

Focus on Farming Conference



Breaking New Ground

Lynnwood Convention Center
November 20, 2008

“Together, with local farmers, we are working to make Snohomish County Agriculture thrive. We’re fighting for our farms by preserving prime farmland, cutting red tape and doing our part to support local farmers who are introducing new product lines and value-added niche crops.”

– Aaron Reardon, *Snohomish County Executive*



This Focus on Farming Conference is a project of the
Snohomish County Economic Development Division.

Welcome!



Aaron Reardon, Snohomish County Executive

Inaugurated as County Executive in 2004 and launched the first Focus on Farming Conference to partner with farmers

Welcome to the fifth annual Focus on Farming Conference!

Since taking office as your County Executive in 2004, we've worked to increase the viability and profitability of agricultural production in Snohomish County. We're now seeing strong results.

The number of acres now farmed has grown by about 3,000 acres, or as much as 20 percent since 2004.

This increase is partly attributable to more acreage in hay and corn production, but it's also the result of a rise in the number of entrepreneurs willing to give farming a try. We're seeing more and more small-scale farming businesses pop up throughout Snohomish County.

We're also helping local farmers and suppliers explore new markets by leading the development of a biofuel industry centered right here in Snohomish County. Farmers are beginning to grow crops such as canola that are being dried locally before being converted into fuel that we're using in our government fleet.

All of this work is helping keep a vital industry moving in the right direction, but there's further to go. This conference is one way we can all come together to establish those next steps. Thanks for being willing to explore our farming future, not only in Snohomish County but this great region as well.

Keynote Speakers



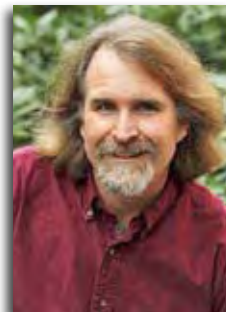
Bob Gore, Washington State Department of Agriculture

"Supporting the Profitability of Washington Agriculture"

(9:30 a.m.) WSDA Director Bob Gore will discuss the current opportunities and challenges facing Washington's

farmers and ranchers. The department is completing the Future of Farming study, a comprehensive review of the issues farm families report as critical to their continued profitability. Mr. Gore will report on the factors impacting the viability and vitality of agriculture in the state and outline some of the agency's initiatives aimed at boosting opportunity for current producers and the next generation of Washington farmers.

Bob has represented WSDA on the Washington Wheat Commission, Washington Barley Commission, and the Washington Dry Pea & Lentil Commission. Bob is past president of the American Association of Grain Inspection and Weighing Agencies.



David Montgomery, University of Washington Earth & Space Sciences Div.

Author of "Dirt: The Erosion of Civilizations" and a 2008 MacArthur Fellowship winner

(1:00 p.m.) David Montgomery studies the evolution of topography, landforms, and processes that shape

ecological systems and human societies, discovering that humanity's most necessary natural resource is quite likely its soils. Current research includes field projects in the Philippines, Tibet, and the Pacific Northwest.

His published work includes studies of the evolution and near-eradication of salmon, mountain drainage basins, the evolution of mountain ranges—Cascades, Andes, and Himalayas—and digital topography analysis. Montgomery will talk about the impact of agriculture on soil, options for change, sustaining soil fertility, and maintaining productivity.

Agenda

- 8:00 Welcome**
Donna Ambrose, Emcee and Manager,
Snohomish County Office of Economic Development
- Aaron Reardon, Snohomish County Executive
- 9:30 Keynote Speaker**
Bob Gore, Acting Director
Washington State Department of Agriculture
- 10:30 Breakout Session 1**
- 11:30 Breakout Session 2**
- 12:30 Lunch**
- 1:00 Keynote Speaker**
David Montgomery, Professor
University of Washington, Earth & Space Sciences Division
- 2:30 Breakout Session 3**
- 3:30 Breakout Session 4**
- 4:30 Wine & Cheese Tasting, Networking**
- 6:00 Conference Concludes**



Note: Welcome, Keynotes, Lunch, and Wine & Cheese Tasting are in Rooms 2 D/E.

