



The Farm Research  
Cooperative in partnership  
with the USDA Risk  
Management Agency  
present the 4th annual:

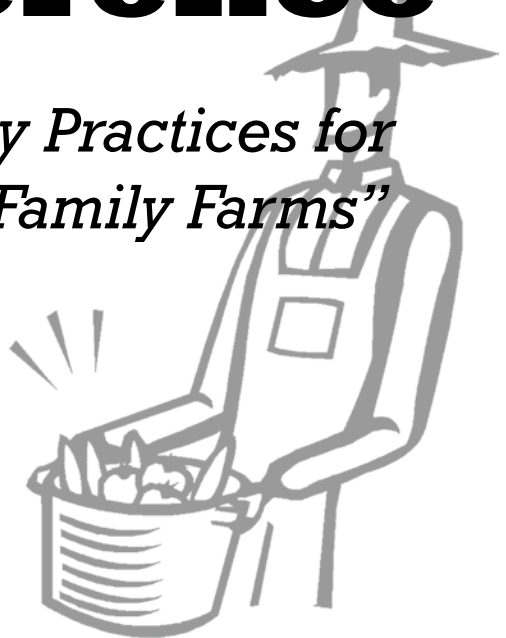


# Michigan 2007 Family Farms Conference

*“21st Century Practices for  
Sustainable Family Farms”*

**January 13, 2007**

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





# **2007 Michigan Family Farms Conference**

The Farm Research Cooperative, in partnership with the USDA Risk Management Agency, invites you to the 4th Annual Michigan Family Farms Conference on January 13, 2007 at Lakeview High School in Battle Creek, Mich.

This year's conference, titled, "21st Century Practices for Sustainable Family Farms," is packing all of the great information from previous conferences into a one-day event in hopes that even more farmers will be able to attend.

Learn about government programs to help farmers, environmental stewardship, marketing tactics, and value-added production practices. Integrated Pest Management (IPM) certification credits may be available.

Breakout sessions include Small-Scale Marketing, Production, Business Management and Spanish-Speaking tracks to cover all the bases when it comes to sustainable agriculture and running the family farm.

Exhibits and displays will be set up for your enjoyment and information from government agencies, agricultural groups and organizations and vendors of agricultural products and services.

The registration cost of the conference is \$30 per person, a greater value than ever! The Farm Research Cooperative and USDA Risk Management Agency Partnership is offering scholarships to farmers. See page 11 for more information on how you can apply for a scholarship.

For more information, please contact Barbara Norman at (269) 208-4588 or [barbn@lodisnet.com](mailto:barbn@lodisnet.com). More information is also available online at [www.miffs.org](http://www.miffs.org).

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# Keynote Speakers

Keynote speakers are John K. Pierre, Associate Vice Chancellor for Special Projects at Southern University Law Center in Baton Rouge, Louisiana, and Johari Cole of Iyabo Farms, a certified organic farm south of Chicago, Illinois.



John K. Pierre has been on the law faculty of Southern University Law Center since 1990 where he teaches commercial law, estate planning, contracts and property. He also currently coordinates grant programs and pursues new opportunities to enhance management efficiency of non-traditional programs at the Law Center. Pierre has published numerous articles on tax law, sales and contracts, real estate and commercial law. At

last year's conference, Pierre gave an excellent presentation on business planning and farm taxes.



Johari Cole, her husband and two children own and operate Iyabo Farms, a certified organic farm 70 miles south of Chicago. She recently received national attention, being named one of 10 women by Organic Style magazine (May 2005) for her "work to fight to protect the future of our planet". She is Executive Director of Multi-Talent Resource Center, a non-profit bringing critically needed technology training, resources and infrastructure to her rural African

American community. Her current goal: to share information on education, technology and health to keep African American families alive and viable.

## Thank you to this year's sponsors:

- Michigan Food & Farming Systems - MIFFS
- USDA Natural Resources Conservation Service (NRCS)
- Potawatami Resource Conservation and Development (RC&D)
- Northern Michigan Small Farms Conference

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# Small-Scale Marketing Track

The Small-Scale Marketing breakout sessions address options for farmers who want to try new or innovative ways to market their products and maximize their profits.

## Pricing Your Product

9 a.m. - 10:10 a.m.

