

# Cultivating a Thriving Food Community... From the Soil on Up!



**15<sup>th</sup>**  
**ANNUAL**  
**CONFERENCE!**

**Saturday, February 3, 2018**  
**8:00 am - 4:30 pm**

**Kalamazoo Valley Community College**  
**Texas Township Campus**  
**6767 West O Ave.**  
**Kalamazoo, MI 49003**

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

**Thank You To Our Conference Planning Team:**

Michigan Food & Farming Systems, USDA Natural Resources Conservation Service, USDA Farm Service Agency, MSU Extension, MSU College of Agriculture and Natural Resources, Michigan Department of Agriculture and Rural Development, FoodCorps, Detroit Public Schools, Cherry Capital Foods, MSU Extension 4-H Program, Michigan Farmers Market Association.

**Youth Track  
Rooms 4380 & 4370**

**Highlighting Career Paths in Food, Agriculture, and Natural Resources, Though Fun, Hands-on Activities**

8:00 am: Registration in room 4380 (next to cafeteria)  
 8:30 am: Parent orientation in room 4380  
 9am-12:15: Morning Youth Program  
 12:15-1:25: Lunch with parents  
 1:25-4:25: Afternoon Youth Program at Food Innovation Center

Volunteer run by FoodCorps Michigan, MSU College of Ag & Natural Resources, Minorities in Ag, Natural Resources and Related Sciences (MANRRS), MSU 4H, Keep Growing Detroit, and KVCC.



Dear Friends,

Welcome to the 15th annual Michigan Family Farms Conference! We are so happy to have you here. We're pleased to announce several exciting new additions this year, including an extra track of sessions, a musical performance by the Suzuki Academy, and an optional lunchtime tour of KVCC's Food Innovation Center and ValleyHUB.

Celebrating 15 wonderful years of this conference is a great time to reflect on all that has been accomplished over the years and the purpose of this gathering. Our hope is that you find inspiration and knowledge in this safe and supportive learning space. Today, we encourage you to:

- Make new connections and strengthen the old
- Visit and interact with exhibitors
- Enjoy delicious and nutritious food (the conference is a Certified Local Food Event)
- Gain new knowledge from experts and from each other

The conference wouldn't be possible without the planning team members, amazing staff at Kalamazoo Valley Community College, volunteers, and of course, friends like you. Thank you for all that you do.

Please make sure to stop and say hello if you see us throughout the day!

With energy,

Jennifer Silveri  
Director of Field Operations

Lauren Marquardt  
Director of Development and Services

**2018 Keynote Speakers**

**2:10-2:55 p.m.**

**Dr. Monica White**

Assistant professor of Environmental Justice at the University of Wisconsin-Madison



Dr. White's research investigates communities of color and grassroots organizations that are engaged in the development of sustainable, community food systems as a strategy to respond to issues of hunger and food inaccessibility. Her first book, entitled, "Freedom Farmers: Agricultural Resistance and the Black Freedom Movement," is under contract with University of North Carolina Press, and is scheduled to be released summer 2018. Additionally, she is the past President of the Board of Directors of the Detroit Black Community Food Security Network (DBCFSN), and serves on the advisory board of SAAFON (Southeast African American Farmers Organic Network). Her work in the classroom and community embodies Collective Agency and Community Resilience and the use of community-based food systems and agriculture as a strategy of community development.

**Keynote: Freedom Farmers: Agricultural Cooperatives and Building Community Wellness**

This presentation traces African American farmers' organizations, collectives and cooperatives dating back to the 1800s to the current resurgence of agriculture in urban cityscapes. It offers an alternative perspective of agriculture as a site of contestation and strategy of resistance by concentrating on the work of Black farmers and laborers who fought for the right to grow food in the face of racially, socially and politically repressive conditions and provides a historical foundation that will add meaning and context for current conversations about the resurgence of urban agriculture.