Speakers

- Bachleda, Matt** – Wolfkill Feed & Fertilizer,
Snohomish County Dryer and What Crops Work
- Balkcom, Carrie** – American Grassfed Association,
Marketing Your Differences: Grassfed vs Conventional;
- Berman, Fred** – WSDA Small Farm and Direct Marketing
Program, *How to Access the Institutional Market Place*
- Bradbury, Mark** – Molbak’s Plant Farm,
Expanding Your Market to the Landscape Trade
- Calhoon, Roger** – The South 47 Farm,
Panel: The Media and Your Message
- Carveth, Deanna** – Snohomish County Solid Waste,
Snohomish County Dryer and What Crops Work
- Charnley, Brent** – Lopez Island Vineyards,
The Business of Distilling & Winemaking
- Christensen, Roxanne** – SPIN-Farming,
SPIN – Commercial Gardening on Unused Urban Wastelands
- Corbin, Andrew** – WSU Snohomish County Extension,
Snohomish County Dryer and What Crops Work
- DeVries, Ray** – Ralph’s Greenhouse,
Positive Practices in Farm Labor Management
- Dore, Wendy** – The Marketing Partners,
Panel: The Media and Your Message
- Dorman, Linda** – Green Garden Foods,
Producing your Product with Green Garden Foods
- Dunn, Andrew** – Washington State Department of Ecology,
Water Rights 101 for Farmers
- Dunn, James** – Farmer (New Hampshire),
Hydro Stackers and Strawberry Production
- Eggert, Diane** – Farmers Market Federation of New York, *Sell Yourself, Sell Your Product – “Making Market Sales Sizzle”*
- Figgins, Berle W. “Rusty”** – Dynamic Alambic Artisan
Distillers, *The Business of Distilling & Winemaking*
- Fowler, Jake** – Northwest Agriculture Business Center,
Bringing the Farm to Market
- Killinger, Karen** – WSU Pullman,
Fascinating Food Safety Facts for Farmers
- Kovach, Joe** – Ohio State University, *Polyculture*
- Lintott, Chef Edward** – Valley Harvest Foods,
Producing Your Product with Green Garden Foods
- Merritt, Alan** – Skagit Apple Growers Association,
Bringing the Farm to Market
- Merritt, Gary** – Northwest Agriculture Business Center,
Bringing the Farm to Market
- Miller, Jeff** – Willie Green’s Organic Farm, *Sell Yourself, Sell Your Product – “Making Market Sales Sizzle”*
- Moulton, Gary** – WSU Northwestern Washington Research &
Extension Center, *Growing Grapes for Red Wines*
- Murray, Todd** – WSU King County Extension,
IPM Part I: The Bugs that Ate Washington!
- Owen, Jim** – Oregon State University,
Container Production that Prevents Pollution
- Peters, Troy** – WSU Irrigated Agriculture Research &
Extension Center, *Saving Money with Drip Irrigation*
- Quigley, Tom** – Olympic Nursery,
Panel: The Media and Your Message
- Reed, Rick** – Northwest Agriculture Business Center,
Puget Sound Food Network
- Rosetta, Robin** – Oregon State University,
IPM Part II: Killing them Softly – Reducing Toxicity and Increasing Efficacy for Greenhouse and Nursery Pests
- Routh, Joy** – Vibrant Plants, Inc.,
Expanding Your Market to the Landscape Trade
- Schoenian, Susan** – Western Maryland Research & Education
Center and Baaland Farms, *How to Make Money Raising Sheep and Goats; Direct Marketing to Niche/Ethnic Markets*
- Smith, Steve** – Sunnyside Nursery, Emcee, Nursery Track
- Snyder, Steve** – Hollywood Hill Vineyards,
Growing Grapes for Red Wines
- Vojkovich, Eiko** – Skagit River Ranch,
Panel: The Media and Your Message
- Whisnant, Patricia** – DVM and American Grassfed
Association, *Marketing Your Differences: Grassfed vs Conventional; American Grassfed Association*



