

Tools for Agricultural Success – What's in Your Shed?



**Saturday, February 9, 2019
8:00 am - 4:30 pm**

**Kalamazoo Valley Community College
Texas Township Campus
6767 West O Ave.
Kalamazoo, MI 49003**

The Michigan Family Farms Conference is a forum for beginning, small-scale and culturally diverse farmers to network, learn and build sustainable farms.

Thank You To Our
Conference Planning
Team:

Michigan Food & Farming Systems, USDA
Natural Resources Conservation Service,
Kalamazoo Valley Community College,
USDA Farm Service Agency, MSU
Extension, MSU College of Agriculture and
Natural Resources, Michigan Department
of Agriculture and Rural Development,
FoodCorps, Detroit Public Schools
Community District.

Youth Track

Rooms 3310, 3320, 3330, 3340, 3350

Highlighting career paths in
food, agriculture, and natural
resources, though fun, hands-
on activities.

8:00 Registration in room 3340
8:30 Parent orientation in room 3340
9:00 – 12:15 Morning Youth Program
12:15 - 1:15 Lunch with parents
1:15 - 4:25 Afternoon Youth Program at
Food Innovation Center

Volunteer run by FoodCorps Michigan,
MSU College of Ag & Natural Resources,
Minorities in Ag, Natural Resources and
Related Sciences (MANRRS), KVCC Food
Innovation Center, and MSU Extension.



Dear Friends,

Welcome to the 16th annual Michigan Family Farms Conference! We are so happy to have you here and are thrilled to be back at KVCC for a second year. From the moment the conference concludes one year, we start making plans for the next one and look forward to connecting with you all over again. We strive to make each conference better than the previous one.

This year's theme *Tools for Agricultural Success – What's in Your Shed?* is meant to highlight different elements that can help farmers thrive. We know that a farmer's toolbox needs to include an array of resources, from literal farm tools and implements, to knowledge, and even emotional support. We hope that you find inspiration and knowledge in this safe and supportive learning space.

Today, we encourage you to:

- Make new connections and strengthen the old
- Visit and interact with exhibitors
- Enjoy delicious and nutritious food (the conference is a Certified Local Food Event)
- Gain new knowledge from experts and from each other

The conference wouldn't be possible without the planning team members, amazing staff at Kalamazoo Valley Community College, volunteers, and of course, friends like you. Thank you for all that you do.

Please make sure to stop and say hello if you see us throughout the day!

Jennifer Silveri
Director of Field Operations

Lauren Marquardt
Director of Development and Services

2019 Keynote Speaker

2:10-2:55 p.m.



Melvin Parson
Founder, We the People Growers Association

Melvin Parson is more than an organic vegetable and herb grower, he is at his core a champion of social justice and equality. As his journey to growing food took root in 2014, he realized the people growing and selling food didn't look anything like him. In that moment he believes the universe told him, "Melvin, this is where I want you to sit." Parson believes that, "Either you have a seat at the table or you're on the menu!"

In 2015 he founded We the People Growers Association (WTPGA). His early vision to build community through creating gardens morphed in 2017 when he leased ¼ acre of land from a church in Ypsilanti Township. Parson's vision became building a sustainable farming system to support a workforce of men and women returning home from incarceration. Since then, WTPGA has hired returning citizens, successfully sold produce at farmers markets and restaurants, and continues to foster community and education through farming.

Changing the Soil

Urban Farmer and visionary Melvin Parson tells his inspiring story of how the gift of a small plot of land and supportive friends turned into an organic agribusiness supplying 15 Southeastern Michigan restaurants. In this session, Melvin will share how "Changing the Soil" can lead to life-affirming and fruitful results for you and your community.

Agenda

TIME	ACTIVITY
8:00 am	Registration opens, network, visit exhibitors
9:00-10:10	Session 1
10:10-10:40	Break: Network, visit exhibitors, farm number registration
10:40-11:50	Session 2
11:50-1:20	Lunch, visit exhibitors, farm number registration
1:25-2:55	Welcome, awards, keynote address
2:55-3:15	Break: Network, visit exhibitors, farm number registration
3:15-4:25	Session 3



Conference Menu

Breakfast - Yogurt, fruit, granola, juice, coffee

Morning Break - Michigan apples, string cheese

Lunch - Beef chili, veggie soup, salad bar, bread & butter, apple crisp

Afternoon Break - Smoothie, granola bars, coffee

Do Cover Crops Pay?

