

6	CHINOOK 2 ROOM	CHINOOK 3 ROOM	EVERGREEN ROOM		BIRCH ROOM	ORCA 1 ROOM	CEDAR ROOM	CHINOOK 4 ROOM
BREAKOUT SESSIONS	THE FUTURE OF AGRICULTURE AND THE ENVIRONMENT	NURSERY/ GREENHOUSE TRACK	THE BUSINESS OF FARMING		BIOPRODUCTS: A RECYCLING PLAN FOR AGRICULTURE	URBAN FARMING – CONNECTING PEOPLE, COMMUNITIES AND PRODUCT	WINE	BUILDING YOUR BOUNTY THROUGH LIVESTOCK PRODUCTION
SESSION 1 <i>10:30 a.m.</i>	<p>Future Opportunities for Agriculture in Conservation Markets – Environmental Mitigation and Water Quantity</p> <p>This session will discuss the opportunities and potential issues that exist in emerging markets for environmental services that can be produced and sold by Washington Farmers and Ranchers – specifically in environmental mitigation and in water sales and acquisitions. (Carbon and water quality trading are discussed in Breakout Session 2.) What is the current status of these markets, and what can we anticipate in the years ahead? How might the development of these markets affect the future and of our agriculture industry?</p> <p>Presented by - Dennis Canty and Kelly McAffrey.</p>	<p>Learn from the mistakes of others; top tips on greenhouse operations</p> <p>If you don't have time to make the mistakes yourself; then come and learn from the observations of Chris Guntermann's over 27 years as a greenhouse / nursery sales rep as he dispenses Tips on everything from saving energy to reducing operational risks. Top Tips will include examples of the "law of unintended consequences" where making one harmless change can sometimes result in mysterious problems.</p> <p>Presented by Chris Guntermann.</p>	<p>Use Online Social Media to Build a Community of Buyers</p> <p>In less than one hour, you will learn how to use online tools such as Twitter, Facebook, and email to build enthusiastic communities that will buy nursery and garden products year-round. We'll explore tools, techniques, traps, as well as integration with the rest of your marketing efforts</p> <p>Presented by Keven Ellif.</p>		<p>The New Farm - Producing Food and Fuel in an Era of Declining Energy.</p> <p>World population is increasing, but soils and fossil energy are being depleted. How do farms of the future become regenerative – using less energy and rebuilding soils – so that we can feed future generations?</p> <p>The Rodale Institute has been studying organic soils for decades and has data that may surprise you. How efficient is your farm? New research can help you compare the energy inputs and outputs.</p> <p>Presented by Doug Collins and Tadeusz Patzek.</p>	<p>Your Brand Says a Lot About You</p> <p>Come learn why branding is important and about the keys to a successful brand. From a brand expert with over 30 years of branding and marketing experience for companies like Wilcox Farms, DF Marks Seed & Garden Company to Starbucks and Microsoft. Learn about the key components of building a strong brand promise and how it can strategically position your company in the marketplace. With these key elements you can build a solid brand foundation that will genuinely connect with customers. From this position you will grow customer loyalty and your market share.</p> <p>Presented by James Clark.</p>	<p>Starting an estate Vineyard/ Winery in the Puget Sound AVA.</p> <p>What you need to know - Are you thinking about starting a vineyard in the Puget Sound AVA with the intention of having a winery?</p> <p>This is the talk that you want to hear. We will discuss, amongst many things, location, varieties, facilities, costs, marketing, equipment selection, federal and state requirements and much more. This topic will be of interest to all those that are thinking about starting a winery with emphasis on having an estate vineyard, but can be of interest to anyone interested in starting a winery and buying grapes.</p> <p>Presented by Steve Snyder.</p>	<p>Marketing Grass-fed Beef: Building an Organic Livestock Industry</p> <p>Jeff will speak about issues around alternative beef profitability and marketing. He will also talk about issues of labels and branding of new livestock products.</p> <p>Presented by Jeff Schahczenski.</p>