Sponsors & Partners

Conference Presenters



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- Puget Sound Energy
- ShoreBank Pacific
- Washington State Department of Agriculture
- Washington State Potato Commission

Session Sponsors

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- USDA - Farm Service Agency

In-Kind

- Ninety Farms
- Smith Gardens
- Stemilt Growers
- TV Washington

Committee Members

- Conference Coordinator:
Linda Neunzig, Snohomish County Economic Development Division, Agriculture Project Coordinator
- Alan Shank, Snohomish Conservation District
- Andrew Corbin, Washington State University Snohomish County Extension
- Bobbi Lindemulder, Snohomish Conservation District
- Carolyn Eslick, Northwest Agriculture Business Center
- Cathy Stevens, The Marketing Partners
- Curt Moulton, Washington State University Snohomish County Extension
- David Bauermeister, Northwest Agriculture Business Center
- Kate Halstead, Sno-Valley Tilth
- Ryan Carpenter, Sunbreak Nursery
- Ryan Hembree, Snohomish County Economic Development Division, Agriculture Coordinator
- Sera Hartman, Northwest Agriculture Business Center
- Sharon Collman, Washington State University Snohomish County Extension
- Steve Evans, King County Office of Rural and Resource Programs
- Wendy Dore, The Marketing Partners/Cascade Harvest Coalition



Breakout Sessions



10:30 a.m.
Session
1

ON-FARM PRODUCTION

Room 2 B/C

Bringing The Farm To Market with Gary Merritt and Jake Fowler from the NABC and Alan Merritt from Skagit Apple Growers Association. They'll cover everything from early planning and on-farm progress analysis to getting your value-added product on a grocer's shelf. Relevant for food crops, animals, nursery and greenhouse products.

LIVESTOCK

Room 1 F

How to Make Money Raising Sheep and Goats – Learn about breeds and markets to make money raising sheep and small ruminants. Susan Schoenian is a sheep farmer and sheep and goat specialist at the Western Maryland Research & Education Center.



11:30 a.m.
Session
2

Producing your Product with Green Garden Foods' – Linda Dorman and Chef Edward Lintott of Valley Harvest Foods will answer the questions, "You grew it, now what?" "How much?" and "Distribution, brokers or you?" Resources, production, distribution and storage costs will be addressed.

Marketing Your Differences: Grassfed vs Conventional – Learn about marketing advantages and pricing strategies for your grassfed product from Carrie Balkcom and Missouri's Patricia Whisnant, DVM and grass-fed beef farmer. Expectations of an educated public range from flavor to health and environmental benefits.



2:30 p.m.
Session
3

Positive Practices in Farm Labor Management – Learn how to motivate and retain employees with Ray DeVries, Ralph's Greenhouse, and Curt Moulton, WSU Snohomish County Extension. Hear how Ray has consistently maintained a stable group of farm employees and receive a copy of the new ATTRA positive labor practices handbook.

American Grassfed Association – As President of American Grassfed Association, Dr. Patricia Whisnant explains grassfed standards, marketing advantages, what the association is doing, how to get involved, and how grassfed producers can benefit.



3:30 p.m.
Session
4

The Business of Distilling & Winemaking – Join Brent Charnley and wine/brandy expert Berle (Rusty) Figgins, Jr, veteran viticulturist and winemaker, as they elaborate on their crafts: organic winemaking and distillation of fine & fruit brandies, whiskey and liqueurs.

Direct Marketing to Niche/Ethnic Markets – Find out where the ethnic and niche markets are and how to market to them. Ethnic holidays have food-specific traditions, from types of food to slaughtering methods. Susan Schoenian will talk about marketing channels, types of animals wanted and when, and other information buyers want.