Track 1 (SARE Farmer's Forum) Part 1, Room 1330

Jim Stute, Michael Fields Agricultural Institute

Farmers recognize soil health benefits of cover crops yet are weighing every input purchase in the current market environment and may forego this production expense at the risk of soil and environmental quality. We'll share what we learned about the economic impact of cover cropping and expand our peer to peer learning circle to facilitate transfer of cover crop information and expertise.

Soil Remediation Techniques in Urban Agriculture

Track 1 (SARE Farmer's Forum), Part 2, Room 1330

Casey Sabatka

This presentation will explore possible solutions to contaminated soils in urban growing environments. Topics include various methods of phytoremediation and the PIMS method using apatite II.

Food Safety at Farmers Markets

Track 2, Room 1320

Michelle Gagliardi, Michigan Farmers Market Association (MIFMA) and Amanda Cooley, Michigan Department of Agriculture and Rural Development (MDARD) Representative

Farmers market vendors are subject to food safety guidelines from various regulatory agencies, as well as consumer expectations for quality, sourcing, and transparency. Our experts will help you understand the legal requirements and customer service best practices for ensuring confidence in your product from inspectors and farmers market shoppers alike.

Access to Capital and Preparing Financials

Track 3, Room 1310

Matthew Willbrandt, GreenStone Farm Credit Service

This session will prepare you for a discussion with a lender. It will provide an overview of a business plan, balance sheet, profit and loss statement and cash flow projection. There will also be discussion on various programs that are available to young, beginning and small farmers.

Using Humified Compost as the Foundation to Soil Health

Track 4, Room 4550

Joel Clifton, Morgan Composting Inc.

Soil health is essential to human health and the health of our entire planet. The key to soil health is the proper management of soil carbon. For decades organic growers have understood the importance of using natural, organic products for their fertility, but now farms are taking notice of carbon-based products and the benefits of organic chemistry. Learn about organic carbon and how it changes soil properties to benefit your produce.

Selling to Wholesale Markets

Track 5, Room 4540

Erin Caudell, The Local Grocer

Want to sell wholesale but think your farm isn't big enough? This session will bust that myth and others while giving you information on how to approach wholesalers and food hubs. We'll talk expectations, products, and pricing.

Easy and Inexpensive Methods to Incorporate Mushrooms into Cropping Systems

Track 6, Room 4530

Christopher A. Wright, Ph.D. Easygrow Mushrooms and Composting LLC

This session will present an overview of different mushrooms and growing techniques that any small or large farmer can incorporate into their cropping system. We'll cover growing gourmet and medicinal mushrooms via log culture. We'll share easy and inexpensive techniques for cultivating mushrooms in beds and on pasteurized straw. Come learn about how mushrooms can offer the opportunity for any farm to provide a lucrative crop to your markets!

Aspects of Racial Equity in Food Systems

Track 7, Room 4520

J.R. Reynolds, Good Food Battle Creek; Rich Pirog, Center for Regional Food Systems; Rubén Martínez, Julian Samora Research Institute, MSU

Racial equity is an emerging and critical lens in food systems studies, but what does it have to do with food systems? This question is addressed through presentations and discussions around an overview of racial equity issues in food systems, a focus on the metrics that are used by educators and researchers to assess racial equity in food systems, and an example of racial equity issues focusing on workplace issues among "milkers" in the dairy industry. Discussion to follow.

Session II

Root Crop Production and Post Harvest Systems for Diversified Vegetable Farms

Track 1 (SARE Farmer's Forum Part 1) Room 1330

Ruthie and Trent Thompson, Green Gardens Community Farm, Battle Creek, MI; Molly and Dion Stepanski, Presque Isle Farms, Alpena, MI; Dru and Adam Montri, Ten Hens Farm, Bath, MI

Three Michigan farms participated in a two year NCR-SARE funded, on-farm research project looking at various aspects and equipment for scaling up their farms, including seeding, cultivating, harvesting, and washing equipment for root crops. They will share lessons learned and improvements made to increase the economic viability of their farms, the experiences and attitudes of their employees and themselves, and how each of them have fit the expanded storage crop production into their extended season and year-round farms.

