

# Focus on Farming Conference VIII

## Workshop Sessions

### Livestock Track

#### Session 1: Forage Alternatives to Extend the Grazing Season

**Presenter:** *Dr. Woody Lane, Ph.D., Livestock Nutritionist*

**Description:** It costs far more to feed animals with hay and silage than with grazing. If we can extend the grazing season, we can substantially reduce costs, increase forage supply and nutritional quality, and make a farm more sustainable. I'll cover many new forages and techniques that can help us do this. These include forages like plantain, chicory, Italian Ryegrass, high-sugar ryegrasses, and novel endophyte tall fescue. Also specialized forages like the improved brassicas as well as new irrigation and grazing techniques.

#### Session 2: Overgrazing and the Impact to Your Bottom Line

**Presenter:** *Dr. Steve Fransen, Forage Research and Ext. Agronomist, WSU*

**Description:** Overgrazing of pastures impacts all aspects of the farming bottom line. Decreases in forage productivity due to overgrazing can lead to increased feed costs, not to mention noxious weeds and toxic plant infestations. Learn how to maximize your soil type, forage production, and management to produce the optimum forage for your ground. Proper management of pastures, timing of grazing, and improvement of forage production is the focus of this great discussion!

#### Session 3: Self-Sustainable Producer Study Groups: A New and Effective Way to Obtain Information and Make Production Decisions

**Presenter:** *Dr. Woody Lane, Ph.D., Livestock Nutritionist*

**Description:** With declining public support for production agriculture, how can farmers obtain reliable information and keep up with technical developments and new ideas? In western Oregon, we have accomplished this by forming Forage Study Groups of farmers and ranchers that meet monthly, conduct pasture walks, learn about new technologies, and evaluate management strategies. Members discuss the economics of new ideas and help each other implement them. Member dues allow these groups to be financially independent and sustainable, successfully meeting for more than 10 years.

#### Session 4: The Carbon Footprint of Beef Production

**Presenter:** *Dr. Jude Capper, Ph.D., Asst. Professor of Dairy Science at WSU*

**Description:** Improving productivity allows both resource use and the carbon footprint of cattle production to be reduced. This presentation will discuss the advances in environmental sustainability made by improving productivity in the beef industry and the opportunities to further maintain sustainability given future global demands for meat.

## Nursery/Greenhouse Track

### Session 1: Can You Have a Profitable Business Growing the Plants You Love?

**Presenter:** *Carole Lynn Ives, CPH, Co-owner, Robinwood Nursery*

**Description:** Subjects discussed will include: plant selection and methods for growing, selling and delivering; things to consider for business sustainability and long-term planning. Learn from someone who has taken the road less traveled.

### Session 2: Struvite as Phosphorous Fertilizer Source for Greenhouse Crop Production

**Presenter:** *Rita Hummel, WSU Puyallup Research Station*

**Description:** Phosphorus is one of the major elements essential for plant growth. The soilless substrates typically used to grow plants in containers in greenhouses are deficient in phosphorus. Most commercial phosphorus fertilizers are derived from phosphate rock but the world supply of mined phosphate is limited. Struvite is a by-product of municipal and agricultural wastewater treatment with potential to serve as a phosphorus source for container-grown plants. Results of greenhouse crop production research using a municipal and an agricultural struvite source will be presented.

### Session 3: Basic Principles of Using Controlled Release Fertilizers for Floriculture Crops

**Presenter:** *Richard Regan, Extension Horticulturist, OSU*

**Description:** This presentation will focus on how controlled release fertilizers (CRF) work, especially under greenhouse environments. We will also explore the use of CRF's in producing floriculture crops including potted flowering plants and bedding plants. In addition, the practice of combining CRF's with liquid feed will be discussed.

### Session 4: Beneficial Insects in the Greenhouse: Decision-Making Strategies

**Presenter:** *Alison Kutz, Sound Horticulture*

**Description:** Learn about the 3 main insect problems and how they can be handled with biocontrols. Many veggie growers, as well as ornamental growers deal with Aphids, Western Flower Thrips and Fungus Gnats. The integrated approaches discussed here will benefit conventional and organic growers alike, as we all work towards the same Best Management Practices. Alison comes from a rich background of growing many greenhouse crops under controlled conditions, but has worked with many field crops as well.