NURSERY/GREENH	PRODUCE & CROPS	WHAT'S NEW?	MARKETING & BUS
Room 1 A	Room 1 D	Room 1 E	Room 1 B/C
<p>Expanding Your Market to the Landscape Trade – Sit down with two top suppliers to area landscapers, Joy Routh & Mark Bradbury, and find out how they established themselves in a competitive industry. Learn how to apply their methods to expand into an untapped market. They'll field questions for an interactive discussion.</p>	<p>Snohomish County Dryer and What Crops Work – Snohomish County's Deanna Carveth, WSU's Andrew Corbin and Wolfkill's Matt Bachleda describe the system, how it was formed and the use of landfill methane gas to power it. Operations, use and structural components will be discussed as well as which seed crops and cropping systems work best.</p>	<p>Fascinating Food Safety Facts for Farmers – Karen Killinger will discuss on-farm food safety issues and practices, including topics such as irrigation water, composting, worker hygiene, harvest and transportation.</p>	<p>Sell Yourself, Sell Your Product - "Making Market Sales Sizzle" – Improve your marketing skills for farmers markets and increase sales at this primer for customer service, presentation, pricing strategies, promotion and more from Willie Green's Jeff Miller and New York's Diane Eggert.</p>
<p>Part I - IPM: The Bugs that Ate Washington! – Integrated Pest Management (IPM) expert, Todd Murray of WSU King County Extension, alerts growers and landscapers about invasive species and techniques to avoid pest problems: what to look for, who to contact and what to do to minimize costs. <i>*WSDA Pesticide Recertification credits available – must take Part I and II.</i></p>	<p>Hydro Stackers and Strawberry Production – New Hampshire Farmer James Dunn describes how to evaluate, choose, install and operate a profitable Hydro Stacker hydroponic growing system.</p>	<p>SPIN – Commercial Gardening on Unused Urban Wastelands – Learn the basics of SPIN (Small Plot INTensive) Farming from Roxanne Christensen. This vegetable farming system makes it possible to earn \$50,000+ from a half acre with minimal infrastructure, reliance on hand labor, use of existing water sources and close-to-market location.</p>	<p>Panel: The Media and Your Message – Finding the right combination of advertising, PR and sales channels is critical today. Learn the secrets of deciding if/where/when to spend precious ad dollars with Wendy Dore, The Marketing Partners; Eiko Vojkovich, Skagit River Ranch; Roger Calhoon, The South 47 Farm; and Tom Quigley, Olympic Nursery</p>
<p>Part II – IPM: Killing them Softly – Reducing Toxicity and Increasing Efficacy for Greenhouse and Nursery Pests – Oregon State University horticulturist, Robin Rosetta, shares strategies and real world examples to improve plant quality, reduce losses and toxicity of pesticides while also reducing costs. <i>*WSDA Pesticide Recertification credits available – must take Part I and II.</i></p>	<p>Saving Money with Drip Irrigation – Good management of irrigation water is critical for strong grower profitability and good environmental water quality. WSU's Troy Peters will cover soil/water relationships, irrigation scheduling, well-designed systems and chemigation.</p>	<p>Polyculture – Joe Kovach set out to gross \$10 per row foot, equal to a robust \$90,000 per acre, in farm plots of mixed fruits and vegetables. And he did. Joe will cover the theory, design, and practice of a fruit and vegetable polyculture system that is environmentally sound and economically viable.</p>	<p>Puget Sound Food Network – NABC's Rick Reed introduces the Puget Sound Food Network, a new web-based tool for online networking and sales, enabling real-time communication between food producers, consumers, and other participants in the regional food system, as well as online transactions.</p>
<p>Container Production that Prevents Pollution – How to increase production efficiency and income while decreasing costs and environmental impact by keeping nutrients, pesticides and water in the container. Oregon State University's Dr. Jim Owen will address a variety of methods and practices.</p>	<p>Growing Grapes for Red Wines – Did you know grapes for red and white wines can be grown right here? Grape experts Gary Moulton, WSU, and Steve Snyder, Hollywood Hill Vineyards, divulge keys to site selection, varieties for the NW climate, as well as growing, making and selling particulars.</p>	<p>Water Rights 101 for Farmers – Learn how to find out what water rights you have and tips to apply for new ones from WA Dept. of Ecology's Andrew Dunn. You'll also learn about instream flow rules, metered use, how to protect what you have, and more.</p>	<p>How to Access the Institutional Market Place – What are the opportunities and challenges to selling your products to schools, hospitals, and other similar institutions? Fred Berman from the WSDA Small Farm & Direct Marketing Program will discuss options and possibilities.</p>

Wine & Cheese Tasting

(4:30 – 6:00 p.m.) Winery participants are members of the Puget Sound Wine Growers Association and Skagit Valley Wine Association. Wines presented for tasting are crafted with fruit from the Puget Sound region.

