

*Farmers Leading the Future*  
*Blending Established Wisdom and New Ideas*



**Saturday, February 4, 2017**

**8 a.m. - 4:30 p.m.**

**Marshall High School**

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

### **Welcome to the 14th annual Michigan Family Farms Conference!**

We are so happy to have you here this year! Today, you have eighteen sessions to choose from, an exciting awards ceremony & keynote address, marvelous food, over thirty exhibitors, a hands-on youth track and an inspiring, supportive atmosphere. We hope you find knowledge, connections, and renewed energy throughout the day... and throughout 2017! ENJOY.

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



## Erin Caudell & Franklin Pleasant

Co-Owners, Flint Ingredient Company & The Local Grocer

The Flint Ingredient Company began in 2012 with co-owners Erin Caudell and Franklin Pleasant growing vegetables in their front yard. After a season growing produce for a small CSA and selling at small neighborhood farmers markets, they decided to purchase nine acres of vacant land in the Beecher area and open The Local Grocer at the Flint Farmers Market.

Working with farmers and producers close to home means Erin and Franklin view each purchase as an investment into the wellbeing of the immediate community. Through prioritizing local sourcing, natural ingredients, and production processes, they foster direct relationships between their customers and the people who make the products they use daily.

In 2016 **The Local Grocer**, celebrated its one-year anniversary and the Flint Fresh Mobile Market was launched through a partnership with other Flint organizations.

### Keynote Address *The Voyage to the Vision: Freshening up the Food System*

The journey of a thousand miles begins with one step. Prior to becoming growers and grocers, Erin Caudell and Franklin Pleasant worked jobs in the realm of food advocacy and community organizing and were unknowingly gaining a vision for what they are working on today, helping to create a fresh and thriving community based food system. Join them as they discuss how their origins in community service led them on a quest to improve all aspects of their community.

## Session I

9:00 - 10:30 a.m.

### Limiting Financial Risk on Small Farms

#### ■ Track 1, Room 128

**Benjamin Belkholm**, USDA Farm Service Agency  
**Jennifer Dammerman**, USDA Risk Management Agency

Farming is a risky business, especially when you are just starting out. A team from the USDA will discuss new and developing programs that may limit financial risk for small, medium, and new farms like yours. These programs include Whole-Farm Revenue Protection (WFRP), Non-Insured Crop Disaster Assistance Program (NAP), Emergency Livestock Assistance Program (ELAP), Tree Assistance Program (TAP) and more.

### How to Build Healthy Soil – Jim

#### ■ Track 2, Room 132

**Jim Marshall**, Biologist, USDA NRCS  
**Paul Gross**, Educator, Field Crops, Michigan State University Extension

Building and maintaining healthy soil is not as difficult and daunting as you might think. If we provide a bit of time, energy, patience, a willingness to learn (aka: change) and actually do a little bit less to the soil, mother nature will do most of the heavy lifting for us. Come to this session to learn about practical, cost effective, and mind bogglingly simple ways to build a healthy soil.

### Mushroom Farming

#### ■ Track 3, Room 131

**Lee Arbogast**, Live Edge Growers  
**Greg Bonito**, Midwest American Mycological Information (MAMI)

Thinking about adding mushrooms to your farm? Learn about farm-based mushroom culture using wood products as growth media. Discussion will center around shiitake, oyster and winecap mushrooms. There are some important requirements for foraging mushrooms in Michigan that you should know about as well! Learn about Michigan's Wild-foraged Mushroom Identification Certification Program and ask questions to the experts.

### Extending Your Growing Season with Hoop Houses

#### ■ Track 4, Room 133

**Jared Talaga**, Nifty Hoops

This session will provide an overview of hoop houses for use in Michigan and provide details on the products Nifty Hoops offers to farmers. Topics covered will include: site selection, structure of hoop house, crops, resources and funding opportunities including info the NRCS EQIP High Tunnel Initiative.

### Farmers Leading the Future Discussion

#### ■ Track 5, Room Rehearsal

**Jennifer Silveri**, Michigan Food and Farming Systems  
**Savannah Halleaux**, USDA Farm Service Agency

Join with other farmers to discuss challenges and effective solutions for working with USDA and accessing its programs and resources for your farm. What challenges have you faced? How were you able to resolve them? What changes do you recommend? How can organizations, like MIFFS, help?

