

Small Farms Conference

The 12th Annual
OSU Extension Small Farms Conference
LaSells Stewart Center - Corvallis, Oregon
Saturday, February 25, 2012

Registration

Registration deadline is February 15th, 2012

- \$45 per person or \$80 for 2 people from the same farm/ organization
- \$50 per person beginning February 16th, 2012
- \$55 per person on-site (lunch subject to availability)
- Fee includes refreshments and lunch using local produce



Who Should Attend?

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



Directions to the 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 in any lot 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
Small Farms Program

Oregon State UNIVERSITY **OSU** Extension Service



Oregon
Department
of Agriculture

WESTERN
SARE
Sustainable Agriculture
Research & Education



Small Farms Conference

LaSells Stewart Center - Corvallis, Oregon

Saturday, February 25, 2012

Conference Schedule

8:00 am Registration and Refreshments

9:30 am Morning Session

Keynote: 500 Acres of Food

Kristin and Mark Kimball run a full-diet, free-choice, year-round, draft horse powered CSA from their northern New York Essex Farm. Kristin will discuss how their unique farm model has evolved over eight seasons, the advantages and disadvantages of scaling up, and the importance of hanging on to a clear vision in the face of rapid change. Her book, *The Dirty Life*, chronicles their farm's chaotic startup year. *Kristin Kimball, Essex Farm and author of The Dirty Life: A Memoir of Farming, Food & Love.*

10:30 am to 11:00 am - Break

Concurrent Sessions

11:00 am to 12:20 am

Multi-Species, Multi-Marketing Channels I

This double session is for those with established meat marketing operations who are ready to step up to a higher level of production and marketing. The first session is more general; the second session is specific nuts and bolts. The tools presented in these sessions, including pricing systems and inventory management, are highly integrated. To maximize your learning, plan to attend both sessions. *David Evans, Marin Sun Farms and Lauren Gwin, Oregon State University*

Birds, Bees, and Pickles

Oregon's small farm friendly legislation from the 2011 session includes changes that affect farmers processing their own produce into jams, jellies, pickles, salsas and other products in their home kitchens to be sold at farmers' markets and other farm direct venues. The 2011 legislative session also included changes for poultry and honey. Sharon Thornberry of the Oregon Food Bank and Rebecca Landis, long-time farmers' market manager and president of the Oregon Farmers' Markets Association will present details of the new legislation. *Sharon Thornberry, Oregon Food Bank and Rebecca Landis, Corvallis-Albany Farmers' Market.*

Funding Innovation in Food and Farms

Learn about funding innovative food and farm projects in your community or on your farm. Listen to funders, fellow growers, and organizations as they discuss how to apply for and develop successful funded projects. *Kim Thomas, Meyer Memorial Trust; Katie Pearmine, Oregon Department of Agriculture; Jill Kuehler, Friends of Zenger Farm*

Winter Farming Part 1: Production Basics

The relatively mild winter climate in western Oregon is ideal for growing many types of produce. In this session, you will learn from experienced producers about how to extend your growing season into the winter months. Topics to be covered include weather considerations, varietal selection, hoop houses, weed management, irrigation, and labor. *Tom Denison, Denison Farms; Maud Powell, Oregon State University, and other area growers*

Rainwater Harvesting for the Farm

Well or spring going dry? No water rights? In a groundwater restriction or critical area? The rising costs of water and electricity, and the current limitations of traditional water right acquisition make collecting rainwater from roofs and other impervious surfaces more attractive. Rainwater harvesting is a fine alternative to drilling a well. Proper rainwater harvesting does not require a water right. Evaluate the costs and benefits of rainwater harvesting for agricultural purposes, and the pros and cons of various systems. *Clair Klock, Senior Resource Conservationist, Clackamas Soil and Water Conservation District and American Rainwater Catchment Systems Association board member*