For more information about these local associations, visit: www.pswg.org or www.skagitvalleywineries.com

Wineries/Cideries:

- Bainbridge Island Winery
- Challenger Ridge Winery
- Eagle Haven Winery
- Hoodspout Winery
- Lopez Island Vineyards
- Westcott Bay Orchards

Cheesemakers:

- Beecher's Handmade Cheese
- El Michoacano
- Mt. Townsend Creamery

Accompaniments:

- Chuckanut Bay Foods
- Lavender Wind Farm
- Partners Crackers
- Pleasant Valley Farms
- Skagit Fresh Natural Beverage



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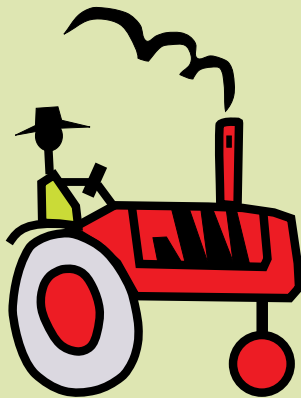
**Northwest**
FARM CREDIT SERVICES

Washington State Department of Agriculture



Thank you for the overwhelming support and participation in this strategic planning process. Watch for the final document early 2009
<http://agr.wa.gov/fof>

 **SNOHOMISH COUNTY FARM BUREAU**



**A Grass Roots Organization
Protecting Land and Water
for *Agriculture***
www.wsfb.com/membership/join

*Thank you for
sharing your day
with us.*





King County Agriculture

*Good for our economy, our
environment and our quality of life.*

Protecting farmland helps provide
local food production, fish and wildlife
habitat and scenic vistas

*Farming plays a critical role in
King County's economy*

- 1,550 farmers grow over 200 types of fruits and vegetables. Pumpkins, squash, lettuce, corn, strawberries, raspberries and blueberries are major crops.
- Almost 35,000 acres under production.
- Over \$120 million in farm sales each year – more than many counties in rural Washington!
- Creates thousands of jobs in the rural area.

*King County is committed to supporting
our region's farmers and their farmland.*

Key services are:

- Marketing Support
- Drainage Assistance Program
- Farmland Preservation Program
- Cost Share Program
- King County Agriculture Commission

For information on these and many other
agricultural programs in King County visit
<http://dnr.metrokc.gov/topics/agri/agtopic.htm>
or call 206-263-6429.



King County

Department of
Natural Resources and Parks
Water and Land Resources Division
Agriculture Program

In partnership with:

KCD
King Conservation District



Marshland Orchards

“Snohomish Valley Grown Apples”

Most of the apples used to be grown in Western Washington. Only after irrigation water became available in Eastern Washington did apples become synonymous with Eastern Washington. Not anymore! Many varieties of apples actually have a better taste when grown in the cooler climate of Western Washington. Thanks to the efforts of researchers like Gary Moulton and others from the WSU Research Station in Mount Vernon, certain apple varieties and strains of other new varieties have been proven to be able to grow very successfully in Western Washington.

“Locally” grown apples will actually mean that they are really grown here! Due to a larger choice in varieties of apples that can be grown in Western Washington, Marshland Orchards will offer specific early varieties in July and August and quite a few other varieties from September through November. Short storage times will maintain the ‘Tree Fresh Taste’ and can double the health benefits. Our apples are treated like royalty. Mindful of the fact that bruising can affect up to 80% of the crop, our apples are only handled twice: hand picked from the tree and then hand packed for shipping and delivery.