**Agenda**

TIME	ACTIVITY
8:00 am . . . . .	Registration Opens – network and visit exhibitors
9:00-10:10 am. . . . .	Session 1
10:10-10:40 am. . . . .	Break: Networking, visit exhibitors, farm number registration
10:40-11:50 am. . . . .	Session 2
11:50-1:20 pm . . . . .	Lunch, optional Food Innovation Center Tour, visit exhibitors, farm number registration
1:25-2:55 pm. . . . .	Suzuki Academy performance, awards, keynote address
2:55-3:15 pm. . . . .	Break: Networking, visit exhibitors, farm number registration
3:15-4:25 pm. . . . .	Session 3
4:30-5:00 pm. . . . .	Visit Exhibitors/Conference Ends



**Conference Menu**

**Breakfast-** Vanilla & strawberry yogurt, fresh strawberries & blueberries, granola, cereal bars, orange & apple juice, coffee.

**Morning Break-** Fuji & gala apples, string cheese.

**Lunch-** Beef chili, veggie soup, salad bar, bread & butter, apple crisp, lemonade, ice tea, milk, coffee.

**Afternoon Break-** Strawberry smoothie, cereal bars, coffee.

## Session I

9:00 - 10:10 a.m.

### Making Food Safety Work for Your Farm

#### Track 1, Room 1330

Phil Britton, Michigan GroupGAP Network

Phil Tocco, MSU Extension

Dana Voorheis, Genesee Conservation District/MIFFS

Jerry Hebron, Northend Christian CDC

Marief Borgman, MSU Extension

Don't let food safety regulations overwhelm you! MIFFS has been working with educators around the state to provide you with the support you need to thrive. Learn about excellent resources for embracing food safety on the farm, GroupGAP certification and peer to peer support communities for Michigan farms of all shapes and sizes.

### Fixing the Food & Farm System: Can the Farm Bill Help?

#### Track 2, Room 1320

Sophia Kruszewski, National Sustainable Agriculture Coalition

Deserted main streets, boarded up storefronts, and aging infrastructure are unfortunately an all-too-familiar scene as communities nationwide struggle with population loss, aging farmers, natural resource challenges, and a prolonged downturn in the farm economy. These problems are not inevitable; they are the direct result of policies and programs created over many federal Farm Bills over the years.

The next Farm Bill creates an opportunity for farmers, entrepreneurs, and citizens to engage in policy advocacy and steer American agriculture in a new direction. Join us in learning more about the 2018 Farm Bill, NSAC's Farm Bill platform, and how you can become an effective and engaged advocate for change.

### Practices to Improve Soil Health on Small-Scale Operations

#### Track 3, Room 1310

Jim Marshall, USDA Natural Resources Conservation Services

Paul Gross, MSU 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 on your small-scale operation.

### Manejo Integrado de Plagas

(Spanish Workshop: Integrated Pest Management)

#### Track 4, Room 4550

Carlos Garcia-Salazar, MSU Extension

Introduction to integrated pest management (IPM). Que es? Para que sirve? Ques on Los beneficios? Que pasa si no se hace un manejo Integrado de plagas?

### Choosing the Right Farmers Market for You

#### Track 5, Room 4540

Emily Beutel, Michigan Farmers Market Association, Michigan Farmers Market Association

Tamryn Bartman, Austof's Farm in Grandville

Heather Mitchell, Mitchell's Blueberries

Farmers markets can be a great place to grow your business and build loyal customers. Every farmers market is unique and has its own customer base, rules, product and vendor mix, and daily operations, so it's important to do your research to find out which farmers market is the best fit for your farm or business.

### Right to Farm 101

#### Track 6, Room 4530

Jay Korson, MDARD Right to Farm

Kyle Mead, MI Agriculture Environmental Assurance Program (MAEAP)

Learn how the Michigan Right to Farm Act impacts your farm business and the free resources available to help you get started out on the right foot. Protect your business by gaining a better understanding of the environmental laws that apply to you and your family.

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## Session I *(continued)*

9:00 - 10:10 a.m.

### Beyond Grants:

Entrepreneurial Strategies for Funding Beginning Farmer Initiatives

#### Track 7, Room 4520

Emily Nicholls, Consultant/farmer

Join us as we share examples from around the country of non-grant and unrestricted funding sources to support beginning farmer initiatives. We'll wrap up with discussion about your experiences with beginning farmer programs, including challenges, successes, and what you think is needed for Michigan beginning farmer initiatives.

