

Track A: New and Beginning Farmers

Session 1: Soil Health 101

Presenter: *Doug Collins, WSU Extension Faculty, Department of Crop and Soil Sciences*

Description: Soil scientist and WSU Small Farms Educator Dr. Doug Collins will explore the physical, biological, and chemical properties of the soil and then describe how to enhance and manage these properties using organic methods. He'll also cover the importance of testing and preparing the soil to ensure high quality crops and yields. Learn how to increase the health and fertility of your soil and learn answers to questions like...What makes a good soil? How do I improve it? What is fertility?

Session 2: Financing Options and Other Resources

Presenters: *Jess Sarsfield, Relationship Manager, Northwest Farm Credit Services; Darcy K. Maldonado, Farm Loan Officer at the USDA - Farm Service Agency; Kirk Sehlmeier, Resource Conservationist, NW Team USDA NRCS*

Description: Ready to take the next step with your business? Come learn about financing options, technical assistance, and other resources available for beginning and small producers! You will hear from the following: 1) the NW Farm Credit Services about their AgVision program and Country Home Loan Program, 2) the Farm Service Agency about various Farm Loan Programs including farm real estate, farm improvements, annual operating loans, and loans to purchase equipment and/or livestock, and 3) the Natural Resource Conservation Service about the Environmental Quality Incentives Program, Conservation Stewardship Program, and Agricultural Conservation Easement Program.

Session 3: Lease Literacy

Presenter: *Dylan LeValley, Attorney, Adams & Duncan, Inc.*

Description: Understanding the intricacies of a landlord-tenant relationship is vital to knowing how you can run your farm. Lease Literacy will cover every major aspect of leasing farmland from a legal perspective. We will review several example leases and discuss the ins and outs of negotiating your lease and understanding its provisions. This accessible discussion of leases will be equally valuable to tenants, landlords, and prospective farmer.

Session 4: The Farm to Farmer Project: Start-up to Succession Planning

Presenter: *Amy Moreno-Sills, Farm to Farmer Coordinator at PCC Farmland Trust*

Description: Farm to Farmer is a land matching project that includes personalized assistance from experienced farmers, as well as an online tool to facilitate matches. This project aims to connect new farmers with the land opportunities they need to grow their businesses. Bring your farm business and farm land questions to this Q & A discussion style session. Amy will come prepared to explain how Farm to Farmer works, share her experiences, lessons learned and resources. Participants are encouraged to share their own lessons learned. Farmers learn best from other farmers.

Track B: Livestock Production

Session 1: Getting the Most from Your Cut Sheet

Presenter: *Travis Stockstill "The American Butcher"*

Description: When you fill out the cut sheet when you have your animals butchered are you getting the most out of your animals? Will you make more money selling lamb rib chops or rack of lamb? A beef T-bone steak or a tenderloin and a New York Steak? What about cuts you've never heard of such as a hanging tender? These are tough questions. Butcher Travis Stockstill will answer these and many more.

Session 2: You Don't Have to Have a Farm to Show at the Fairs

Presenters: *Jared Westerman, owner of Fraid Knot Farms; Matti Jenkins, Arlington High School FFA Chapter Secretary and 4H Member; Ben MacDicken, Cattle Farmer and City of Sultan Public Works Supervisor; and Anna Groeneveld, Dairy Farm Owner in Sultan, WA*

Description: Do you go to the fair and see other kids showing at the fairs and having a great time and wish it was you? Do you hear about the great opportunities with the Junior Livestock Shows and how they can help pay for college? Are you a farmer/rancher wanting to help the next generation step into agriculture? First generation farmers are all quickly finding a niche in in both crop and livestock production. Mentoring is the best way to ensure success. Join these success partners as they discuss their experiences.

