

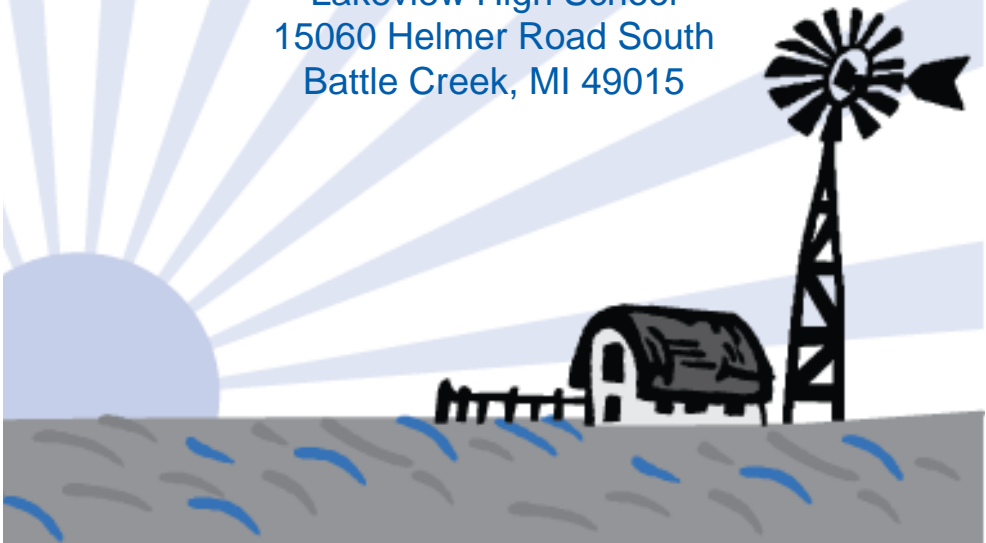
Michigan Family Farms Conference



2012

***“Building Your Success with
Local Products, Partnerships
and Planning”***

Saturday, January 14, 2012
Lakeview High School
15060 Helmer Road South
Battle Creek, MI 49015



Session I

9:00 - 10:20 a.m.

Social Media Marketing and Your Farm

Mindy Maxwell Pratt, *Maxwell Pumpkin Farm*

Are you using Youtube, Twitter, Facebook or Blogs to promote your farms? Find out how easy and effective it is and the low cost of promoting your product or farm.

Careers in Agriculture and Natural Resources

Eunice Foster, Cheryl Danley, Leonard Savalia, Deepa Iyer, Shakara Tyler and Stephanie Chau, *Michigan State University*

Jim Marshall, *USDA Natural Resources Conservation Service (NRCS)*

Agriculture and natural resources (ANR) offer outstanding careers in the various ANR industries – business, science, education, communications, and many other areas on and off the farm. Regardless of your age or farming experience, come explore rewarding careers in ANR. It truly is more than you imagined.

Farm Planning

Jeff Douglas, *USDA Natural Resources Conservation Service (NRCS)*

You have the land, now what do you do? How do you start? Who is available to help you? This session will help you answer those questions and be on your way to planning a successful farming operation.

Constructive Credit

Gary Matteson, *Farm Credit Council*

Debbie Teller, *Greenstone Farm Credit Services*

Understand how your lender thinks about your farm business by taking some of the mystery out of how credit decisions are made. Prepare yourself to be a successful borrower by knowing how and why lenders evaluate farm loan risk.

Cheese Making

Anne Cavanagh and Family, *KalCarbon Farms and Mattawan Artisan Creamery*

Want to know what it takes to make cheese? Get a farmer's perspective of the process, production, and how to do it.

Growing Seedlings and Transplants

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

Learn how to successfully plant and grow seedlings and transplants indoors, in a greenhouse, or in a hoophouse to sell or to sow in your own field and get ahead on the growing season.

Session II

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

A Micro Loan Program for Your Farm

Rick Larson and Ginny Trocchio, *The Conservation Fund*

Learn about the Conservation Fund loans for up to \$50,000 for sustainable Agriculture businesses as well as a loan program for multicultural farmers in Michigan.