Susan Smalley, *MSU Extension, C.S. Mott Group for Sustainable Ag*  
Maggie Wright of Giving Tree Farms, *Farmer's Experience*

Do you ever wonder what the right price for your product is? This session can help you evaluate your market to learn how to appropriately price your product according to quality and the consumer.

## Value-Added Possibilities

10:30 a.m. - 11:30 a.m.

Barbara Fails, *MSU Product Center*  
Willie Brown, *CEO, A WAB Group, Inc., Farmer's Experience*

Adding value to your product is a great way to increase your profit and appeal to different or emerging audiences. Learn possibilities for making your product stand out.

## Marketing your Farm Products –

### Farm Stands and Farmers' Markets

2:25 p.m. - 3:25 p.m.

Dru Montri and Susan Smalley, *Michigan Farmers' Market Association*  
Sharon Strickland, *Farmer's Experience*

Markets for your products are everywhere if you know where to find them and how to utilize them. Find out what you need to know to develop your own farm stand or sell at a farmers' market.

## Marketing your Farm Products – Web

3:45 p.m. - 4:45 p.m.

Ryan Anderson, *www.buymichiganproducts.com*  
Luis Sandoval, *Farmer's Experience*

The Web is the newest and fastest-growing market for farm products, and its possibilities are nearly endless. Discover how to tap in by developing your own Web site and effective strategies to make it work.

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# **Business Management Track**

The Business Management breakout sessions will help you make your farm management run more smoothly or improve your operation using different programs and trainings.

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## **Farm Transition**

*9 a.m. - 10:10 a.m.*

Roger Betz, *MSU Extension Farm Management Agent*  
Paula Maggert, *Farmers' Experience*

Transitioning your farm from one generation to the next can be difficult. Learn how to communicate your issues, manage financials and cut through the legal red tape to make your farm transition successful.

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## **Preparing for USDA Programs**

*10:30 a.m. - 11:30 a.m.*

*Panel:* Jeff Douglass, Heather Medina, Bobbi Morison, Dave Russ, Tim Perry, Mike Alston, *USDA Agencies staff*  
Barbara Norman, *Farmer's Experience*

The USDA offers a variety of programs to help every farmer and every type of operation. Hear from USDA representatives and from farmers who know about what these programs can do to help you and what you need to know to get involved.

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## **Preparing for the USDA Conservation**

### **Security Program (CSP)**

*2:25 p.m. - 3:25 p.m.*

Kim Weiber, *USDA NRCS*  
*Farmer's Experience:* TBD

CSP is a voluntary program through USDA NRCS that provides financial and technical assistance to promote the conservation and improvement of soil, water, air, energy, plant and animal life. Find out what you need to have to get yourself prepared to participate in CSP.

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## **Environmental Stewardship**

*3:45 p.m. - 4:45 p.m.*

Josh Appleby, *MDA - MAEAP*  
*Farmer's Experience:* TBD

The Michigan Agriculture Environmental Assessment Program (MAEAP) helps farmers develop sustainable practices for all aspects of their operations. It now offers a system especially for Michigan fruit and vegetable growers that will be highlighted in this session.

<b>Saturday</b>	8:00-8:45 AM	<b>Registration</b>	
	8:45-9:00	<b>Welcome and Intro</b>	
	<b>TIME</b>	<b>Small-scale Marketing Track</b>	<b>Business Management Track</b>
	9:00 – 10:10	<b><i>Pricing Your Product</i></b> <i>Speaker: Susan Smalley</i>  <i>Farmer's Experience: Maggie Wright</i>	<b><i>Farm Transition</i></b> <i>Speaker: Roger Betz</i>  <i>Farmer's Experience: Paula Maggett</i>
	10:10 – 10:30	<b>Break, Network</b>	
	10:30 – 11:30	<b><i>Value-Added Possibilities</i></b> <i>Speaker: Barb Fails</i>  <i>Farmer's Experience: Willie Brown</i>	<b><i>Preparing for USDA Programs</i></b> <i>Panel: Jeff Douglass, Heather Medina, Bobbi Morison, Dave Russ, Tim Perry, Mike Alston</i> <i>Farmer's Experience: Barbara Norman</i>
	11:30 – 11:45	<b>Break, Network</b>	
	11:45 – 12:30	<b>General Session</b>	
	12:30 – 1:30	<b>Lunch, Network</b>	
	1:30 – 2:10	<b>General Session</b>	
	2:10 – 2:25	<b>Break, Networking</b>	
	2:25 – 3:25	<b><i>Marketing your Farm Products using Farm Stands &amp; Farmers' Markets</i></b> <i>Speakers: Susan Smalley, Dru Montri</i> <i>Farmer's Experience: Sharon Strickland</i>	<b><i>Preparing for USDA Conservation Security Program</i></b> <i>Speaker: Kim Weiber</i>  <i>Farmer's Experience: TBD</i>
	3:30 – 3:45	<b>Break with Snacks, N</b>	
	3:45 – 4:45	<b><i>Marketing your Farm Products using the Web</i></b> <i>Speaker: Ryan Anderson</i>  <i>Farmer's Experience: Luis Sandoval</i>	<b><i>Environmental Stewardsh</i></b> <i>Speaker: Josh Appleby</i>  <i>Farmer's Experience: TBD</i>
4:45 – 5:30	<b>Network</b>		
5:30	<b>Trad</b>		

