

Sustain our Future - Healthy Soils, Healthy Communities



**Saturday, January 17, 2015
8 a.m. - 5 p.m.**

**Marshall High School
701 North Marshall Avenue, Marshall, MI 49068**

Welcome to the 12th annual Michigan Family Farms Conference!

Thank you for joining us for this year's conference! As we're looking toward sustaining our future of thriving local food systems, two themes arise over and over again – healthy soils and healthy communities. We hope that in this year's eight conference tracks, 20 sessions and two keynote addresses, you find knowledge, connections and inspiration to take home and work toward a healthier future for agriculture and communities in our state.

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

Morning Keynote: *Vibrant Terra Firma: A Co-Creative Parable in 7 Acts*

8:30 - 9:15 a.m.



Jack Lee

USDA NRCS, Arizona

Jack earned his Bachelors of Art degree in history from Kutztown University; it is with this strong connection to the past that taught him that agriculture is the key to every single society on Earth. He went on to pursue his Masters of Science in agribusiness from

Alabama A&M University and studied at Nanjing Forestry University in Nanjing, China. After graduation Jack moved to Arizona to become a soil conservationist with USDA NRCS. He is ecstatic to get the opportunity to work with and learn from everyone here in Michigan.



Jim Marshall

USDA NRCS, Michigan

Jim is Michigan's Area 4 Biologist for USDA NRCS and provides high-quality technical assistance to a diverse group of customers in wetland restoration, conservation easements, wetland assessments, wetland mitigation planning and implementation,

habitat restoration, soil quality and wetland restoration project management. Jim earned his Bachelors of Science Degree in Forestry and Soils and a Master of Science Degree in Soils Chemistry, Soil Genesis and Soil Geomorphology from the University of Wisconsin at Madison. He currently teaches at Lansing Community College and has been a member of the Conference Planning Committee for nearly a decade.

Afternoon Keynote: *Every Community's Right to Healthy Soil*

2:15 - 3:00 p.m.



LaDonna Sanders Redmond

Campaign for Food Justice Now

LaDonna Sanders Redmond is a community activist, writer, and motivational speaker who has successfully worked to get Chicago Public Schools to evaluate junk food, launched urban agriculture projects, started a community grocery stores and worked on federal farm policy to expand access to healthy food in low-income communities. Redmond is a weekly columnist with the MN spokesman reporter, a highly sought after public speaker and a KMOJ-FM radio talk show host. In 2009, Redmond was one of 25 citizen and business leaders named a Responsibility Pioneer by Time Magazine.

LaDonna was also a 2003-2005 WK Kellogg Food and Society Policy Fellow. In 2007, she was awarded a Green For All Fellowship. LaDonna attended Antioch College in Yellow Springs, Ohio. Currently, Redmond is on the faculty of Higher Education Consortium on Urban Affairs teaching a course on Agriculture and Justice and is the education and outreach coordinator for a co-operative grocery store, Seward Community Cooperative in Minneapolis.

Session I

9:30 - 10:50 a.m.

Group GAP Room 128

Panel of participants in the UP GAP pilot: **Natasha Lantz & Neal Curran**, *Marquette Food Co-op*, **Michelle Walk**, *MSU Extension*, **Phil Britton**, *Cherry Capital Foods*, **Jason & Jennifer Slagle**, *Slagle Family Farm*, **Wendy & Michael Gibson**, *Sleepy Hollow Farms*
Feel like a GAP (Good Agricultural Practices) audit is just too big for your small farm? Hear from farms in the U.P. who went through a pilot to have USDA GAP certify their farms as a group.

Cover Crops – The Key to Healthy Soil and Reduced Inputs Room 131

Christina Curell & Paul Gross, *MSU Extension*, **Jim Marshall & Tamarra Roseburgh**, *USDA NRCS*

Cover crops can do amazing things for your farm and your soil, from improving soil fertility and organic matter to reducing weed and insect pressure (and a whole lot more!)

Birds and Bees, Flowers and Trees Room 132

Walter Pett, *MSU*, **Meghan Milbrath**, *Northern Bee Network*, **Kelly Losey**, *USDA FSA*, **William Hull**, *MDARD*, **Gerald Johnson**, *Johnson's Farm Products*

Learn bee keeping basics, key concepts and best management practices, plus USDA programs for pollinators and bees, and more!

Veteran Farmers – Now is Your Time Rehearsal

Leslie Melvin, *Helping our Heros*, **Christi Cook**, *Heroes Harvest Farm*, **Peter Fritz**, *Brookside Farms LLC*, **Adam Ingrao**, *MSU*
Many vets are coming home to find great opportunities as farmers. Learn about available programs to help get started.