Continuing the Conversation with Kristin Kimball

Oregon's Women's Farmer Networks invite you join an informal conversation with keynote speaker Kristin Kimball about women and farming. This is an opportunity to network with other farmers from throughout Oregon. *Kristin Kimball, Essex Farm and author of The Dirty Life: A Memoir of Farming, Food & Love.*

Farm Business Plan 101

Participants will leave this session understanding the "how and why" of farm business plans and will be capable of later developing their own comprehensive plan using the free online software, AgPlan. AgPlan is designed to be used by all sizes of farms, value-added ag, and other rural enterprises. *Kent Fleming, Agricultural and Resource Economics, Oregon State University*

12:20 pm to 1:30 pm - Lunch

1:30 pm to 2:50 pm

Multi-Species, Multi-Marketing Channels II

This double session is for those with established meat marketing operations who are ready to step up to a higher level of production and marketing. The first session is more general; the second session is specific nuts and bolts. The tools presented in these sessions, including pricing systems and inventory management, are highly integrated. To maximize your learning, plan to attend the first session if you plan to attend this one. *David Evans, Marin Sun Farms and Lauren Gwin, Oregon State University*

Winter Farming Part 2: Marketing your Products

Opportunities for marketing abound for the intrepid farmer as local procurement dips in all segments during the winter. In part 2 of this series, learn about various channels to market your winter produce. Panelists will cover how to run a winter CSA program and provide tips for selling to institutions, wholesale and retail markets. *Rogue Valley Farm to School; Bill Genne, First Alternative Cooperative; Tracy Harding, OSU Extension*



Small Farms Conference

Conference Schedule continued...

Flash Mob at Your Market? Special Events to Keep Your Market Hopping

Special events are an opportunity to entertain and educate while attracting new customers and media attention. Hear from managers who are doing successful special events and find out what has and has not worked for them. *Oregon Farmers' Market Association*

The Essex Farm Full Diet, Year-Round CSA

A full diet CSA is a dramatically different and exciting model. Essex Farm in New York offers a full diet, year round CSA that strives to make the grocery store obsolete for its members. The 500 acre farm produces beef, pork, chicken, eggs, dairy, 50 different vegetables, herbs, fruit, grains and flours, dry beans, lard, and maple syrup, plus bonus items like cut flowers, breakfast cereal, sauerkraut, kimchi, and soap. *Kristin Kimball, Essex Farm and author of The Dirty Life: A Memoir of Farming, Food & Love.*

The New Face of Farming

Today, many trends are emerging in Oregon agriculture; as these models gain traction, it is important that Oregon's land use policy supports them. During the fall of 2011, 1000 Friends of Oregon launched an initiative to gather feedback from farmers and ranchers about ways that Oregon's land use program could be adapted to enable agricultural producers' greater economic viability. Listen as 1000 Friends of Oregon share feedback gathered at these sessions, and their advocacy plans for policy reform during Oregon's 2012 legislative session and beyond. *Ben Gordon, 1000 Friends of Oregon.*

Show Me the Money: Traditional and Creative Resources for Farmer Financing

An overview of current resources for funding your farming operation, including federal and regional savings and loan programs, examples of creative partnerships, tools for discussing the "F" word (farm) with banks, and updates on regional and state groups researching and tackling the issue of farmer financing in Oregon. *Michele Knaus, Friends of Family Farmers*

Farm to Fork Events

Expand the marketing capacity of your farm through community networking and farm-to-table events. Join Farm to Fork's director, Matthew Domingo as he explains how farm dinner experiences, their logistics, and permitting work. Chris Roehm of Square Peg Farm will share his experience, from the farmer's perspective. *Matthew Domingo, Farm to Fork and Chris Roehm, Square Peg Farm*

2:50 pm to 3:10 pm - Break

3:10 pm to 4:30 pm

Farmers as Writers

Farming and writing are both creative acts. Get writing with Kristin Kimball during this interactive session that will include discussion, exercises, and writing. *Kristin Kimball, Essex Farm and author of The Dirty Life: A Memoir of Farming, Food & Love.*