## Marketing Track

### Session 1: Market Development: Tips from a Pro

**Presenter:** *Davey McHenry, The Hartman Group, Bellevue, WA*

**Description:** The Hartman group helps companies and organizations develop customized marketing strategies based on consumer trends and research. Their work has included helping agriculture clients improve local marketing techniques with branding and social media. This is an opportunity to "learn from the pros." Join us!

### Session 2: The Power of Institutional Markets: Emerging Opportunities for All Scales of Production

**Presenters:** *Lucy Norris, Karen Mauden and Emma Brewster of the Puget Sound Food Network; and Marijke Postema of FlowerWorld Maltby Produce Markets*

**Description:** The Puget Sound Food Network presents a panel on recent successes in opening institutional markets in western Washington. These markets include pre-schools, school districts, homebound adult meal programs, summer youth meal programs, university dining programs and hospitals. Panelists will present the opportunities and their personal experiences with these newly opening markets.

### Session 3: Spicing Up a Market Outlet: Adding Local Grains, Breads, Wines and Cheeses

**Presenters:** *David Mostue, Dunbar Farms, Medford, OR*

**Description:** Mr. Mostue is a 4th generation farmer on a farm that has been in his family for more than 100 years. He has successfully moved the family farm into new specialty crops and markets. Their CSA market baskets can now be ordered with breads and wines made from crops grown on the farm. It will be an idea-packed session.

### Session 4: Social Marketing – Getting a Handle on the Latest Social Media

**Presenters:** *Laura Christianson, Blogging Bistro and Business Journal Columnist, Snohomish, WA*

**Description:** We are all looking for ways to be heard above all the media "noise" out there. Ms. Christianson, a small business owner and entrepreneur, will help us find success in being seen and heard. She'll help us understand Smart Phones, Facebook, Twitter and other Electronic Media and give us ideas on how to shape our messages so they get recognized by targeted consumers.

## Specialty Crops Track

### Session 1: What's Cookin? Adding Value by Creating Retail Products

**Presenters:** *Beverly Emerson, Olive Tree Product Development, Seattle, WA*

**Description:** What is added value and why would you want to use it? Beverly Emerson will share her experience about utilizing the different techniques used to create added value for different crops. She will provide recommendations to maximize the benefits both financial and otherwise of added value.

### Session 2: Growing Fun

**Presenters:** *EagleSong Evans Gardener, Willows Lodge, Woodinville, WA; Douglas Moser Clearwater Country Foods, Genesee, ID; Ryan Davenport, President of Clearwater Country Foods*

**Description:** You have been growing food for ages. You have fun, but you could have MORE fun! Success in today's small farm world demands diversity. Adding herbs, flowers and specialty produce crops to the mix can be accomplished in many ways with many purposes. In rows for harvest & sale, in meadows and hedgerows for animal health and vitality, in value added products. Wherever these fit, your farm will benefit by having them integrated into its landscape. Bring your questions!

### Session 3: Grow through Specialty Techniques

**Presenters:** *Denise Bartlett, Cedar Grove Composting, Inc., Seattle, WA; Renee Delaney, WSDA, Olympia, WA*

**Description:** Find the Soul of your Soil....how and why should you use certified compost on your farm fields in order to grow more and better? Denise Bartlett from Cedar grove will share their research data and many interesting facts with you all related to organic compost. And, if you use organic compost, does this mean you are an organic farm? How and why would you certify your farm as an organic farm – learn the facts from Renee Delaney from WSDA.

### Session 4: Let's Drink

**Presenters:** *Chuck Jackson, Eagle Heaven Winery, Sedro Woolley, WA; Ryan Hembree, Skip Rock Distillers, Snohomish, WA; Janet Lightner, Boundary Bay Brewery, Bellingham, WA*

**Description:** Growing food, growing produce....raising food animals...it leaves our mouths dry just to think about it all! Chuck will discuss the basic wine making process with focus on wine making challenges and issues and wine product expectations from Western Washington grown wine grapes, non-grape fruits wines and Eastern Washington grown wine grapes with summary comments on wine as a food friendly drink. Janet will talk about new trends in the brewery and Ryan will talk about how to make spirits locally with locally grown material.

## Small Scale Farming Track

### **Session 1: 23 years of Small Scale Farming on a Changing Urban Fringe**

**Presenter:** *Jim Fields, Farmer, Bend, OR*

**Description:** Farming on the edge of and then within the boundaries of one of the fastest growing towns in Oregon has meant lots of change. The neighborhood surrounding the farm has shifted from rural to suburban. This has resulted in easier access to markets, inputs, and labor. It has also meant many new neighbors with no experience or knowledge of the farming life. Jim will focus on how they balance these elements and benefit themselves and their neighbors through their gift of good food.