Women Farming Solo Room 138

Erin Caudell, *the Local Grocer*, **Shakara Tyler**, *Lansing Roots*, and **Marilyn Nefer Ra Barber**, *D-Town Farm*

Hear from women farmers about unique problems and challenges they face, as well as how they've overcome them.

What's New In the 2014 Farm Bill? Room 139

Shavaun Evans, *National Sustainable Agriculture Coalition*, **Sandy Penn**, *USDA NRCS*, **Tom George**, *USDA FSA*, **Rick Vanderbeek**, *USDA RD*

We finally have a new Farm Bill! Learn about changes to USDA programs and how your farm can benefit from these programs.

Selling at Farmers Markets Room 130

Chris Broadbent, *People's Food Co-op*, *Kalamazoo Farmers' Market*

Learn tips from farmers market managers about the ins and outs of getting into a market, displaying your product, following the rules and selling your products successfully.

Session II

11:10 a.m. - 12:30 p.m.

Group GAP (continued) Room 128

Part 2 of a full morning session

Cover Crops – The Key to Healthy Soil and

Reduced Inputs (continued) Room 131

Part 2 of a full morning session

Birds and Bees, Flowers and Trees (continued)

Room 132

Part 2 of a full morning session

Beginning Farmer Opportunities Rehearsal Room

Diana Irizarry & Sandy Penn, USDA NRCS, Sara Possehn, USDA FSA, Alex Bryan, National Young Farmers Coalition

Find out what programs and resources are out there to help new farmers get started and find success.

Certifications, Certifications, CERTIF... Which One for Me? Room 138

Jennifer Silveri, Eaton County Conservation District, Vicki Morrone, MSU Center for Regional Food Systems, Farmers on the Move Cooperative Members

Organic, GAP, MAEAP, IPM... so many programs! Find out what fits your farm and what it takes to get it.

Finding Grant Sources and Writing Grants Room

139

Deirdre Birmingham, Michael Fields Agricultural Institute, Dean Baas, MSU Extension, Therese Niemier, Bertrand Farm

It's a competitive market out there for grants - learn how to find the best grant for you and write a great proposal.

Hoophouses for Health Room 130

Erin Caudell, The Local Grocer in Flint, Hoophouses for Health

This innovative program can help fund a hoophouse and increase healthy food access for low-income families at the same time, as farmers "pay back" their hoophouse loan in farm-to-school sales or by selling to low-income families at farmers markets.

Session III

3:30 - 4:50 p.m.

Record Keeping Systems in the Real World

Room 128

Patrick Crouch & Roxanne Moore Jones, Earthworks Urban Farm

Learn about record keeping systems from these Detroit farm managers, from their start-up methods to organic certification, including what was difficult, what was easy, and the steps they took along the way.

Healthy Soils 101: A Productivity Primer Room 131

Christina Curell & Paul Gross, MSU Extension, Jerry Grigar, Jim Marshall & Tamarra Roseburgh, USDA NRCS

See live demonstrations of the benefits of healthy soils, like water retention and erosion control, and learn how to improve your existing soils for healthier plants and a healthier ecosystem.

Battle the Bad - Pest Management, Good Bugs Eating Bad Room 132

Adam Ingrao & Nicole Quinn, MSU Entomology Department

Find out what programs and resources are out there to help new farmers get started and find success.

Keeping Your Hoophouse Busy Rehearsal Room

Collin Thompson, MSU UP Research and Education Center

Effectively manage your hoophouse and extend your season with proper planting, scheduling, irrigation and more.

Finding the Right Labor for Your Operation

Room 138

Belen Ledezma, Migrant, Immigrant and Seasonal Worker Services at the State of Michigan, Therese Niemier, Bertrand Farm, Morse Brown, MIFFS

Learn the basic laws, costs, and management involved in choosing migrant, internships, or seasonal labor.

Before You Buy That Farm... Questions You Should Ask! Room 139

Joe Colyn, Originz, LLC, Juan Martinez, MSU Extension

Get all your financial and resource ducks, like loans, insurance, seed and equipment expenses and more, in a row before you buy a farm.

Developing Loyal Customers Room 130

Devon Gibson, Sprout Urban Farm, Kelly Leach, Avalon Farms

CSAs and food distribution trucks are great ways to build a happy, healthy customer base. Learn how different farms are working these distribution methods into their business plans to move more product and build customer loyalty.

Youth Track

Room 123

Food, Life, Agriculture, and Natural Resources

9:30 a.m. - 12:30 p.m.

