

Rising to the Challenges – Local Farms, Local Food, Local Pride



January 15, 2011
Lakeview High School
15060 Helmer Road South
Battle Creek, MI 49015



www.miffs.org/mffc

We invite you to the 8th annual Michigan Family Farms Conference on January 15, 2011 at Lakeview High School in Battle Creek, MI.



This year's conference, titled "**Rising to the Challenges – Local Farms, Local Food, Local Pride**", will address issues facing small family farms and limited resource farmers, as well as opportunities. Families are invited, and there will be a youth track for children and young adults featuring hands-on educational sessions.

Lunch, which will take place from **noon to 1:35 p.m.**, will feature local food and allow plenty of time for networking with other farmers and resource professionals and visiting the exhibits and displays.

From **1:35 to 2:30 p.m.**, our keynote speaker will be **Don Coe** of Black Star Farms in Suttons Bay, who will share his knowledge and experience on how he transformed his vineyard into one of the most successful agritourism destinations in the state, complete with a winery, distillery, inn, creamery, orchards, vineyards and horse stables. Spanish translation will be available for this and all sessions.



Exhibits and displays will be set up for your enjoyment to connect you to government agencies, nonprofits and agricultural groups and organizations. Farmers can also sell their own products as exhibitors.

For more information, visit www.miffs.org/mffc or contact the MIFFS office at (517) 432-0712 or miffs@msu.edu. Limited scholarships are available. Contact Barbara Norman at (269) 208-4588 or barbnorman1@gmail.com for more information.

Deadline for registration:
Friday, January 7, 2011

Partners and Sponsors

- Michigan Food & Farming Systems (MIFFS)
- Farm Research Cooperative
- USDA Natural Resources Conservation Service (NRCS)
- USDA Farm Service Agency (FSA)
- Potawatomi Resource Conservation & Development Council (RC&D)
- Michigan State University Extension
- Calhoun Conservation District
- USDA National Agricultural Statistics Service (NASS)

Map and 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 about 2 miles to the third stoplight, which is the Lakeview High School entrance.

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

USDA is an equal opportunity provider and employer.



2011 Michigan Family Farms Conference Sessions

Session 1, 9:00–10:20 a.m.

What Regulations Affect Your Farm?

Wayne Whitman, *MI Dept. of Agriculture*; Steve Olds, *USDA NRCS*; Erin Caudell, *Ruth Mott Foundation*

Every city, township and village has different rules and regulations when it comes to agriculture. Find out where to go for information on what affects you.

Selling to Local Restaurants

Julie Stanley, *Food Dance Cafe*; Dennis Wilcox, *Blue Dog Greens Farm*; Ashly Atkinson, *Greening of Detroit*

Interested in seeing your fruits and veggies on the menu at a local restaurant? Learn how to build relationships and plan your farm for a consistent supply.

Woodlots, Wildlife – Ca\$h for Your Farm

Jim Bruce, *Conservation Resources Management*; Victor Harris, *Minority Landowner Magazine*

Convert that overgrown woodlot and fallow field into a pollinator paradise and cash in your pocket with proper management and the right government programs.

Find Your Niche – Marketing Ideas

Matt Birbeck, *MSU Product Center for ANR*

Tap into new and unique markets by carving out your own niche different from the competition. Learn about products, marketing and turning your ideas into realities.

Community Supported Agriculture (CSA) – Another Marketing Opportunity

Donna McClurkan, *Texas Twp. Farmers' Market*; Lee & Laurie Arboreal, *Eaters' Guild Farm and CSA*

CSAs are a fast-growing direct market opportunity, but they take thought and planning to be successful. Learn how to grow, manage and market your CSA.

Hoophouses: Economic Realities and Cost-Share Opportunities

Dr. John Biernbaum, Adam Montri, *MSU Dept. of Horticulture*; Steve Law, *USDA NRCS*

It takes more than cost-sharing and discounts for a hoophouse to make you money. Learn how to be successful and who can help you get there.

