



***“Holding on to Good Food,
Good Families, Good Farms”***

**Saturday, January 16, 2010
Lakeview High School
15060 Helmer Road South
Battle Creek, MI 49015**



Join us for the 7th annual Michigan Family Farms Conference!

Keynote Speaker: 1:35 - 2:30 p.m.



Corey was the first ever non-rural, African-American National FFA President in 1994-95. Today, he is the co-founder of Creative Outreach Consulting whose mission is to help you and adults seek, discover and capitalize upon the creative elements of success within in order to make a positive contribution to our world. Corey is a native of Chicago attended the University of Illinois at Urbana-Champaign and Michigan State University for his Bachelor of Science and Masters degrees. He has been recognized locally in Chicago and nationally for his business and leadership skills, including being one of the top "30 under 30" business leaders in the Chicago area and receiving the Outstanding Young Men of America Award. Corey is now a full-time consultant for

Creative Outreach and is an adjunct professor at the University of Illinois at Urbana-Champaign in Agricultural Education.

Youth Track:

Because this is the Michigan *Family Farms* Conference, we have a Youth Track featuring agricultural-related discussions and activities for children up to age 16 that includes presentations by Johari Cole-Kwei from Iyabo Farms in Illinois, keynote speaker Corey Flournoy, and the Springport FFA.

Sponsors and Partners:



Michigan Food & Farming Systems-MIFFS
Bringing Farmers & Communities Together

Committed to the future of rural communities



Potawatomi
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We Grow People, Place and Prosperity!

EASTERN MARKET
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C.S. Mott Professor of
Sustainable Agriculture



Sustainable Agriculture Research and Education (SARE) Farmer Rancher Grants, Farmers Forum I

SARE Farmer Rancher Grant Recipient Farmers

These four farmers from across the Midwest are recipients of SARE grants and will share their projects and experiences and answer questions in this forum-style session.

Small-Scale Farmer Opportunities with Bioenergy

Dennis Pennington, *MSU Extension Bioenergy Educator*

Dale Allen, *USDA Farm Service Agency*

Energy consumption and demand has increased steadily since the 1940's. Investment in renewable energy sources is at all time highs. Learn why agriculture is positioned to be a key player in the bioenergy and bioproducts industry.

Top 5 Things Families Do to Break Up Their Business

Michael Fraleigh, *Fraleigh Law Firm*

Learn some important ways that family farms diversify their business and plan for passing it on to the next generation of farmers.

Increasing Your Markets Using Michigan MarketMaker

Tom Kalchik, *MSU Product Center for Agriculture and Natural Resources*

Michigan MarketMaker is an online system that locates businesses and markets of agricultural products in Michigan, providing an important link between producers and consumers. Find out how to list your farm for free and take advantage of this tool!

Successful Organic Specialty Crop Production

John Biernbaum, *MSU Department of Horticulture and MSU Student Organic Farm*

Growing specialty crops, like fruits and vegetables, using organic methods can be a challenge, but this session will help you meet those challenges head-on to have a successful growing season.

Preparing for Agricultural Water Enhancement Program (AWEP)

Jeff Douglas, *USDA Natural Resources Conservation Service*

Learn how to get involved in The Agricultural Water Enhancement Program (AWEP), a voluntary conservation initiative that provides financial and technical assistance to producers to implement agricultural water enhancement activities on agricultural land for the purposes of conserving surface and ground water and improving water quality.

Session II

10:40 a.m. - 12 p.m.

Sustainable Agriculture Research and Education (SARE) Farmer Rancher Grants, Farmers Forum II

SARE Farmer Rancher Grant Recipient Farmers

These four farmers from across the Midwest. are recipients of SARE grants and will share their projects and experiences and answer questions in this forum-style session.

Determining Which Farmers Market is Right for Me

Dru Montri, *Michigan Farmers Market Association*

Pam Weinstein & Jan Peterson, *Northwest Detroit and Lawrence Farmers Markets*

Farmers markets are great direct marketing venues, but each one has a unique management structure, regulations, atmosphere and product mix. Attend this session to help you choose the best market for your farm and your product.

The Economics of Grass-based Dairies and Robotic Milking

Howard Straub, *Triple H Farms in St. Johns, MI*

Learn how grass-based systems can minimize your input and maximize your profit over time and how robotic milking systems are setting the scene for dairies.

Putting Together a Food Safety Plan for Your Farm

Phil Tocco, *MSU Extension*

Shelly Hartmann, *Farmers Experience*

Food safety is a major concern in for buyers and consumers, so make sure that your farm has a plan! Learn how to create one here.