Brea Burton, Stephen Carney, Lorenzo Herron, Angela Hojnacki, Lauryn Hong Alexis Horton, Marielle Kouassi, Daniel Marbury, Jeff Martin, Joy Rutherford, Warren Williams, Dr. Eunice Foster

Food, agriculture, and natural resources (FANR) offer phenomenal careers involving business, science, education, communications, and many other areas on and off the farm. The Youth Track will highlight some of these careers through hands-on activities about food, animals, and plants. Older students also will learn about pre-college programs in the College of Agriculture and Natural Resources at MSU.

Afternoon Field Trip to Olivet High School

1:15 - 4:45p.m.

Busses depart at 1:15 pm. Permission slips are required. Please dress appropriately for cold weather!

Olivet FFA students will interactively teach the students about proper care and production of livestock, greenhouse planting, and how our agricultural system works. The youth will rotate from the barn to the greenhouse to a number of classroom stations, allowing them to pet animals, plant a seedling, and learn farm processes and products.

CONFERENCE AT A GLANCE

8:00 am	Registration Open, Auditorium Lobby Visit Exhibitors, Enjoy Morning Refreshments				
8:30 - 9:15 am	Welcome by Marshall Mayor, Jack Reed Morning Keynote by Jack Lee and Jim Marshall, Auditorium <i>Vibrant Terra Firma: A Co-Creative Parable in 7 Acts</i>				
9:15 - 9:30 am	Break Visit Exhibitors and Network				
9:30 - 10:50 am	<u>Group GAP</u>	<u>Cover Crops</u> - The Key to Healthy Soil and Reduced Inputs	<u>Birds and Bees</u> Flowers and Trees	<u>Veteran Farmers</u> - Now is Your Time	<u>Women Farming</u> Solo
					<u>What's New In</u> the 2014 Farm Bill?
11:10 - 12:30 pm				<u>Beginning Farmer</u> Opportunities	<u>Certifications</u> Certifications... Which One for Me?
12:30 - 1:45 pm					Break (10:50 - 11:10 am)
1:50 - 2:15 pm					<u>Hoophouses for</u> Health
2:15 - 3:00 pm					<u>Selling at</u> Farmers Markets
3:00 pm					<u>Food, Life, Agriculture, and Natural Resources</u> Hands-on activities and learning
3:30 - 4:50 pm	<u>Record Keeping in the Real World</u>	<u>Healthy Soils 101: A Productivity Primer</u>	<u>Pest Management</u> Good Bugs Eating Bad	<u>Keeping Your Hoophouse</u> Busy	<u>Finding the Right Labor for Your Operation</u>
					<u>Before You Buy That Farm... Questions You Should Ask!</u>
					<u>Developing Loyal Customers</u>
5:00 pm	Conference Closes - Thank You!				
					Lunch in the Cafeteria, Exhibits Open
					Awards Ceremony
					Afternoon Keynote by LaDonna Sanders Redmond, Auditorium <i>Every Community's Right to Healthy Soil</i>
					Break Visit Exhibitors, Network and Enjoy Afternoon Refreshments
					<u>Afternoon Field Trip to Olivet High School, Olivet MI</u> Bus leaves at 1:15 p.m. and gets back at 4:45 p.m. Permission slips required. Please dress appropriately!