SESSION 2 <i>11:30 a.m.</i>	<p>Opportunities for Agriculture in Conservation Markets</p> <p>As our region grows, it will increasingly need low-cost, effective ways to make up for the inevitable environmental degradation resulting from growth. There is growing pressure on agriculture to provide these offset and mitigation services – not always with payment, and sometimes in ways that take land out of farming. What market opportunities are emerging for environmental services provided by agriculture in the areas of environmental mitigation, carbon sequestration, water quality trading, water quantity transactions, and in other arenas? How can farmers supply these markets, profit from these trends, and still remain in active agriculture?</p> <p>Presented by Dennis Canty, Bobby Cochran, and Kelly McAffrey.</p>	<p>In Search of the Holy Grail, greenhouse production practices for higher profits</p> <p>Applying molecular biochemistry and health centered nursery practices that induce the plants natural ability to resist diseases and insects. Exploring Plant Growth Promoting Rhizobacteria (PGPR) and Induced Systemic Resistance (ISR) in container production.Organic and sustainable mineral nutrition in potting soils and physiological expression of exogenous phytohormones will be discussed.</p> <p>Presented by Scott Titus.</p>	<p>Succession Planning: Keeping the Farm in the Family - Passing the farm onto future generations</p> <p>Learn from experts who have developed successful plans for families in the Puget Sound area.</p> <p>Presented by Allison Aurand, Castanea Associates, Bellingham</p> <p>Mary Embleton, Cascade Harvest Coalition</p>		<p>It's Not Waste, it's Nutrient: New Farm Products from Anaerobic Digesters</p> <p>You've read about digesters turning manure into electricity, but what about the potential for producing organic fertilizers and other agricultural products from waste? Hear Washington-based entrepreneurs and researchers describe the products that may be available in your region soon.</p> <p>Presented by Keith E. Bowers, Craig Frear, and Kevin Maas, Farm Power</p>	<p>Growing a Local Food Market Takes Teamwork</p> <p>As Secretary of Agriculture for New Jersey, Charles Kuperus established the Jersey Fresh program to help local farmers increase their visibility at the point of purchase.</p> <p>He'll share his insights on how NW farmers can work together to build a stronger marketing and distribution system that will help increase local sales and production. His expertise in working with all of the elements of a strong regional branding program brings us energy and ideas for building local agriculture.</p> <p>Presented by Charles Kuperus</p>	<p>Variety and Rootstock studies at Mt Vernon for the past 8 years and suggested cultural practices</p> <p>This is an overview of what varieties and rootstocks will work best for your mesoclimate. Western Washington has a range of mesoclimates ranging from under 1200 Growing Degree Days (GDD) to over 2200 GDD. This talk will explain how to determine your mesoclimate as to GDD and which varieties you should focus on. In addition, best cultural practices will be discussed to maximize quality in your vineyard.</p> <p>Presented by Gary Moulton.</p>	<p>Raising Pastured Pork: Happy Pigs Are Healthy Pigs</p> <p>The interest and desire to purchase pastured pork is continually on the rise. Come learn from an expert to find out if this is the niche for you. Learning how to properly choose the breed, feed, and market is an important first step.</p> <p>Presented by Bruce Dunlop.</p>
SESSION 3 <i>2:30 p.m.</i>	<p>Policy perspectives on agriculture and the environment</p> <p>Future environmental impacts from our seemingly inevitable growth and sprawl seem likely to steadily increase pressure on agriculture to further improve environmental performance. What major trends and public concerns from outside the agriculture industry will probably drive these pressures? How can we better understand and deal with other important perspectives on the future of agriculture and the environment? How can we deal with these challenges while remaining a vital and prosperous industry?</p> <p>Presented by Jay Gordon, Terry Williams, and Gordon White.</p>	<p>Use Online Social Media to Build a Community of Buyers</p> <p>Use Online Social Media to Build a Community of Buyers - In less than one hour, you will learn how to use online tools such as Twitter, Facebook, and email to build enthusiastic communities that will buy nursery and garden products year-round. We'll explore tools, techniques, traps, as well as integration with the rest of your marketing efforts</p> <p>Presented by Keven Ellif.</p>	<p>Marketing Panel – New Ways to Sell</p> <p>Getting your product into new markets: Learn from farmers and marketers who have successfully opened new markets for themselves and others.</p> <p>Presented by Gretchen Hoyt, Diane Dempster, and Abbi Little.</p>		<p>Biochar: Can it Help Your Soils Regenerate</p> <p>Environmentalists around the world hail biochar as the solution to nutrient loss, carbon sequestration, and renewable energy production.</p> <p>But what is it, where will it come from, and is it applicable to your farm? Experts will discuss recent studies performed by the Agricultural Research Service in Washington, plus the technologies and projects that are gearing up to produce biochar.