Conserving Pollinators for Sustainable Crop Pollination & USDA Funding

Rufus Isaacs, *MSU Entomology Department*

Dale Allen, *USDA Farm Service Agency*

Many important Michigan crops depend on pollination for good yields, and bees typically mediate this process. Learn to identify native plants to attract native pollinators and some simple changes to make to your farm a more suitable bee habitat.

Farm Loan Assistance and Specialty Crop Disaster Information

Dave Russ and Eric Fischer, *USDA Farm Service Agency*

Find out what farm loans and specialty crop disaster assistance are available to you and your farm in this session with local USDA Farm Service Agency representatives.

Session III

3:00 - 4:20 p.m.

So You Want to Sell Local?

Eric Hahn, *Locavore Food Distributors, Inc.*

What's the big deal with local food? Consumers are asking for it everywhere they go! Tap into this growing trend and find out how to get your products into grocery stores, restaurants and distributors in this session.

Revitalizing Your Community with Youth & Small-Scale Farming

Greg Gaines, *Flint area Youth Stand*

Gardening together in urban communities is a great way to engage youth and grow your own, healthy foods. These speakers have done just that in their own area and will share with you how they did it and how it has benefited their community.

Resources for Growing Your Agripreneurial Business

Ron Steiner, *the Starting Block, Inc. kitchen incubator in hart*
William Lawson, *Farmers Experience*

Starting your own food and farming business isn't easy, especially in hard economic times, but this session's speakers will help guide you in the right direction and let you know what traits you need to succeed and what resources are available to you.

Tell Your Farm Story Using the Web

Bonnie Bucqueroux, *Sustainable Farmer blog*
Shelly Hartmann, *Farmers Experience*

Consumers are just as interested in you and your farm's unique story as they are in your product. Learn how to raise awareness about your farm and product online and how to convey that story to attract new customers.

Are High Tunnels Right for You?

Adam Montri, *MSU Department of Horticulture and MSU Student Organic Farm*

High tunnels, or unheated hoopouses, can be a great way to extend your growing season, but attend this session to make sure you and your farm are ready for them.

Value-Added Producer Grants

Rick Vanderbeek, *USDA Rural Development*

Approximately \$18 million in competitive grants are out there this year to help independent agricultural producers plan, develop and market value-added products or renewable energy practices. Find out if this is a fit for you and how to apply.

Directions

Lakeview High School is located at 15060 Helmer Road South, Battle Creek, MI, 49015.

Take I-94 to Exit 95 (Helmer Rd) and turn north. Continue north approximately 2 miles to the third stoplight which is the entrance to Lakeview High School.

Lakeview High School is a drug-free zone. No alcohol, smoking or other drugs are allowed on the premises.

This year's conference is one day. However, if you are traveling far and would like to stay the night, the Comfort Inn, 2590 Capital Ave SW, Battle Creek, MI, has a block of rooms reserved for conference participants.

The room rate is \$64 plus taxes per room. Please indicate that you are with the Michigan Family Farms Conference to get this rate. Call the Comfort Inn at 269-965-3201 to reserve your room.

Lakeview High School



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REGISTRATION

INCLUDES LUNCH, EDUCATIONAL SESSIONS, KEYNOTE

Name(s): _____

Organization/Farm Name: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____ Fax: _____

Email: _____

Early-bird Registration cost (before January 10):

Number attending: _____ x \$30

MIFFS Members attending: _____ x \$25; member #: _____

Youth attending: _____ x \$20

Total enclosed: \$ _____

Registration after January 10 or at the door is \$40 per person but does not guarantee a lunch.

Please return this registration form and a check to:
MIFFS, 172 Natural Resources, East Lansing, MI 48824.

Please make checks payable to MIFFS; note "MFFC" in the memo area.
You can also register online and pay by credit or debit card at www.miffs.org/mffc. For questions, call the MIFFS office at (517) 432-0712.

To register as an exhibitor, contact MIFFS or visit www.miffs.org/mffc. You **must** register as an exhibitor to sell any products or goods of any kind.

No refunds after January 10, 2010!

Scholarships and youth scholarships are available!

To apply for a scholarship or receive more information, please contact Barbara Norman at (269) 208-4588 or barbnorman1@gmail.com

If you receive a scholarship, you do **not** need to mail this form or register online. Simply contact Barbara, and she will help you register.



2010 Michigan Family Farms Conference

c/o MIFFS

172 Natural Resources

East Lansing, MI 48824