Open Source Automated Irrigation System for Small, Urban or Specialty Crop Farms

Track 1 (SARE Farmer's Forum Part 2) Room 1330

Christian Flickinger, Renegade Acres

Renegade Acres began operations in 2015 as the culmination of a 5-year journey of urban farming. Katie and Christian Flickinger wanted to consolidate 8 urban farming locations into a single small farm to better scale operations and give each crop the attention it needed. They moved to a 7-acre plot of land in Howell, MI where they converted a 40+ year non-rotated



10:10-10:40 am Break:
Networking, visit exhibitors, farm number registration

Morning Break Menu:
Michigan apples, string cheese.

10:40 - 11:50 a.m.

cornfield into a diverse, organic, heirloom small farm. The first thing they decided to do was install irrigation, but they wanted to do it affordably, using automation, and in a way that could easily be replicated. We will share design considerations for our small farm's irrigation system.

Sharpening Your Marketing Skills: Tools for Small Farms

Track 2, Room 1320

Matt Romine, Mike Romine, Andrea Romeyn, Tricia Phelps, Kelly Wilson

Whether you're just starting out, or looking to take your business to the next level, this session has something for you. Farm Field Table, Providence Organic Farm and Taste the Local Difference will present actionable steps, fresh ideas, and examples of marketing strategies that can help your business connect to new markets and reach a wider audience.

Beyond Survival: Risk Management for Growth

Track 3, Room 1310

SCORE Mentors: Steve Feinman; Ed Krupa, CPA; et al

This presentation will help you identify, analyze, and examine options for mitigating the continually changing risks associated with plans for family farm growth in volatile markets. We'll cover the principal risk and contingent risk categories that affect

Session II *(continued)*

10:40 - 11:50 a.m.

current and proposed growth operations, including production, marketing/sales, financial, legal and people, using the business model canvas as the framework and will introduce techniques that can help identify, assess, evaluate, and prioritize risk and actions to mitigate these risks.

Biological Control in Protected Environments: Planning and Strategy

Track 4, Room 4550

Jeremy Jubenville, MSU Extension

This presentation will cover the fundamentals of biological control in hoop houses and greenhouses. We will cover the most important characteristics of four key pests in protected agriculture and how to scout for them. From there, we'll touch on the general IPM framework and discuss commercially available biological control products for controlling all four pests.

Seed to Seed: Closing the Gap in Sustainable Farming

Track 5, 4540

Ben Cohen, Small House Farm/ MI Seed Library

Saving seeds is an essential practice for maintaining a sustainable 'closed circuit' farm operation. Local food is only as local as the seed supply. Seeds are just as vital as healthy soil, clean water and market access. Regionally adapted and locally grown seeds are paramount to a secure food system. This presentation explores the benefits and challenges of incorporating seed saving into a small farm operation.

Session III

3:15 - 4:25 p.m.

Insectary Plants to Enhance Beneficial Insects

Track 1, (SARE Farmer's Forum Part 1) Room 1330

Doug Landis, MSU Department of Entomology

Beneficial insects include pollinators and natural enemies (predators and parasitoids) of crop pests. Most beneficial insects use plant pollen and/or nectar as food to fuel their activities but these resources can be limited in agricultural landscapes. We tested 50 native plant species to determine their attractiveness to pollinators and natural enemies at three field sites in Michigan. Results of these studies will be presented.

The Wisdom of WISEWOMAN Gardeners

Track 6, 4530

Dolly Hunt, Lisa Hand, Tammy Adams, and Sheila Wedell

Join this panel of WISEWOMAN Entrepreneurial Gardeners as they share their wisdom and experiences of gardening on a tight budget, overcoming their fear of selling, and being successful no matter how big or small your garden or farm is.

Menus that Matter- How Chefs Can Be Farmers' Best Friends

Track 7, 4370-4380 (Room off of cafeteria)

Hosted by Food Innovation Center staff

"Menus that Matter" is KVCC's Culinary Arts and Sustainable Food Systems curriculum, and linked to the urban farm and food hub on site. This 30 minute session will be followed by a tour of the Culinary Arts facility and Food Innovation Center where we'll talk about how connecting chefs (especially institutional chefs), food hubs, and farms can be incredibly beneficial to farmers. This session spans lunchtime; a bag lunch will be provided.



11:50-1:20 pm Lunch: Visit exhibitors, farm number registration.