10:10-10:40 am Break:

Networking, visit exhibitors, farm number registration



Morning Break Menu:

Fuji & gala apples, string cheese.

## Session II

10:45 - 11:50 a.m.

### Growing Upland Rice in Michigan

#### Track 1, Room 1330

John Sherck, Sherck Seeds

John Edgerton, Harvest of Joy Farm, LLC

Interest in locally produced and gluten-free grains is on the rise. Learn from two farmers who have been experimenting with upland rice how to source seeds, select varieties, start transplants, plant, cultivate, protect from predation, harvest, thresh, de-hull, and prepare upland rice.

### USDA 101: Leveraging Farm Bill Programs for Your Farm

#### Track 2, Room 1320

Jennifer Silveri, Michigan Food & Farming Systems

Savannah Halleaux, USDA Farm Service Agency

The USDA has dozens of programs available for farms of all sizes, from 20' by 20' herb plots to thousand-acre cattle ranches. These programs range from farm lending and cost share to disaster assistance and conservation. Accessing any of these programs for your farm begins with a simple step: getting your farm number. Our trained and experienced staff will let you know how to get started with USDA, introduce you to some of the most popular USDA farm programs, and answer your questions.

### Knowing Your Place:

Combining Farm Specific Knowledge with Scouting to Form Organic Integrated Pest Management Plans

#### Track 3, Room 1310

Adam Ingrao, MSU Extension

Learn the basics of scouting for insect pests in organic production and how scouting data is used to make informed pest management discussions in agricultural systems.

### Farm Labor Regulations & Employment Issues

#### Track 4, Room 4550

Ruben Martinez, Julian Samora Research Institute, MSU

Anna Hill, Michigan Immigrant Rights Center

Jennifer Gallardo, Farmworker Legal Services

Ben O'Hearn, Migrant Legal Aid

Farmworkers are a core component of Michigan's agricultural industry. This segment of the labor force is comprised of a mix of domestic, foreign-born, and foreign workers; each with distinct employment statuses. This session will provide an overview of the pertinent regulations and employment issues relative to these different employee groups. Panelists are attorneys with practical experience in addressing employment issues relating to members of this labor force.

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## Session II *(continued)*

10:45 - 11:50 a.m.

### Market-Piercing & Farming in NE Michigan

#### Track 5, Room 4540

**Molly Stepanski**, *Presque Isle Farm/Taste the Local Difference*

Marketing your farm can be a whole other part-time business because it requires: Finding your niche market, branding yourself within that market, education of the public, finding diverse markets, how to utilize media to your farm's advantage, and how to outsource some/all of this. Molly will talk about her experience with finding and growing markets, educating consumers, utilizing the media to her farm's advantage while simultaneously building infrastructure; and also why she believes growing a system regionally is imperative for continued localized success.

### Racial Equity and Food Justice

#### Track 6, Room 4530

**Malik Yakini**, *Executive Director of the Detroit Black Community Food Security Network*

The American food system has been shaped by capitalism and racism. This workshop will explore the ways in which the system of white supremacy creates inequity in the food system. The session will highlight the need to shift the narrative about food movement leadership and the necessity of land reform.

### Tools for Planning a Healthy Garden

#### Track 7, Room 4520

**Vicki Morrone**, *MSU Center for Regional Food Systems*  
**Emily Nicholls**, *Consultant/farmer*

This session will focus on key areas to plan before establishing a vegetable garden including; 1) What is and how to use "organic matter(s)"; 2) Choosing best plant varieties and disease resistances; 3) Crop rotation plan for year to year; 4) Scouting for pests and ID. Planning your garden will improve crop health and reduce losses such as wasted time, money and resources. Too much of any input, even organic, can be a bad thing. The session will focus on the basic essentials to establish a healthy garden.

11:50-1:20 pm Lunch: Optional Food Innovation Center  
Tour, visit exhibitors, farm number registration



**Lunch Menu:** Beef chili, veggie soup, salad bar, bread & butter, apple crisp, lemonade, ice tea, milk, coffee.

## Session III

3:15 - 4:25 p.m.