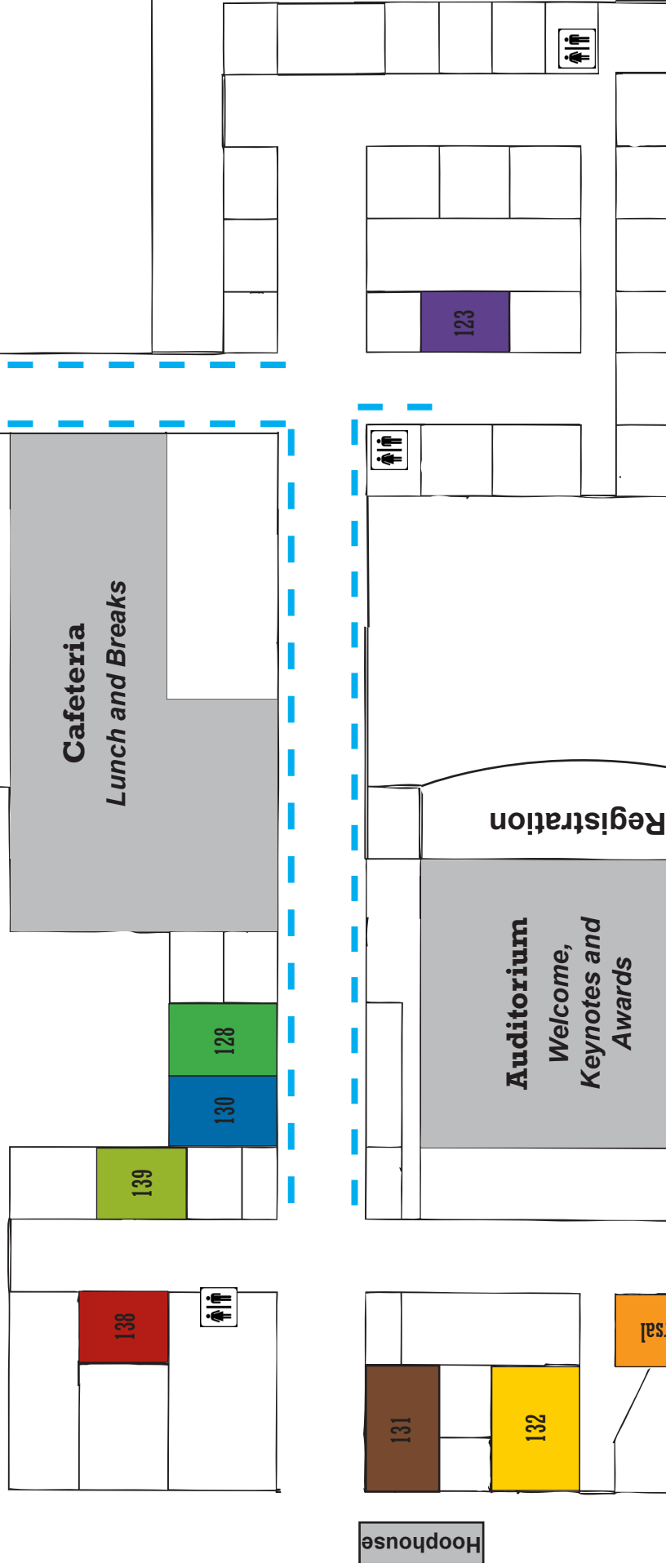
Marshall High School



Exhibitors



Restrooms



Thank You to our Track Sponsors!

Is there **GAP** in your Paperwork? **Everything Comes from the Soil**

Bees and Bugs

Your First 10 Years

Managing Your Farm

The Dollars To Do It

Customer Connections

Youth



Thank You Sponsors!

Harvest Sponsors:



MSU CENTER for REGIONAL FOOD SYSTEMS

Field Sponsors:



Sprout Sponsors:

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Planning Partners:



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Nifty Hoops

Potawatomi Resource Conservation & Development

Spring House Press

Thank you to Carlson-Arbogast Farm in Howard City, the Cherry Marketing Institute and the Michigan Apple Committee for their local food donations for today's meals.

Exhibitors

The Bees Knees

Eastern Market

Fall Harvest Urban Farms, LLC

Food & Water Watch

GVSU Sprout Lab

Great Lakes Food Co-op

Greenstone Farm Credit Services

Marshall Area Farmers Market

MassMutual

Michael Fields Agricultural Institute
Grants Advising

Michigan Agriculture Environmental
Assurance Program (MAEAP)

Michigan Department of Agriculture
and Rural Development (MDARD)

Michigan Farmers Market Association
(MIFMA)

Michigan Food & Farming Systems
(MIFFS)

Michigan Organic Food and Farm
Alliance (MOFFA)

Michigan State University (MSU)

MSU Center for Regional Food
Systems (CRFS)

MSU Kellogg Biological Station (KBS)

MSU Organic Farmer Training
Program

MSU Product Center Food-Ag-Bio

Napolean Bee Supply, LLC

National Sustainable Agriculture
Coalition (NSAC)

Nifty Hoops

Organic Valley

Potawatomi Resource Conservation
and Development Council (RC&D)

Rincon-Vitova Insectaries

Spring House Press

North Central Sustainable Agriculture
Research and Education (SARE)

The Resource Institute of Michigan
(TRIM)

Tillers International

Upper Peninsula Research and
Education Center (UPREC)

USDA Farm Service Agency (FSA)

USDA National Agricultural Statistics
Service (NASS) - Great Lakes Region

USDA Natural Resources
Conservation Service (NRCS)

USDA Risk Management Agency
(RMA)

Thank you to our conference planning team:

Michigan Food & Farming Systems, USDA National Resources Conservation Service, USDA Farm Service Agency, Farm Research Cooperative, Michigan State University (MSU) Extension, MSU College of Agriculture and Natural Resources, and the Michigan Department of Agriculture and Rural Development.

www.miffs.org/events/mffc