<b>on and Trade Show opens</b>		
<b>roductions - Mike Alston, USDA RMA</b>		
<b>ck</b>	<b>Production Track</b>	<b>Spanish-speaking Track</b>
	<b><i>Hoop House Production</i></b> <i>Speakers:</i> Adam Montri & John Biernbaum  <i>Farmer's Experience:</i> TBD	<b><i>Pricing Your Product</i></b> <i>Speaker:</i> Lourdes Martinez  <i>Farmer's Experience:</i> TBD
<b>king, &amp; Trade Show Open</b>		
	<b><i>Transition to Organic</i></b> <i>Speaker:</i> Dan Rossman  <i>Farmers' Experience:</i> Roger Outlaw and Cassandra Clarkson	<b><i>Marketing your Farm by using the Web</i></b> <i>Speaker:</i> Bernardo Lopez Ariza  <i>Farmer's Experience:</i> Luis Sandoval
<b>king, &amp; Trade Show Open</b>		
<b>Speaker</b>	<b>Dr. John Pierre</b>	
<b>ing, and Trade Show Open</b>		
<b>n Speaker</b>	<b>Johari Cole</b>	
<b>, &amp; Trade Show Open</b>		
	<b><i>Starting a CSA</i></b> <i>Speaker:</i> Jim Sluyter  <i>Farmer's Experience:</i> Lee Arboreal	<b><i>Hoop Houses Production</i></b> <i>Speaker:</i> Sergio Perez, Adam Montri, John Biernbaum  <i>Farmers' Experience:</i> Guadalupe & Jose Alcaraz
<b>networking, &amp; Trade Show Open</b>		
<b>ip</b>	<b><i>Composting</i></b> <i>Speaker:</i> Brad Morgan  <i>Farmer's Experience:</i> Arnold Baber	<b><i>Preparing for USDA Programs</i></b> <i>Panel:</i> Edwin Almodovar, Juan Cruz, Heather Medina, Dave Russ, Tim Perry, Mike Alston
<b>king &amp; Trade Show</b>		
<b>le Show Closes</b>		

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# Production Track

The Production sessions cover innovative ways to grow and market farm products and improve both quality and production.

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## Hoop House Production

9 a.m. - 10:10 a.m.

Adam Montri, *MIFFS* & John Biernbaum, *MSU Student Organic Farm Farmer's Experience*: TBD

Growing in unheated hoop houses can extend your growing season or even allow you to grow year-round. Learn about production in hoop houses and existing programs to help you learn from experienced farmers and get started on your own hoop house.

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## Transition to Organic

10:30 a.m. - 11:30 a.m.

*Speaker*: Dan Rossman, *MSU Extension, Gratiot County*  
Roger Outlaw & Cassandra Clarkson, *Farmers' Experience*

Organic agriculture is a growing trend that consumers are demanding more of and farmers are delving into. This session can help farmers transition from conventional farming to organic and learn valuable practices to help them succeed.

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## Starting a CSA (Community Supported Agriculture)

2:25 p.m. - 3:25 p.m.

Jim Sluyter, *Five Springs Farm*  
Lee Arboreal, *Farmer's Experience*

Community Supported Agriculture is a great way to get others involved in farming and help people reconnect with the food they eat. Learn the steps to start a successful CSA and get your community involved in fresh, local food.