### **Session 2: 21 Acres Farm and Center for Local Food and Sustainable Living – Eating, Growing, Living**

**Presenter:** *Rosy Smit, Farm Manager, 21 Acres Farm in Woodinville, WA*

**Description:** The mission of 21 Acres is to cultivate, demonstrate and advance systems that support sustainable agriculture. Farm Manager Rosy Smit will provide an overview of the 21 Acres farm and new LEED certified building currently under construction in Woodinville, explain the mission and goals of this innovative project, and elaborate on some of the current programs. As 21 Acres also includes an 18 acre bio-diverse farmstead, Rosy will describe some of the sustainable farming practices demonstrating beneficial soil and pest management.

### **Session 3: The WSU Small Farms Team: Cultivating new farmers, pioneering environmentally sound scale-appropriate farming practices, and encouraging diversified market channels in WA State**

**Presenter:** *Dr. Doug Collins, Extension Faculty with WSU's Small Farms Program*

**Description:** For more than 10 years, WSU's Small Farms Team has fostered successful and sustainable farms and farmers and vibrant regional food economies across Washington State. Doug will describe how this broad coalition works to: 1) Provide beginning farmers and ranchers entrepreneurial business and whole farm management expertise, with a particular interest in reaching multilingual audiences, 2) Conduct research and educational activities to improve the environmental and economic performance of small-scale production systems, and 3) Foster the success of farmers markets and other direct market channels.

### **Session 4: *Get Farming!* Who Farm Startups Can Turn to for Business Planning Support, Land, Equipment, Infrastructure, Seed Capital, Marketing Support, Market Access and More**

**Presenter:** *Sarita Schaffer, Co-founder of Viva Farms and Director of GrowFood*

**Description:** No matter how smart, talented and passionate you are, you're bound to face numerous challenges during your farm's start-up phase. Northwest Washington is home to many organizations, agencies, companies and individuals that serve and support budding farmers. This presentation covers what Viva Farms, WSU and others offer in the way of access to information, training and technical assistance; land; inputs; equipment; facilities; operating capital; good markets; and support with business planning and management.

## The Business of Farming Track

### Session 1: Farming Liabilities, Business Exposures and Protection Options

**Presenter:** *Jamie Imus, Country Financial*

**Description:** Learn from case studies and personal interviews of farm clients regarding commercial farm liability exposures extending from product liability, custom farming, tenant farmers, farmers markets, retail vs. wholesale exposure and other (non-farm) business operations. Does farm insurance cover these liabilities and if so, to what extent? What are the typical insurance costs associated with starting up a farm operation? Typical costs of insuring a side business?

### Session 2: Farm Business Planning

**Presenter:** *Dale Nordquist, Center for Farm Financial Management, University of MN*

**Description:** What makes your business different from your neighbors? How can you make sure everyone is on the same page? Why should a lender put money into your operation? A business plan tells the story of your farm and communicates where you are, where you are headed, and how you plan to get there. Learn the benefits of business planning to you and your family. We will also introduce you to AgPlan, an online business planning tool that is available (free!!!) for your use.

### Session 3: Protect Your Investment - USDA Options

**Presenter:** *Melissa Michael, USDA Farm Service Agency and Chris Mahelona, USDA Risk Management Agency*

**Description:** Worried about the impacts of cool wet weather, flooding or colony collapse? Come see what programs are available from USDA. We will go through an example which includes a 10 acre diversified small farm with 15 crops, 20 sheep and 5 bee hives. Various USDA options exist which include farm disaster assistance, commodity replacement programs or a whole farm revenue program called AGR-Lite. Our goal is to decipher, sometimes complex programs, into a simplified “what it does, what it costs” presentation.

### Session 4: Getting to Know Your Costs

**Presenter:** *Dale Nordquist, Center for Farm Financial Management, University of MN*

**Description:** You know your product, your market, and your competition; but how can you manage your margin if you don't know your costs. It's time to stop doing accounting for Uncle Sam's sake and start using your financial data to manage your business. Calculating your unit cost isn't easy, but it isn't impossible either. In this session we will discuss how to do it and some guiding principles to make the time you spend on the numbers useful to improving your bottom line.