### Relocalizing Small Grains to Niche Markets

#### Track 1, Room 1330

**Megan Phillips Goldenberg**, *New Growth Associates*  
**Vicki Zilke**, *Zilke Vegetable Farm/New Growth Associates*

New Growth Associates is leading partners to reduce barriers to Michigan grown products reaching large Michigan based markets. Many Michigan based value-added food and beverage processors import their primary ingredients while Michigan farmers largely export their products for processing. This session will help growers and buyers understand the intricacies for this emerging market, featuring fresh milled, Michigan grown oats for retail, wholesale, and institutional Michigan markets, and Michigan grown malting grade barley for Michigan craft brewers and distillers.

### Financial Planning for Vets-in-Ag: Identifying Opportunities

#### Track 2, Room 1320

**Jeremy Huffman**, *Huffman's Homestead, LLC*

This power-packed hour will address a variety of issues that farmers need to be thinking about. We'll touch on legal structure for farms and accounting hacks to streamline record-keeping, navigate the different government agencies to become a "Real" Farmer, and why it is SO important to do so, and building a brand and developing a loyal customer base through Social Media. The class is taught by Jeremy L. Huffman, former American Express Financial Advisor, turned Sergeant of Marines, turned owner of a Subway restaurant, turned owner of a Property Management Company, and, finally, turned Farmer at Huffman's Homestead, LLC.

*(continued on next page)*

## Session III *(continued)*

3:15 - 4:25 p.m.

### From Sunshine to Steaks: Hyper Rotational Grazing

#### Track 3, Room 1310

**Boyd Byelich**, *USDA Natural Resources Conservation Services*

This session will cover methods used on the Byelich Family Farms beef operation where they have intensively managed livestock grazing for 35 years. We will correlate the practices to some of the fundamentals of managing grass to harvest sunshine to produce beef, and contrast our method with the Christopher Columbus and Genghis Khan methods of grazing management, highlight data collected from research mini-plots on our farm, and discuss meaningful interpretations.

### Seguridad Alimentaria y Mantenimiento de Megistros: Compartiendo Experiencia y Conversando *(Sharing Experience about Food Safety and Record Keeping)*

#### Track 4, Room 4550

**Filiberto Villa - Gomez**, *Michigan Food & Farming Systems*  
**Julian Samora**, *Research Institute*  
**Sigifredo Morales**, *blueberry producer*

Escuchar del productor la importancia de mantener registros y como lograrlo. Como entender la ayuda y apoyo de las agencias, los programas y organizaciones. Cuales son los beneficios de mantener registros? Learn from a producer's experience on the importance of record keeping and steps to implement good record keeping. Gain an understanding of available support from agencies, programs, and organizations.

### Selling at the Farmers Market: What you need to know about food safety, licenses, and liability

#### Track 5, Room 4540

**Amanda Shreve**, *Michigan Farmers Market Association*  
**Emily Syrja**, *Michigan Farmers Market Association*

While every farmers market is unique, there are rules and regulations at the federal, state and local levels pertaining to farmers markets and the vendors to sell at them that farms and businesses must follow. In this session, learn about food safety practices, licensing for farmers market vendors, as well as steps you can take to protect your business and products at the market.

### Seed Saving and Culturally Important Food (Ahorrando y Conservando Semillas)

#### Track 6, Room 4530

**Rufino Vargas**, *Keep Growing Detroit, Producer*

Introduction to seed saving, and why this is important for growing culturally important food. We'll cover seed classification and methods for preserving seeds. Breve resena, clasificacion de semillas, conosca la importancia de conservar sus propias semillas, coner y aprender sobre el semillas que pueden ser conservadas.

### Study-A-Farm: Visit 20 Vegetable Farms in an Hour

#### Track 7, Room 4520

**Katie Brandt & Denae Friedheim**, *MSU Student Organic Farm*

Each year, aspiring farmers in the MSU Organic Farmer Training Program visit sustainable and organic farms throughout Michigan. Join us to see photos, insights and innovations from farms near Lansing, Detroit, Traverse City, Ann Arbor, Grand Rapids and Battle Creek. Expect to see a quick snapshot of the areas where each farm really excels, including crops, harvesting, wash/pack, mechanical cultivation, composting, irrigation and more. We'll also share unique approach to finances, labor, record-keeping, marketing, etc.