Session 2, 10:40 a.m.–12:00 p.m.

Food Safety: It Matters

Shelly Hartmann, *True Blue Farms*

Food safety is a hot topic in agriculture right now, for large and small farms alike. Learn how it affects your operation and how to get GAP certified.

SARE Grant Writing – Preparing a Farmer/Rancher Grant

Dale Mutch, Dean Bass, *MSU Extension*

Learn to prepare a Sustainable Agriculture Research and Education (SARE) proposal to do research, marketing or demonstration projects on your farm.

Farm Energy Independence

Matt Farner, *Energy Independence Advocate*

Learn to go off the grid or reduce your energy costs with alternative energy in this session. See how this speaker is gaining his energy independence.

Expanding Local Farm Markets

Donna McClurkan, *Texas Twp. Farmers' Market*; Dru Montri, *MI Farmers Market Assn.*; Steve Tennes, *MI Farm Market & Agritourism Assn.*

Tap into the "local" movement with your farm products at farm stands, farmers markets, CSAs and more. Get some tips and ideas on these potential markets.

Is Your Farm Ready to Tap into Government Programs?

Steve Law, Jeff Douglas, *USDA NRCS*; TBD, *USDA FSA*

Know what a Conservation Security Program is? What do you need to get your farm registered for these programs? This session will help you understand what you will need to tap in NRCS and FSA programs.

Hoophouses: Talking about Structures

Dr. John Biernbaum and Adam Montri, *MSU Dept. of Horticulture*

Thinking about adding a hoophouse to your farm and expanding your growing season? This is the place to start. Learn about structures themselves here.

Session 3, 3:25–4:45 p.m.

Becoming Organically Certified: Steps and Strategies

Vicki Morrone, *C.S. Mott Group at MSU*; Lee & Laurie Arboreal, *Eaters' Guild Farm and CSA*

Getting an organic certification for your farm isn't always easy, even if you're already using organic growing methods. Check out some steps and strategies to successfully getting that certification.

Urban School Gardening

Ann Scott, *C.S. Mott Group at MSU*; Jeremy Andrews *Sprout Urban Farm*; Asenath Andrews, *Catherine Ferguson Academy*

Bringing the farm to the city and to schools connects youth with where their food comes from. Learn to bring urban school gardening to your community here.

Raising Chickens 101

Dr. Richard Balander, *MSU Dept. of Animal Science*

Thinking about adding chickens to your farm for eggs or meat? Learn the basics of raising poultry on a small-scale farm, including feed, shelter, health and breeds.

Agritourism for Small-Scale Farmers

Don Coe, *Black Star Farms*

Learn how keynote speaker, Don Coe, turned his vineyard, Black Star Farms, into one of the premier agritourism destinations in the country.

2012 Farm Bill Listening Session

Kali Fox, *Sen. Debbie Stabenow's Office*

Make sure that your voice is heard and that Michigan's small family farms are represented in the next Farm Bill during this listening session.

Hoophouses: Growing Systems

Dr. John Biernbaum, Adam Montri, *MSU Dept. of Horticulture*

Hoophouse growing is different than in a garden or field and requires different planning and scheduling. Learn how and when to plant to make the most of extended seasons.

Registration

Name(s)

Organization/Farm Name

Address

City

State

Zip code

Phone

E-mail

Registration cost, includes lunch:

Adults attending: _____ x \$35

Children attending: _____ x \$25

MIFFS Members: _____ x \$30 _____ member #
(Call MIFFS if you don't know your number or want to join)

Farm/Family Group Rate: \$100 + _____ x \$20
(For 4 people, plus \$20 per additional person)

Please attach additional names and addresses

Total enclosed: \$ _____

Please return this form and a check to:
MIFFS

172 Natural Resources Building
East Lansing, MI 48824

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

No refunds will be given after January 7!

To be an exhibitor, contact MIFFS. You **must** be an exhibitor to sell any products or goods of any kind.

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