### Pasture Systems for Small Scale Farms

#### ■ Track 6, Room 129

**Ben Tirrell**, Tirrell Centennial Farm & Michigan Department of Agriculture

Join Ben Tirrell, MAEAP Verifier and pasture raised sheep producer to learn about pasture management techniques for small scale, diversified livestock farms. Ben's family farm has been incorporating diverse forages and cover crops into their pastures for generations and has a wealth of knowledge to share from his experiences working with other producers around the state!

## Session II

10:45 a.m. - 12:15 p.m.

### Business Plan - Putting Your Vision on Paper

#### ■ Track 1, Room 128

**Erin Caudell**, *The Local Grocer & Flint Ingredient Co.*

Erin Caudell, co-owner of *The Local Grocer & The Flint Ingredient Co.*, will help you understand a business plan, why you need one and guide you through an activity to clarify your personal goals for your businesses and work on creating a unique vision and direction for your business. This workshop was first given at a MIFFS WIA Network meeting and was so well received that we are bringing it to you this year.

### Habitat Management to Support Pollinators

#### ■ Track 2, Room 132

**Kelly Losey**, *Michigan FSA Conservation Program Specialist, Pollinator Program, Conservation Reserve Program*

**Greg Todd**, *Emergency Livestock Assistance Program for Honeybees, Non-Insurable Crop Disaster Assistance Program for Honey*

**Jacquelyn Albert**, *Michigan State University, Department of Entomology*

Join MSU and USDA staff to learn about conservation programs and practices that you can add to your farm to support pollinators, the health of your crops and the environment!

### Production & Sales of Value Added Products

#### ■ Track 3, Room 131

**Lance Kraai**, *Farm Director, New City Urban Farm, Grand Rapids MI*

**Ann Rauscher**, *Owner and Operator, Swallowtail Farm, Mason MI*

New City Farm Director Lance Kraai will share its early stage research on its on-site production of soups and wood fired pizzas. The outdoor wood-fired oven is used for neighborhood pizza or barbecue nights. The goal is to work hard, using this space not just to grow for our community, but to grow community itself.

Swallowtail farm owner Ann Rauscher, will talk about how the farm has changed from a u-pick business model to a greater emphasis on value-added products. Rauscher will also talk about the resources she has utilized to transform her operation.

## Session III

3:00 - 4:30 p.m.

### Funding Your Farm – Write It All Down to Open Doors

#### ■ Track 1, Room 128

**Sarah Longstreth**, *Good Stead Farm*

**Joseph Johnston**, *USDA Farm Service Agency*

Join in the discussion of how writing it all down leads to farm success and opens doors to USDA programs. Sarah Longstreth will discuss how sound record keeping plays a vital role in running a successful and profitable diversified vegetable farm. Joseph Johnston will then discuss how farm records and planning is key in accessing farm credit and programs, such as those in the USDA Farm Service Agency.

### Urban Ag: Taking Steps Forward

#### ■ Track 2, Room 132

**Lance Kraai**, *Farm Director, New City Urban Farm, Grand Rapids MI*

New City Farm will discuss their 3-acre vegetable farm and youth employment program and discuss how their farm thinks about the 5 "C's" of a good customer experience: Connection, Cost, Convenience, Choice and Character. They will share how their CSA model has evolved through extensive customer surveying to better serve these criterion while also providing jobs skills training to youth in its neighborhood.

### Food Justice: Challenges and Possibilities

#### ■ Track 4, Room 133

**Malik Yakini**, *Executive Director, Black Community Food Security Network*

Learn about the Black Community Food Security Network's work to build models of community self-determination such as D-Town Farm and the Detroit People's Food Co-op. Malik will also address the great potential of, and challenges facing, the movement to build food justice and food sovereignty in the United States.

### Growing What Consumers Need

#### ■ Track 5, Room Rehearsal

Facilitator: **Rachel Bair**, *Kalamazoo Valley Community College*

Panelists: **John Fear**, *Bronson BC*; **Jason McClellan**, *Bronson Kalamazoo*;

**Randall Davis**, *KVCC* & **Christine Quane**, *Grow Eastern Market*

A panel of buyers will share their thoughts regarding: Why farmers should plan a season around the buyers' needs; How buyers decide what they are going to purchase each season; What steps farmers can take to connect with buyers and plan together.