Once you display our boxes at your store, no fruit handling is necessary.

Our apples will look wonderful and appealing in their specially designed display box.

We will offer the following varieties for the 2008 season:

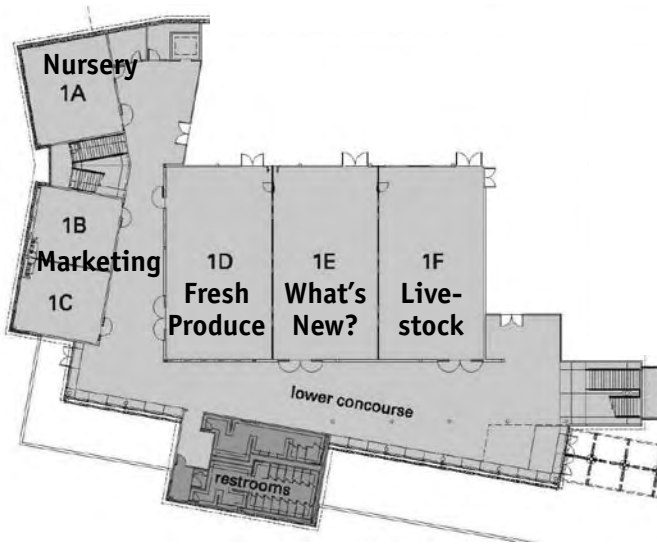
Akane	Fuji	Liberty	Spartan
Braeburn	Gala	Lodi	Summered
Chehalis	Gravenstein	Melrose	William’s Pride
Cox’s Orange Pippin	Honeycrisp	Mutsu	Yellow Transparent
Elstar	Jonagold	Pristine	Empire
Jonamac	Rosey Glow		

Our apples come in a display box, ready for sale. No additional handling is necessary.

Marshland Orchards produced about 2,000 boxes in 2008.

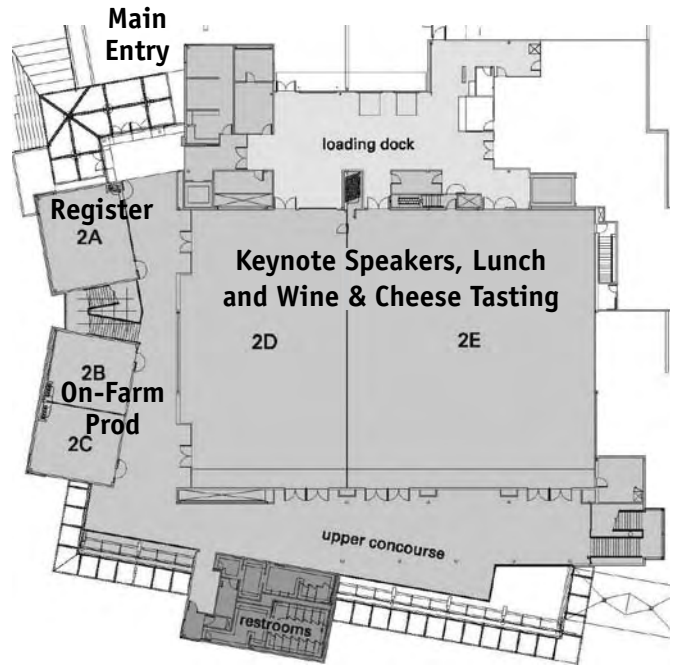
The future production numbers will increase to approximately 10,000 boxes in 2009, 30,000 boxes in 2010 and 50,000 boxes or more in 2011.

Lynnwood Convention Center



1st Floor

- 1A: Nursery/Greenhouse
- 1B/C: Marketing & Business
- 1D: Fresh Produce & Crops
- 1E: What's New?
- 1F: Livestock



2nd Floor (Main Entry)

- 2 B/C: On-Farm Production
- 2 D/E: Keynotes/Lunch
Wine & Cheese Tasting
(presented by NABC)



Bringing the Farm to Market

NABC provides professional business services to local agricultural producers to improve farm profits.

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