2:55-3:15 pm Break:

Networking, visit exhibitors, farm number registration

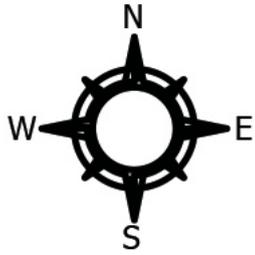


**Afternoon Break Menu:**

Strawberry smoothie, cereal bars, coffee.

# 2018 MFFC Workshop Sessions

Time	Track 1 Room 1330	Track 2 Room 1320	Track 3 Room 1310	Track 4 Room 4550	Track 5 Room 4540	Track 6 Room 4530	Track 7 Room 4520	Youth Track
8-9:00 am	<b>Registration, Networking &amp; Visit Exhibitors</b>							8 am –registration 8:30 am – Parent orientation meeting
9:00- 10:10 am	<b>Making Food Safety Work for Your Farm</b>	<b>Fixing the Food &amp; Farm System: Can the Farm Bill Help?</b>	<b>Practices to Improve Soil Health on Small- Scale Operations</b>	<b>Manejo Integrado de Plagas (Integrated Pest Management)</b>	<b>Choosing the Right Farmers Market for You</b>	<b>Right to Farm 101</b>	<b>Beyond Grants: Entrepreneurial Strategies for Funding Beginning Farmer Initiatives</b>	<b>Youth Program</b>
10:10 - 10:40 am	<b>Break: Networking &amp; Visit Exhibitors and On-site Farm # Registration</b>							<b>Youth Program</b>
10:40 - 11:50 am	<b>Growing Upland Rice in Michigan</b>	<b>USDA 101: Leveraging Farm Bill Programs for Your Farm</b>	<b>Combining Farm Specific Knowledge w/ Scouting to form Organic IPM Plans</b>	<b>Farm Labor Regulations and Employment Issues</b>	<b>Market-Piercing &amp; Farming in NE Michigan</b>	<b>Racial Equity and Food Justice</b>	<b>Tools for Planning a Healthy Garden</b>	<b>Youth Program</b>
11:50 - 1:25 pm	<b>Lunch: Visit Exhibitors, On-site Farm # registration, Optional Food Innovation Center and Food Hub Tour (bag lunch)</b>							<b>Lunch</b>
1:25- 1:45 1:45- 2:10 2:10- 2:55	<b>Suzuki Academy Performance Awards Keynote</b>							<b>1:25 pm Youth to KVCC Food Innovation Center</b>
2:55- 3:15 pm	<b>Break: Networking &amp; Visit Exhibitors and On-site Farm # Registration</b>							<b>Youth Program</b>
3:15 -4:25 pm	<b>Relocalizing Small Grains to Niche Markets</b>	<b>Financial Planning for Vets-in-Ag: Identifying Opportunities</b>	<b>From Sunshine to Steaks: Hyper Rotational Grazing</b>	<b>Seguridad Alimentaria y Mantenimiento de Megistros (Food Safety &amp; Record Keeping</b>	<b>Selling at the farmers market: What you need to know about food safety, licenses &amp; liability</b>	<b>Seed Saving and Culturally Important Food (Ahorrando y Conservando Semillas)</b>	<b>Study-A-Farm: Visit 20 Vegetable Farms in an Hour</b>	<b>Youth return at 4:25 pm</b>