</p> <p>Presented by Gary Banowetz, John Miedema, and Jason D. Streubel.</p>	<p>You Grew It – Now Let's Sell It</p> <p>Our panel of successful farm product marketers shares their secrets of building their own brands, selecting effective sales channels and the many considerations that go into deciding how and where to sell your agricultural products.</p> <p>Presented by Keith Stocker, Wade Bennett, and Tim Crosby.</p>	<p>Organic Grape Growing in the Puget Sound</p> <p>This presentation will cover organic, sustainable, low impact farming, focusing on healthy soils and ecosystems and on how to choose methods that are gentle with our bodies, our neighbors and those of our workers. Topics will include soil building, disease control, cover crops, natural mineral amendments, erosion protection, composting, canopy management, pest and weed control. Learn how to create a sustainable farm that needs little of outside inputs.</p> <p>Presented by Brent Charnley.</p>	<p>Small Scale Poultry Processing</p> <p>Opportunities for farm-raised poultry are ever increasing. Fred will speak about the proper licensing needed, regulations, and the best way to raise poultry for market on your farm.</p> <p>Presented by Fred Berman.</p>
SESSION 4 <i>3:30 p.m.</i>	<p>Models for the future of Agriculture and the Environment</p> <p>If agriculture is to cope with future environmental pressures, we must find creative ways to enhance environmental performance while continuing in traditional food and fiber production and while maintaining (or improving) our profitability. This session will look at some remarkable recent farm-environmental projects that help show the way toward a prosperous future for agriculture that also helps improve the environment.</p> <p>Presented by Chuck Hazelton, Kevin Morse, and Dale Reiner.</p>	<p>For Owners Only... OK...Everyone is Invited, But Please Bring the Owner with you...If you Dare!</p> <p>Whatever the industry, whatever the economic conditions, whatever your plans, the information you receive at this seminar is absolutely critical to your short and long term profitability and overall success. Success can be defined many different ways, but profitability is what makes or breaks us as business owners. Trends going into, and coming out of, tough economic times are important to know about and understand. If your business does not look like the "vision" you had for it when you started it, be here!</p> <p>Presented by Mallory Gwynn.</p>	<p>Tools for Food Safety on the Farm</p> <p>Learn strategies from local farmers and experts for assuring safe food for their customers. Here about Good Agriculture Practice techniques. and using the GAP checklist. Also learn about pending National Legislation that could add stringent enforcement to food safety laws.</p> <p>Presented by Ken Shank and Curt Moulton.</p>		<p>Controlling Pests with Bio-based Brassica Seed Meal</p> <p>Researchers are discovering biologically-based methods for control of soilborne plant diseases, weeds, and nematodes using soil amendments derived from the seeds of mustard and canola. As regulations for applying fumigants tighten, are these products a viable alternative?</p> <p>Will they be key to expanding organic crop production? Leading researchers present their latest findings.</p> <p>Presented by Dr. Mark Mazzola, Lydia Clayton, and Ekaterini Riga.</p>	<p>Incorporating A Profitable Farm Into The City</p> <p>As David Miller (Oregon Public Broadcasting) puts it: Farmer Larry Thompson plans to blur the urban/rural line by keeping some of his best-producing acres as working farmland, and to develop the rest around this agricultural core. This would mean housing units of varying sizes, an "eco-restaurant," and a community kitchen or education center where people could preserve their bounty or learn new gardening techniques. He wants to draw a blend of urban retirees and young families – and everyone in between – all seduced by a more tangible connection to land and food. More grandly still, he hopes to create a model for smaller farms within the Urban Growth Boundary that could prove economically and socially viable for generations to come.</p> <p>Presented by Larry Thompson</p>	<p>Making Wine from Puget Sound Grown Grapes</p> <p>Hints, tips and tricks to making the most aromatic wines in Washington</p> <p>Presented by Chris Primus.</p>	<p>Finding Your Niche in the Dairy Industry</p> <p>Have you ever thought about specializing in cheese? Come and learn how Black Sheep Creamery started, the opportunities it has led to, and lessons learned.</p> <p>Presented by Brad Gregory.</p>