### Organic, Low-till Small Farming: Insect and Weed Considerations

#### ■ Track 6, Room 129

**Dean Baas**, *Educator, Sustainable Agriculture, Michigan State University Extension*

**Paul Gross**, *Educator, Field Crops, Michigan State University Extension*

Learn about integrated pest management considerations and techniques to compliment reduced tillage practices.

Lunch 12:15-1:30 p.m. | Awards 1:45-2:00 p.m.  
Keynote 2 - 2:45 p.m.

### Leveraging Environmental Stewardship for Food Safety

#### ■ Track 3, Room 131

**Jennifer Silveri**, *MIFFS*

Understanding how to prepare your farm business for GAP Certification or new on-farm food safety regulations doesn't need to be so overwhelming! MIFFS can show you some tricks to access free resources to guide you through the process and potentially gain access to funding by working with Conservation Districts, MAEAP and USDA to improve natural resources on the farm!

### Building Veteran Engagement in Farming

#### ■ Track 4, Room 133

**Adam Ingrao**, *MIFFS Vets -in-Ag Network & BeeWise Farms*

**Dylan Thomas**, *MIFFS Vet-in-Ag Network & Two Pines Farm*

Have you struggled to access USDA programs for your farm? MIFFS is excited to offer USDA Program Application Guides and assistance from our new Field Specialists to help you navigate the process and successfully apply for USDA programs. Join MIFFS Vets-in-Ag Network Field Specialists to learn the basics of applying for USDA Programs how to enlist our services!

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## Session III, 3:00 - 4:30 p.m.

(Continued)

### Running a Community Supported Agriculture (CSA) Program

#### ■ Track 5, Room Rehearsal

Imani S. Foster, *Keep Growing Detroit/GID*

While CSAs can often be a win-win approach for consumers and farmers, adjusting the model to a collective of urban gardeners and farmers presents challenges. This session will share some of Grown in Detroit's lessons learned in coordinating such a program.

### Egg Washing and Licensing Workshop

#### ■ Track 6, Room 129

Kevin Halfmann, *Regional Supervisor, MDARD Food and Dairy Division*

Learn the requirements for raising and selling eggs, including when a license is required and proper washing, packaging and labeling.

## Youth Track

Rooms 121A, 122, 123

### The Science of Farming: Fun & Always Hands-on

8:00 a.m. Registration in room 123

8:30 a.m. Parent Orientation Meeting

9:00 – 12:00 p.m.

#### ■ Youth Track Morning

### FoodCorps Michigan

MSU College of Ag and Natural Resources  
Minorities in Ag, Natural Resources and Related Sciences (MANRRS)

Jeff Martin, Chandra Brown, Kimberly Hartley, Rebecca Lifford, Emily Newborn, Kathryn Fischer, Zac Hultink, Keri Hultink, Insa Raymond

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

Lunch 12:00 p.m. with parents

# Thank You Sponsors!



**THANK YOU** to Cherry Marketing Institute, Michigan Apple Committee, The Brinery, Jeanne Hausler, JT Consulting Firm, United Dairy Industry of Michigan, McClure's and Safie Specialty Foods for their food and food service donations.

## Exhibitors

Company/ Organization	Nifty Hoops	USDA Rural Development
HomeStead Honey Bee Farm	Michigan Organic Food and Farm Alliance	Tillers International
MSU Extension Community Food Systems	Michigan Public Health Institute	USDA Farm Service Agency
GoGrowLight	MSU Center for Regional Food Systems	Kalamazoo Valley Community College
Michigan Farmers Market Association	MSU Extension	USDA Risk Management Agency
Morgan Composting, Inc.	United Dairy Industry of MI	Michigan Department of Agriculture and Rural Development
Michigan Boer Goat Association Inc.	Cherry Capital Foods	Sprout BC
USDA, NASS, Great Lakes Region	North Central SARE	Michigan Food & Farming Systems
Cindy Presley	Grow Eastern Market & Eastern Market Corporation	
	Greenstone Farm Credit Services	