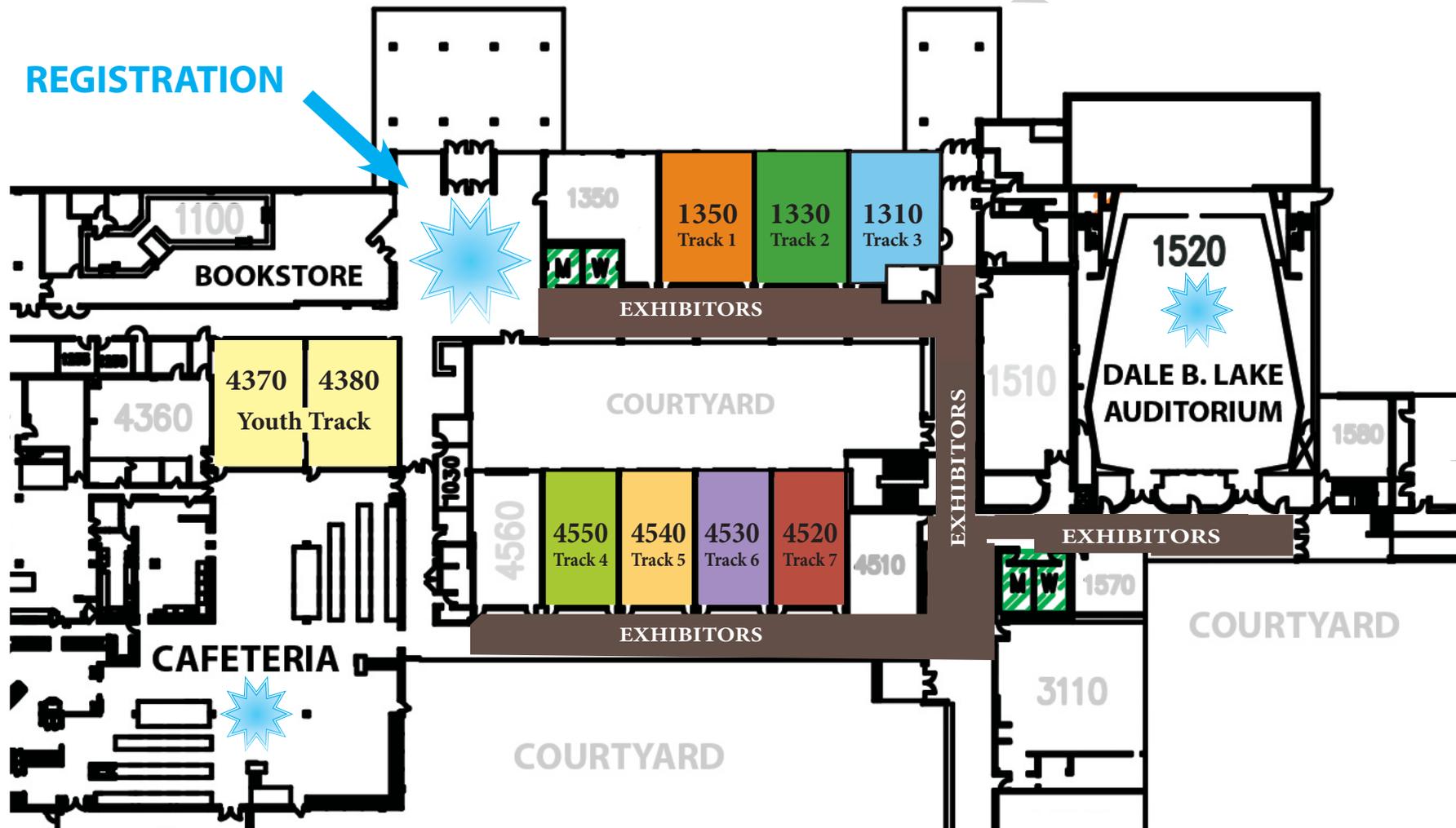


# Facilities Map

**MAIN ENTRANCE**

**TOWER ENTRANCE**

**REGISTRATION**



## Exhibitors

- Bratic Enterprises, LLC
- Fair Food Network
- Fall Harvest Urban Farms, LLC
- Food Bank Council of Michigan
- Greenstone Farm Credit Services
- Keep Growing Detroit
- Klooster Organics
- Lincoln Agribusiness
- Michigan Agriculture Mediation Program
- Michigan Department of Agriculture and Rural Development (MDARD)
- Michigan Agency for Energy
- Michigan AgrAbility
- Michigan Farmers Union
- Michigan Food & Farming Systems
- Michigan Organic Food and Farm Alliance
- Michigan Public Health Institute
- MSU Center for Regional Food Systems (CRFS)
- MSU Extension
- MSU Extension Statewide Community Food Systems Team
- MSU/Sustainable Agriculture Research and Education
- MSU Student Organic Farm
- Morgan Composting, Inc
- MSU Sustainable Agriculture Research and Education Program (SARE)
- National Immigrant Farmer Initiative
- Nature and Nurture Seeds
- Taste the Local Difference
- USDA Farm Service Agency (FSA)
- USDA Natural Resources Conservation Service (NRCS)
- USDA National Agricultural Statistics Service (NASS), Great Lakes Region
- USDA Risk Management Agency (RMA)

## Sponsors



**ANN ARBOR CHARTER TOWNSHIP HALL**  
Proud owners of the preserved farmland where Tilian Farm Development Center, an incubator farm managed by Michigan Food & Farming Systems, is located.