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## Composting

3:45 p.m. - 4:45 p.m.

Brad Morgan, *Morgan Composting*  
Arnold Baber, *Farmer's Experience*

Composting manure, crop stubble and other organic matter can drastically improve plant production and soil quality for healthier, more sustainable practices. Find out how to improve your production through proper composting.



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# Spanish-Speaking Track

The Spanish-Speaking sessions features presentations in Spanish about product practices, marketing and government programs to help farmers succeed.

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## Pricing your Product

9 a.m. - 10:10 a.m.

Lourdes Martinez, *MSU PhD student*  
*Farmer's Experience*: TBD

Do you ever wonder what the right price for your product is? This session can help you evaluate your market to learn how to appropriately price your product according to quality and the consumer.

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## Marketing your Farm Using the Web

10:30 a.m. - 11:30 a.m.

Bernardo Lopez Ariza, *MSU PhD student*  
*Farmer's Experience*: Luis Sandoval

Markets for your products are everywhere if you know where to find them and how to utilize them. Discover how to market using the Internet and how developing your own Web site can boost your sales and customer awareness.

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## Hoop House Production

2:25 p.m. - 3:25 p.m.

Sergio Perez, *USDA NRCS*, Adam Montri, *MIFFS* & John Biernbaum, *MSU Student Organic Farm*  
Guadalupe & Jose Alcaraz, *Farmers' Experience*

Growing in unheated hoop houses can extend your growing season or even allow you to grow year-round. Learn about production in hoop houses and existing programs to help you learn from experienced farmers and get started on your own hoop house.

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## Preparing for USDA Programs

3:45 p.m. - 4:45 p.m.

*Panel*: Edwin Almodovar, Juan Cruz, Heather Medina, Dave Russ, Tim Perry, Mike Alston, *USDA Agencies staff*

The USDA offers a variety of programs to help every farmer and every type of operation. Hear from USDA representatives and from farmers who know about what these programs can do to help you and what you need to know to get involved.

# 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, a list of hotels within three miles of the high school are below:

- Days Inn, 4568 Beckley Rd, Battle Creek, MI, 269-979-3561
- Fairfield Inn, 4665 Beckley Rd, Battle Creek, MI, 269-979-8000
- Comfort Inn, 2590 Capital Ave SW, Battle Creek, MI, 269-965-3201
- Ramada Inn & Suites, 5050 Beckley Rd, Battle Creek, MI, 269-979-1100



# REGISTRATION

## Scholarships are available!

To apply for a scholarship or receive more information, please contact Barbara Norman at (269) 208-4588 or [barbn@lodisnet.com](mailto:barbn@lodisnet.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.

If you are not applying for a scholarship, please return this registration form and a check to: MIFFS, 416 Agriculture Hall, East Lansing, MI 48824. Please make checks payable to MIFFS.

You can also register online and pay by credit or debit card at [www.miffs.org](http://www.miffs.org). For questions, call the MIFFS office at (517) 432-0712.

Name(s): \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

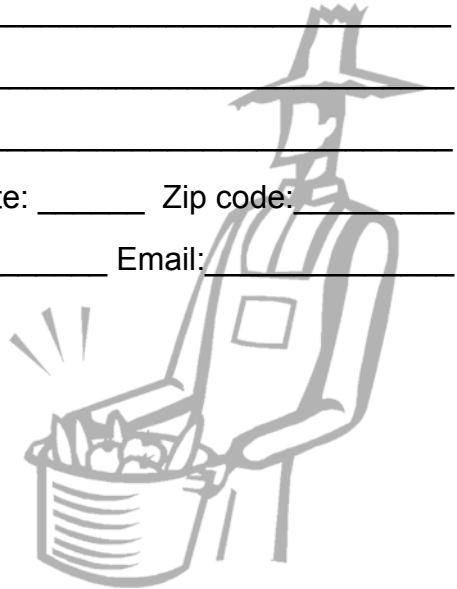
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Registration cost: \$30 per person

Number attending: \_\_\_\_\_ x \$30

Total enclosed: \$ \_\_\_\_\_



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**Farm Research Cooperative & USDA RMA  
2007 Michigan Family Farms Conference**

c/o MIFFS

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