Increase SNAP Match at Your Market

Increase federal SNAP dollars being spent at your market through innovative match programs that draw EBT customers. Anna Curtin of Portland Farmers Market and Gina Bell, former manager of Forest Grove Farmers Market will discuss their successful SNAP Match programs. *Oregon Farmers Market Association*

Integrating Permaculture Principles on Diversified Small Farms

Permaculture design offers many tools for farmers that can maximize long-term productivity, biodiversity, and viability. Learn from Don Tipping of Seven Seeds Farm and Andrew Millison of Beaver State Permaculture how permaculture design principles can be applied on your new or existing farm. *Don Tipping, Seven Seeds Farm and Andrew Millison, Beaver State Permaculture*

Grafting Vegetables to Reduce Soil-Borne Problems and Improve Vigor and Yield

Grafted vegetables are increasingly popular with organic greenhouse growers and farmers, who appreciate their higher yields, longer harvest period, and minimal need for disease controls. Hear how soil-borne diseases like fusarium and verticillium wilts can be managed with grafting. This session will cover the practice and benefits of grafting, techniques, the healing process, and grafted tomato production under high tunnels. *Alice Doyle, Log House Plants; Carol Miles, Washington State University; and Gathering Together Farm.*

Business Planning and Lenderspeak

Tired of making business decisions seat-of-the-pants? Learn how to generate the type of farm data that lenders want to see, with free tools to help communicate with lenders. Using real case studies from Oregon small farms, learn how to use these free interactive tools (AgTools™, AgProfit™, AgLease™, & AgFinance™), to help you make smart business decisions and provide the information you need to have a more successful conversation with your lender. See how the information provided helps plan and manage risk more effectively. *Clark Seavert, Rebecca Sullivan, and Tyler West; all of Agricultural and Resource Economics, Oregon State University*

Selling to Schools and Hospitals

Listen and learn as Oregon Department of Agriculture's Michelle Ratcliffe, and Oregon Department of Education's Heidi Dupuis present an overview of new Oregon legislation, HB 2800, and programs that connect Oregon farmers with schools and health care facilities. A panel of institutional buyers and farmers successfully selling into schools and health care facilities will discuss what works and how to approach this marketing channel.

Oregon's 1000 Bird Exemption

In 2011, the state legislature passed a new law allowing small-scale poultry producers to slaughter and sell up to 1000 poultry on their farm, direct to individuals for home use, without building a state licensed processing facility. There are rules: come learn what they are. *Lauren Gwin, Oregon State University and Will Fargo, Oregon Department of Agriculture*



Small Farms Conference

The 12th Annual OSU Extension Service Small Farms Conference • 2012

Saturday, February 25, 2012

Registration due February 15th, 2012

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

\$45 per person - 2 for \$80

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

Signature

Total Enclosed: \$

Oregon State University Extension Service offers educational programs, activities, and materials without discrimination based on race, color, religion, sex, sexual orientation, national origin, age, marital status, disability, and disabled veteran or Vietnam-era veteran status. Oregon State University Extension Service is an Equal Opportunity Employer. OSU Extension Programs will provide reasonable accommodations to persons with physical or mental disabilities. Contact Chrissy Lucas at 541-766-3556 to request reasonable accommodation. Please contact us by February 9, 2012.

Sunday, February 26, 2012 - Hands-on Small Scale Poultry Processing Workshop - 8:30 am to 1:30 pm

Learn how to slaughter poultry and sell them under HB2872, Oregon's new 1000 bird exemption: on-farm, outdoors. Understand the law and regulations, improve your poultry processing skills, and think about pathogen management. This short course prepares producers to comply with the requirements of HB2872. Ian Silvernail, Gooseberry Farm and Travis Witmer, Kraut Valley Farm.

Additional \$100 registration fee required. Space limited to 25. Scholarships available; contact Linda Brewer at Linda.Brewer@oregonstate.edu.

Register online at: <https://secure.oregonstate.edu/smallfarms-events/register/5>