3792 Pontiac Trail, Ann Arbor, MI 48105  
(734) 663-3418  
[aatwp.org](http://aatwp.org)



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**“Committed to enriching the lives of our students and communities through quality educational programs and services.”**

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269-488-4400  
[www.kvcc.edu](http://www.kvcc.edu)

## GENESYS



**Genesys Healthcare System**  
One Genesys Parkway  
Grand Blanc, MI 48439  
(810) 606-5000  
[genesys.org](http://genesys.org)

**The WIA Farm Development Center serves as an economic development opportunity to expand the capacity of women to be a part of the local economy**

The Women in Ag Farm Development Center located at the Genesys Health Park, and is aligned with the Community Health Needs Assessment for Genesee County and the City of Flint. It was developed by local health service providers who prioritized Nutrition and Diet as focus areas for local program implementation. The WIA Farm Development Center fits the Genesys strategic objective where keeping people healthy is just as important as treating them when they are sick. Healthy food access helps to accomplish that goal.



**Morgan Composting**  
4353 U.S. 10  
Sears, MI 49679  
(231) 734-2451  
[dairydoo.com](http://dairydoo.com)

**Morgan Composting** strives to be a driving force in Agribusiness that promotes sustainable practices, and to be an innovated provider of economical & healthy soil products. Our mission, what MCI is about...is to strive for excellence in our service to customers, our community, and the environment.

## Sponsors



**NATIONAL IMMIGRANT  
FARMING INITIATIVE**

(877) 822-4419

[www.facebook.com/  
Nationalimmigrantfarminginitiative/](http://www.facebook.com/Nationalimmigrantfarminginitiative/)

NIFI advocates for immigrant farmers and works to build awareness about the unique challenges immigrant farmers' face, while increasing the visibility of their important contributions to our communities and agriculture.



**NORTH CENTRAL SARE**

612 E Main St

Centreville, MI 49032

Phone: 269.467.5646

[northcentralsare.org](http://northcentralsare.org)

**“Grants and education to advance sustainable innovations in agriculture.”**

## Sponsors

**taste the LOCAL difference**

TLD helps food businesses and the communities they serve benefit from the economic value of local food, while ensuring that fresh, healthy, local food is available to all consumers.



1610 Barlow Street, Suite 101

Traverse City, MI 49686

(877) 562-2539

[localdifference.org](http://localdifference.org)



**Michigan Public Health Institute**

MPHI (the Michigan Public Health Institute) is a unique public trust – a non-profit institute dedicated to improving community health through collaboration and the use of state-of-the-art community health practices. From our offices near Lansing, Michigan, and in Washington, D.C, we help a broad array of clients to develop community-based solutions for complex health system issues and research needs. Our network of ties within the academic, government, and healthcare provider communities enables us to devise innovative solutions to practically any challenge.

[mphl.org](http://mphl.org)



Michigan Farmers Union's mission is to advocate for the economic and social well-being, and quality of life of Michigan family farmers and consumers and their communities through education, cooperation and legislation. MIFU advocates sustainable production of food, fiber and feed.

10348 West Airline Road

Weidman, MI 48893

Tel: (989) 644-3907

[michiganfarmersunion.org](http://michiganfarmersunion.org)

# Thank You!



## SPONSORS



MSU CENTER for REGIONAL FOOD SYSTEMS



Sustainable Agriculture Research & Education



NATIONAL IMMIGRANT FARMING INITIATIVE



## PARTNERS



**THANK YOU** to Safie Specialty Foods, Cherry Capital Foods, United Dairy Industry of Michigan, and Water Street Coffee for their food donations.