Lunch Menu: Beef chili, veggie soup, salad bar, bread & butter, apple crisp

SARE Grant Writing Workshop

Track 1, (SARE Farmer's Forum Part 2) Room 1330

Dean Baas, Sustainable Agriculture Research and Education (SARE) Coordinator and MSU Extension

The North Central Region Sustainable Agriculture Research and Education (SARE) Grant programs will be presented with emphasis on the Farmer Rancher and Youth Educator grants. Tips for successful grant writing will be discussed. A panel of SARE grant recipients will talk about their experiences with and answer questions about applying for and receiving a SARE grant.

Session III *(continued)*

3:15 - 4:25 p.m.

How to Price Goods for Farmers Market Sales

Track 2, Room 1320

Erin Caudell, The Local Grocer, and Rachel Cross, Spirt of Walloon Market Garden

Pricing your produce for the farmers market isn't always an intuitive process, as it often involves many variables. The experienced farmers in this session will teach you how to set fair prices that are true to your production practices, while still yielding positive farmers market sales and customer relationships.

Crop Insurance for Beginning Farmers

Track 3, Room 1310

David Moll, GreenStone Farm Credit Services

"If I have a crop failure, will I be able to keep farming next year? If the market falls sharply, will I be protected? What if I forward contact and do not have a crop?" Take advantage of this session to learn how to incorporate crop insurance to help manage your financial risk on your farm and understand how crop insurance can benefit your operation by protecting your investment. When it comes to costs - did you know some crop insurance is government subsidized up to 80% of the total premium and there are additional benefits for beginning farmers?

Soil Health & Cover Crop Termination with Roller Crimper

Track 4, Room 4550

Will Jaquinde, MSU Extension, and Jim Marshall, USDA Natural Resource Conservation Service

Building and maintaining healthy soil is not as difficult as you might think. With a bit of time, energy, patience and actually doing a little bit less to the soil, mother nature will do most of the heavy lifting for us. Despite a focus on soil health, organic farms have been heavily reliant on tillage, often to the detriment of the soil. In this session, we will explore roller crimping, an organic conservation tillage technique, that holds great potential for the organic farm. Join us for a session about practical, cost effective and simple ways to build healthy soil for smaller operation farms.



2:55-3:15 pm Break:

Networking, visit exhibitors, farm number registration

Afternoon Break Menu:

Smoothie, granola bars, coffee

Getting to Know Your Market

Track 5, Room 4540

Katie Brandt, MSU Student Organic Farm

This session will guide you through researching your community and creating real strategies to reach out to eaters rooted there with a hands-on experience using the census, USPS website, dot surveys, maps, online surveys, conversations and video clips. Everyone will research their community at the zip code level then zoom in to the micro-level with info by mail route. The group will share what we discover using dot surveys and a Michigan map. We'll then split into expert groups to discuss strategies to help you fit your farm and marketing to local needs and values, then share proposed strategies using a google form and record a video clip. You'll walk away able to better connect with your local customers and let them know that their input is heard and appreciated.

What's in a Bee Hive: An Introduction to Beekeeping

Track 6, Room 4530

Adam Ingrao, MSU Extension

In this session we will discuss basic beekeeping equipment and the things beekeepers see in a bee hive. We will discuss all of the elements that make up a healthy colony and discuss challenges new beekeepers face as they prepare to enter their first year of beekeeping.