Session 3: Regenerative Grazing

Presenter: *Dave Scott Livestock Specialist, National Center for Appropriate Technology*

Description: Learn grazing strategies to increase soil health to reduce inorganic fertilizer inputs and capture and hold moisture in pasture soils. pathways and drivers that move nutrients into, out of, and within pasture systems. It attempts to provide a clear, holistic understanding of how nutrients cycle through pastures and what the producer can do to enhance the processes to create productive, regenerative, and resilient farm and ranch systems. Effective management of nutrient cycling in pastures is simply understanding how nature cycles nutrients in natural grasslands and then mimicking those processes.

Session 4: What is a Lambulator?

Presenter: *Dave Scott Livestock Specialist, National Center for Appropriate Technology*

Description: You've gone to great effort to raise a nice set of finished lambs and have them processed. Now what? It's great if you can sell them all as wholes or halves. But maybe you can't. How do you go about pricing individual cuts for profit? What is the smallest lamb that you should have in your direct-market program? How do you price high-demand cuts to cover the lower pricing of lesser-demand cuts? In the maze of cuts and cut prices, what is your profit per lamb? An interview with ATTRA Livestock specialist Dave Scott will answer these questions and more.

Track C: Business of Farming

Session 1: A Business Plan on One Page

Presenter: *Erin Pirro, Certified Agricultural Consultant and Ag Business Catalyst*

Description: Most of us envision a business plan as a 30-page term paper that we cram for the night before it's due, and then never look at it again (except to see the grade)! Who's got time for that? In reality, a successful business needs a living, breathing plan that guides operations, communicates the vision to all members of the team, and keeps you focused on your major objectives. Learn how to get started with a strategic business plan for 2020 - all on one piece of paper from keynote speaker Erin Pirro.

Session 2: Produce Safety Update

Presenters: *Roger Beekman, Program Manager and Beth Lorence, Produce Safety Inspector, WSDA*

Description: *The Produce Safety Alliance (PSA) was tasked with developing the standardized national produce safety training program to prepare fresh produce growers to meet the regulatory requirements in the U.S. Food and Drug Administration's (FDA) Food Safety Modernization Act (FSMA) Produce Safety Rule. Karen Ullmann will provide an overview of who is required to comply, general overview of requirements, recent policy changes, and methods for enforcement.*

Session 3: You Already Have the Most Profitable Tool You'll Ever Own...But It Didn't Come with a %\$#@ Manual

Presenter: *Erin Pirro, Certified Agricultural Consultant and Ag Business Catalyst*

Description: Almost no one starts their own business because they want to run a business. We do it because we are good at what we do and we want to be our own boss! But then we find out there's a whole lot of other... "stuff" that comes with being a business owner, including the financial management. Your good management records will tell you the story of what's happening in your business, if you know what they're saying. Join Erin Pirro and learn how to uncover that story – and the direction it's telling you to go. Bring your own Profit and Loss Statement and your Balance Sheet and learn how these tools can make a positive impact on the bottom line for a farm of any size.

Session 4: Technical Assistance Listening Session – What Do Farmers Need?

Presenters: *USDA, WSDA, WSU, NABC, SCD, Snohomish County, etc.*

Description: Join agency and NGO representatives to learn what technical assistance is available and provide input about what needs are going unmet. Equipment, technical assistance, capital, land, markets, grants, and food safety will be among the topics discussed. Any one attending the conference is welcome to join this roundtable discussion.

Track D: Agritourism

Session 1: Defining and Understanding Agritourism

Presenter: *Dr. Trevor C Lane, Asst. Professor and Director of Community & Economic Development, WSU Ferry County Extension*

Description: Agritourism brings people to farms for education or entertainment. Research demonstrates agritourism is a great way for small farms to develop extra revenue. Learn from experts about the latest scoop on how agritourism is defined, as well as new and improved agritourism programs or techniques.

Session 2: Agritourism and the Customer Experience

Presenter: *Dr. Trevor C Lane, Asst. Professor and Director of Community & Economic Development, WSU Ferry County Extension*

Description: Attendees will learn about the history of agritourism and the experiential aspects needed to generate extra income and drive customers to the farm. Learn about resources available to help small acreage farmers navigate the ins and outs of agritourism.