Conservation Easements

Alex Bozymowski, *USDA Natural Resources Conservation Service (NRCS)*

Do you know what they are? What are the tax advantages? Alex can give you the perspective of a farmer that has conservation easement and is also a person who can help you administer the program on your farm.

Pesticide Certification and Worker Protection Standards

Antonio Castro-Escobar, *Michigan Dept. of Agriculture and Rural Development*

Get yourself up to date on the latest changes to pesticide certification and worker protection standards. (Recertification Credits may apply).

How to Market Your Products

Dru Montri, *Michigan Farmers Market Association*

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

Janice Benson, *Michigan Land Use Institute*

There are many ways to tap into the “local” movement with your farm products at farm stands, farmers markets, and more. Get some tips and ideas on these potential markets for your farm and community.

Free Range Poultry

John Harnois, *Harnois Happy Hens Farm*

Thinking about adding chickens to your farm for eggs or meat? Learn the basics of raising free range poultry on a small-scale farm from this Ann Arbor farmer.

Bee Keeping

Tim Bennett, *Turtlebee & Honeytree Farms, Inc*

Bees are in high demand for both their honey-producing ability and their pollination services in fruit and vegetable production. Learn how to keep up a hive of your own in this session.

Session III

3:00 - 4:20 p.m.

Business Structures and Changes in Estate Tax Laws

Mike Fraleigh, *Fraleigh Law Firm*

Sole Proprietor, LLC, S Corp, etc. – Determining which business structure is best for each farmer's needs is important to the success of the business. Learn about the significant impacts of new laws on the estate planning process.

Wildlife Habitat

Mark Longstroth, *MSU Extension*

Jeff Douglas, *USDA Natural Resources Conservation Service (NRCS)*

Wildlife are important for conservation programs but can be a pest when it comes to food safety. Find out how to manage the conflict to comply with both programs.

Cottage Food Law

Byron Beerbower, *Michigan Dept. of Agriculture and Rural Development*

Do you know what the Cottage Food Law is and what products and preparation it covers? This session will let you know what you can produce, how, and what guidelines and regulations there are to ensure your operation is in compliance.

How the 2012 Farm Bill Will Affect You

David Schweikhardt, *Michigan State University*

Jacquelyn Schneider, *Senate Agriculture Committee*

Find out what is the latest regarding the 2012 Farm Bill and how it will affect your farm operation. Make sure that your voice is heard with Senator Stabenow's Office.

Intro to Hops Production

Rob Serrine, *MSU Extension*

Aaron Morse and Brian Wiggs, *Dark Horse Brewery*

Hops production is becoming very popular in Michigan with its many microbreweries. Learn about production methods, start-up costs, and what breweries are looking for.

Hoophouses

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

Learn how to extend your growing season with unheated hoophouses, or high tunnels. This session will cover the structures themselves as well as how to plan your scheduling, planting and harvesting in them.

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.

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 \$67.50 plus taxes per room. Ask for the Michigan Family Farms Conference Rate. Call the Comfort Inn at 269-965-3201 to reserve your room.

Lakeview High School



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For more information, contact the RMA Civil Rights Office at 202-690-3578 (main line).

REGISTRATION

INCLUDES LUNCH, EDUCATIONAL SESSIONS, KEYNOTE

Name(s): _____

Organization/Farm Name: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____ Fax: _____

Email: _____

Registration:

Number attending: _____ x \$40

MIFFS Members attending: _____ x \$35; member #: _____

Youth attending: _____ x \$30

Farm/Family Group Rate: \$100 + _____ x \$20

(For 4 people, plus \$20 per additional person. Please attach additional names and addresses.)

Total enclosed: \$ _____

Register online before December 16 and get a \$5 early-bird discount off your registration!

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, 2012!

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

2012 Michigan Family Farms Conference

c/o MIFFS

172 Natural Resources

East Lansing, MI 48824