Farm Bill Update: Positive Policy Change in a Fractured Political Landscape

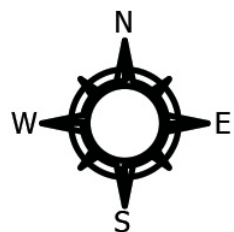
Track 7, Room 4520

Wes King, National Sustainable Agriculture Coalition

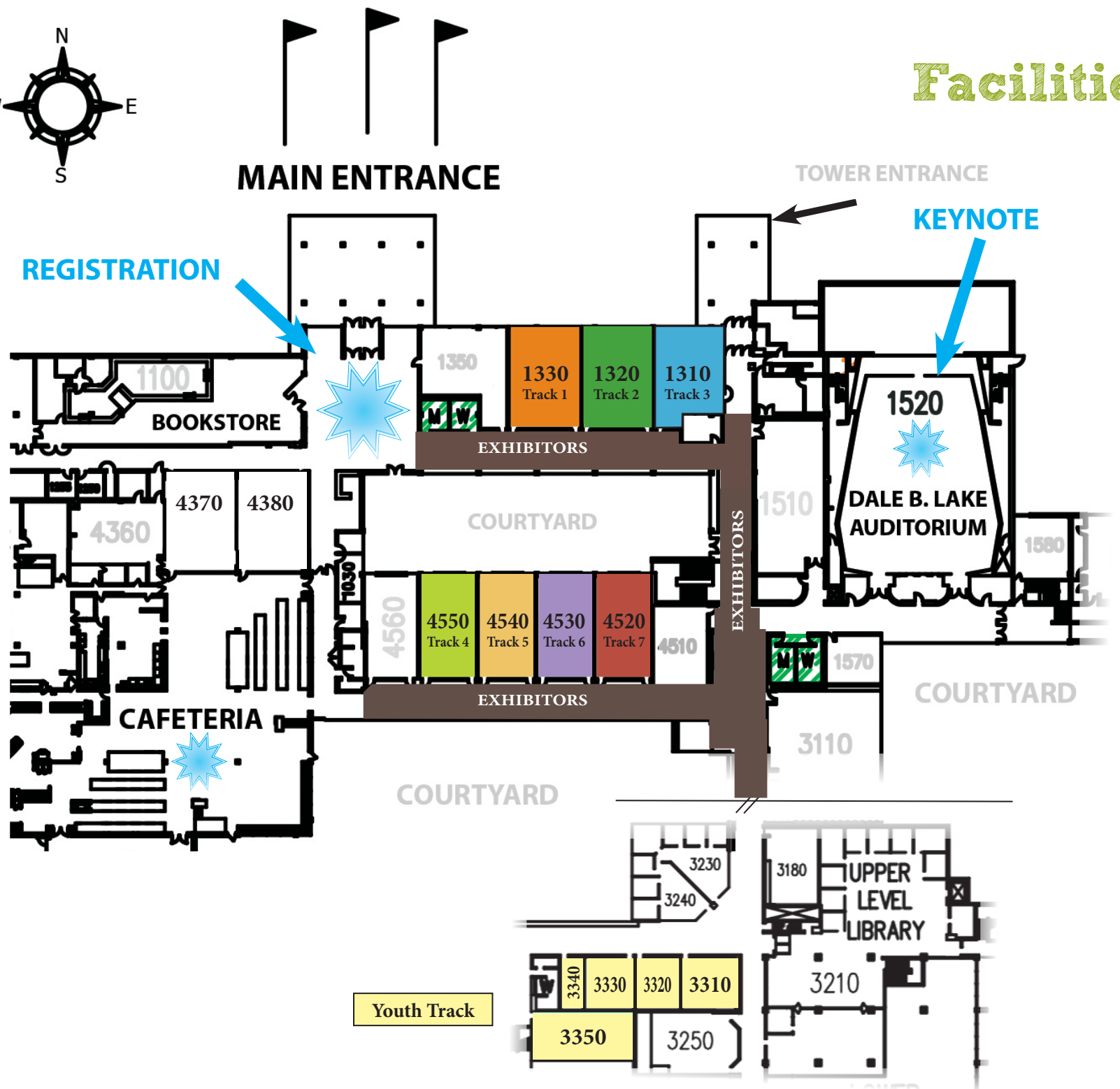
It's tough to follow all the zigs and zags of the farm bill and untangle what each piece means for the future of sustainable agriculture and family farmers. Want to learn about what changes were made to key programs and policies in the 2018 Farm Bill and what they mean for sustainable agriculture, local food, healthy food access, beginning & socially disadvantaged farmers, and farm viability? If so, this session is for you. Join the National Sustainable Agriculture Coalition for a clear breakdown of what is in the 2018 Farm Bill, how it builds on previous farm bills, and what it means moving forward.