Thank you to our conference planning team:

Michigan Food & Farming Systems, USDA Natural 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](http://www.miffs.org/events/mffc)

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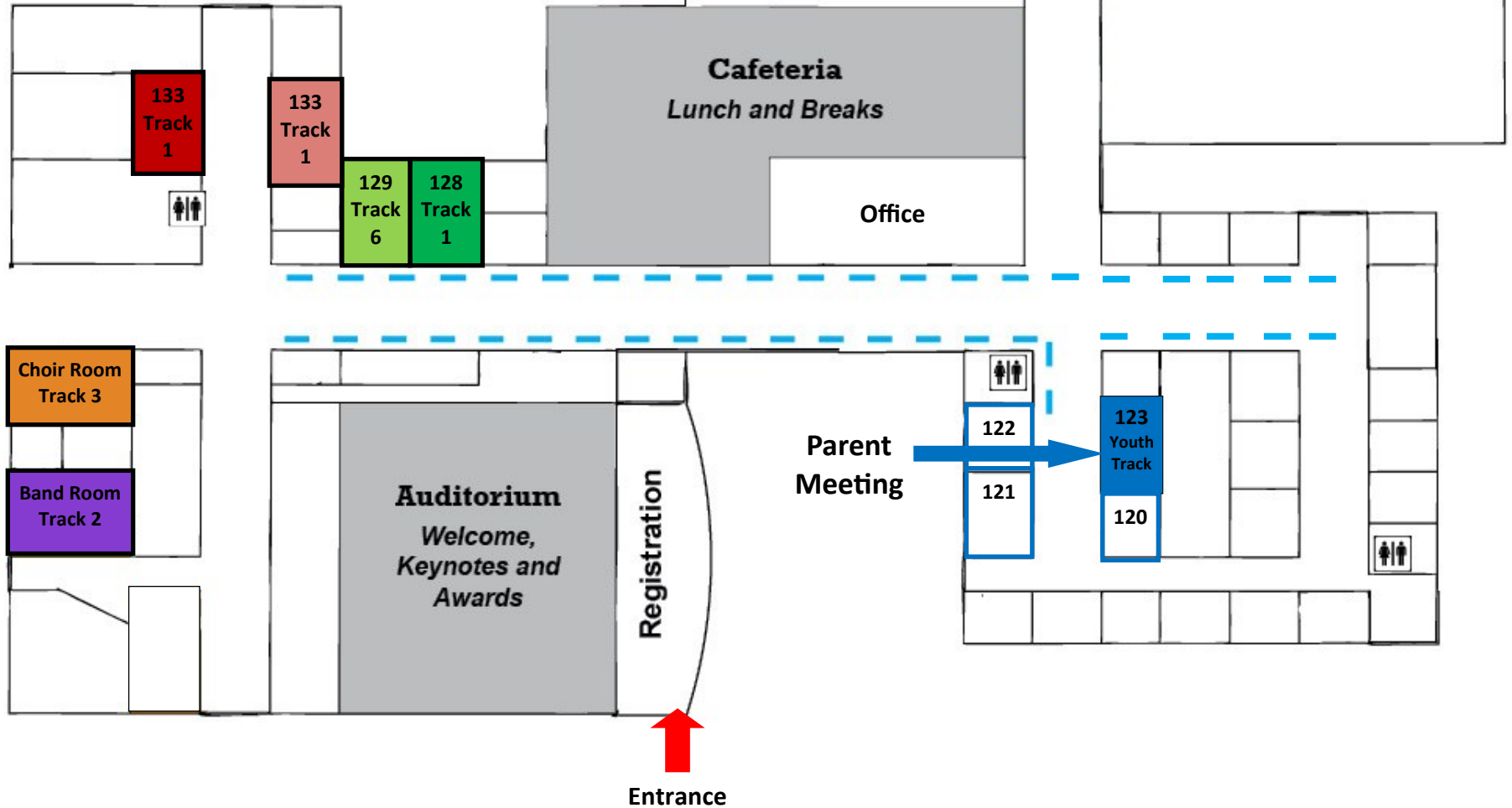


# Marshall High School

Exhibitors



Restrooms



## 2017 Conference Map