010. Repeated at 1:00 pm.

#### Creating Successful Farm Internships

Learn how to create successful internships on a small farm. Recruitment, retention, and particularly managing the legal risks of hosting farm internships are the focus of this session. *Elanor O'Brian, Persephone Farm; Stu O'Neil, Rogue Farm Corps; Josh Volk, Slow Hand Farm.*

#### Agri-Tourism as a Value-Added Enterprise on Your Farm

Explore farm stays and regional collaboration as a value-added enterprises. Scottie Jones of Leaping Lamb Farm will share her experiences in hosting visitors at her farm stay, along with the challenges and benefits of her business. Also, learn how farmers are collaborating in rural communities and adding agri-tourism as part of their farm diversification plans.

*Melissa Fery & Dana Martin, OSU Small Farms Program*

#### Alternative Poultry Feeds Part II

This continuation of the popular 2009 conference session features a panel of growers and production specialists discussing current grower practices, range flock nutritional needs, current research, and challenges in producing poultry using alternative regionally produced feedstocks. *Josh Cohen, Barking Moon Farm and other innovative poultry producers; Jim Hermes, OSU Extension Service Poultry Specialist; Carol Miles, WSU Extension Vegetable Specialist*

#### The Business of Farmers' Markets.

Plan for success with market-adapted business planning guidance. Panelists will discuss successful planning and evaluation approaches for markets across the range of sizes and management approaches. *Oregon Farmers' Markets Association*

**1:00 pm to 2:15 pm**

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#### New Tools for Marketing Your Products

This session includes three cutting edge developments in local and regional marketing: The FoodHub, an online marketing tool that connects farmers with food businesses and institutional buyers; the Gorge Grown Mobile Farmers' Market, a successful model for providing fresh food to small rural communities; and a regionally operated business offering home delivery of local food.

#### Funding Successful Energy Improvement Projects

Explore ways to identify, develop, and get funding for agricultural energy improvement projects. *Stephanie Page, Oregon Department of Agriculture; Terry Johnson, Cascade Pacific Resource Conservation and Development*

#### Small Scale Grain Production

Explore the challenges and opportunities in small scale grain production, processing, and marketing. *Pat Hayes, OSU Department of Crop and Soil Science, and Maud Powell OSU Small Farm Program*

#### It's a SNAP!

Tips and tools from a panel of farmers' market managers to establish at your market electronic benefits transfer (EBT) for the Supplemental Nutrition Assistance Program (SNAP) or debit and credit cards. *Oregon Farmers' Markets Association*

**2:45 pm to 4:00 pm**

#### Farmers as Writers

Farming and writing are both creative acts. This panel of experienced farmer-authors will discuss their experiences blogging and writing for magazines, newspapers, books, and journals. *David Mas Masumoto; Katie Kulla, Oakhill Organics; Josh Volk, Slow Hand Farm; Zoe Bradbury, Groundswell Farm.*

#### Farmers' Market - Public Health Partnerships: Solutions for Healthy Eating

Across the nation, farmers' market leaders and public health practitioners are working together to address food insecurity, obesity, and economic prosperity. A Portland-based effort is building a learning community for farmers' markets, public health and other agency representatives, and food policy advocates to address challenges, lessons learned, and best practices to reach a broader customer base. *Amy Gilroy, Community Health Partnership: Oregon's Public Health Institute; Suzanne Briggs, Collaboration.*

#### Alternative Meat Marketing Strategies

Interested in direct marketing meats but don't know where to start? Listen as experienced direct marketers discuss the wide variety of market opportunities and the benefits and trade-offs of each. Session will cover supply chain logistics, product differentiation strategies, and other aspects of bringing meat to market. *John Neumeister, Cattail Creek Lamb; Cory Carman, Carman Ranch; Bette McKibben, McK Ranch.*

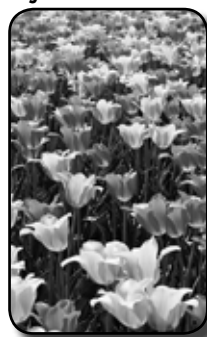
#### Cover Crops for Soil Fertility and the Bottom Line

Learn the latest research results and benefits of cover cropping in annual cropping systems. *Nick Andrews, OSU Small Farms Program, Emily Vollmer, OSU Department of Horticulture, and a panel of farmers participating in on-farm research.*

**Invited Capnote - 4:10 pm to 5:00 pm**

#### ODA & Small Farm Opportunities & Challenges - Katy Coba, Oregon Department of Agriculture Director

Coba was appointed Director of the Oregon Department of Agriculture in January 2003. As Director, she works with the governor, legislature, agricultural, and consumer groups to carry out the state's agriculture policy. Prior to her current position, Katy's career included serving as Chief Policy Advisor, Economic Development and International Trade Policy Advisor and Director of Executive Appointments in the Kitzhaber administration. She was a Special Assistant to the Director of the Oregon Department of Agriculture from 1989-1995. Katy Coba is married and has two daughters.



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Saturday, February 27, 2010

**Registration due February 17th, 2010**

Register on line at: <http://smallfarms.oregonstate.edu>

Make checks payable to **OSU Extension Service**.

Return form and payment to: Small Farms Conference, OSU Benton County Extension Service  
1849 NW 9th Street • Corvallis, OR 97330

Name

Additional Name(s)

Farm or Organization

Address

City

State Zip

Telephone

Email

Saturday Conference: # attending

\$40 per person

Payment information:  Check (enclosed)  Credit Card

Visa  Mastercard

Name on Card

Account Number

Expiration Date (mm/year)

Card Verification Code (found on back of card)

Billing address for card

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Total Enclosed: \$

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