2019 MFFC Workshop Sessions

Time	Track 1: SARE Farmer's Forum Room 1330	Track 2 Room 1320	Track 3 Room 1310	Track 4 Room 4550	Track 5 Room 4540	Track 6 Room 4530	Track 7 Room 4520	Youth Program
8-9:00 am	Registration, Networking & Visit Exhibitors							8:00am: Registration Room 3340 8:30am: Parent Orientation in room 3340 9:00 am – 12:15 pm: Youth Workshop Program
9:00- 10:10 am	1. Do cover crops pay? Expanding a learning circle for peer to peer cover crop promotion using economics as a theme. 2. Soil Remediation Techniques in Urban Agriculture	Food Safety at Farmers Markets: What an Inspector is Looking for and What a Customer Sees	Access to Capital and Preparing Financial Info	Using Humified Compost as the Foundation to Soil Health	Selling to Wholesale Markets	Easy and Inexpensive Methods to Incorporate Gourmet & Medical Mushrooms into any Farm's Cropping System	Aspects of Racial Equity in Food Systems	
10:10 - 10:40 am	Break: Networking & Visit Exhibitors and On-site Farm # Registration							
10:40 - 11:50 am	1. Comparative on-farm study of root crop production 2. Open Source Automated Irrigation	Sharpening Your Marketing Skills: Tools for Small Farms	Beyond Survival: Risk Management for Growth	Biological Control in Protected Environments: Planning and Strategy	Seed to Seed: Closing the Gap in Sustainable Farming	The Wisdom of WISEWOMAN Gardeners	Menus That Matter – How Chefs Can Be Farmers' Best Friends (Bag lunch provided; tour spans lunch break) Meet in room 4370	
11:50 - 1:25 pm	Lunch, Visit Exhibitors & On-site Farm Number registration							
1:25- 2:55	Welcome, Awards, and Keynote							1:15pm: Bus Departs for Food Innovation Center for Afternoon Youth Workshop Program 4:25pm: Bus Returns
2:55– 3:15 pm	Networking, Visit Exhibitors & On-site Farm Number Registration							
3:15 -4:25 pm	1. Insectary plants to enhance beneficial insects 2. Grant Writing Workshop	How to Price Goods for Farmers Market Sales	Crop Insurance for Beginning Farmers	Soil Health & Cover Crop Termination with Roller Crimper: Made for Each Other!	Getting to Know Your Market	What's in a Bee Hive: An Introduction to Beekeeping	Farm Bill Update: Positive Policy Change in a Fractured Political Landscape	



Facilities Map



Exhibitors

- AgrAbility
- Carharrt
- Certified Naturally Grown
- Food Bank Council
- Fair Food Network
- GreenStone Farm Credit Services
- Kalamazoo Valley Community College
- Michigan Agency for Energy
- Michigan Agricultural Mediation Program
- Michigan Department of Agriculture and Rural Development
- Michigan Farmers Market Association
- Michigan Farmers Union
- Michigan Food and Farming Systems
- Michigan Good Food Fund
- Michigan Organic Food and Farm Alliance
- Morgan Composting
- MSU Center for Regional Food Systems
- MSU Extension
- MSU Extension/Sustainable Agriculture Research and Education (SARE) Program
- MSU Student Organic Farm
- National Immigrant Farming Initiative
- National Young Farmers Coalition
- Nature and Nurture Seeds
- Nifty Hoops
- Produce Safety Alliance/MSU Extension
- Taste the Local Difference
- Terramera
- USDA Farm Service Agency
- USDA Natural Resources Conservation Service
- USDA Risk Management Agency

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northcentralsare.org



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The WIA Farm Development Center serves as an economic development opportunity to expand the capacity of women to be a part of the local economy.

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Proud owners of the preserved farmland where Tilian Farm Development Center, an incubator farm managed by Michigan Food & Farming Systems, is located.

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taste the LOCAL difference

TLD helps food businesses and the communities they serve benefit from the economic value of local food, while ensuring that fresh, healthy, local food is available to all consumers.



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Learn more at: <http://migoodfoodfund.org/>

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480 Wilson Rd, Room 172
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517-432-3381

The Michigan Farmers Market Association
works with and for farmers market
organizers, managers, farmers, vendors and
friends to create a thriving marketplace for
local food and farm products.

Learn more and find out how to get involved at:

mifma.org

Thank You!

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THANK YOU to: DoughChicks, J&J Tortilla Co., Mattawan Creamery, Michigan Apple Commission, Michigan Department of Agriculture and Rural Development, Michigan Potato Industry Commission, Mitten Fruit Company, Safie Specialty Foods, Uncommon Coffee Roasters, United Dairy Industry of Michigan, ValleyHUB, and Walther Farms for the generous food donations.