Session 3: Agritourism Rules and Regulations

Presenters: *Dr. Trevor C Lane, Asst. Professor and Director of Community & Economic Development, WSU Ferry County Extension; Kristen E. Holdsworth, AICP Senior Planner, Snohomish County*

Description: Rules and regulations can be difficult to know or understand. Research demonstrates that many agritourism operators are precluded from ever getting started. Learn about general rules and regulations, as well as local rules that can enhance agritourism operations like the newly founded SB5808 for farm indemnification.

Session 4: Panel of Agritourism Experts

Presenters: Bob Ricci, Bob's Corn & Pumpkin Farm; Jim Long, Fresh Cut Farms; Keith Stocker, Stocker Farms

Facilitated by: *Dr. Trevor C Lane, Asst. Professor and Director of Community & Economic Development, WSU Ferry County Extension*

Description: *Rules and regulations can be difficult to know or understand. Research demonstrates that many agritourism operators are precluded from ever getting started. Learn about general rules and regulations, as well as local rules that can enhance agritourism operations.*

Track E: Industrial Hemp Production

Session 1: Regulatory Guidance for Hemp

Presenter: *Steven Howe, Cannabis Coordinator, Washington State Department of Agriculture*

Description: Discuss the current state of the Hemp regulatory program for 2019, including the future of the state's hemp program.

Session 2: Agriculture Practices of Growing Hemp

Presenter: *David Gilmore, Industry Stakeholder, Swan Valley*

Description: Discuss the commercial production of hemp, in its differing forms, including open-field production, and protected cropping with high-tunnels and greenhouses.

Session 3: Hemp Processing

Presenter: *Gregg Gnecco, Vice President of Sales and Operations, Hemp Northwest*

Description: We will present and discuss an overview of hemp processing pathways for each type of hemp- seed/grain, fiber and CBD/flower/biomass processing options. We will touch on each type of hemp and associated processing opportunities with the focus primarily on pathways for CBD hemp flower/biomass and share experiences with hemp seed/grain/food processing in the Northwest.

Session 4: Marketing Hemp Products

Presenter: *Tonia Farman, Co-Founder- CEO Queen of Hearts Hemp Health*

Description: The fast-growing demand for hemp in markets from foods, nutrition and wellness - to the pet industry, skincare, industrial uses and more can be daunting. Who is your customer? How do you bring your product to market? What regulations should you follow and what licenses are needed? What do you need to know that you don't even know to ask about yet? Learn from pioneers in the industry how they are paving the way and bringing NW grown hemp products into the mainstream.

Track F: Flower Farming

Session 1: What it Takes to Start a Flower Growing Business

Presenter: *Liesl Zappler, Owner, Grain Bin Flowers*

Description: How do you get started with a flower growing business? How do you find your niche and market to your customers? Hear about Liesl Zappler's journey to launch her business on a diversified crop farm near Pasco, Washington. Liesl will relay her challenges and provide tips.

Session 2: How to Reach More Consumers with Washington Cut Flowers

Presenter: *Laura Ridenour, Coordinator, Washington State Department of Agriculture*

Description: Learn what worked and what didn't when project coordinators from WSDA Regional Markets and Washington State Farm Bureau embarked on a pilot project designed to reach more consumers with Washington cut flowers. This session will engage participants in the project's statewide consumer research and USDA floriculture reports, outcomes of #WashingtonFlowers engagement, social media best practices, and lessons learned from the summer pilot for growers to sell via wholesale. Session attendees can pick up next year's stock of Washington Flowers marketing materials, too.

Session 3: Cut Flower Production Planning

Presenter: *Patricia Lovejoy, Co-Owner, Sustainable Blooms by Garden Treasures*

Description: As with any crop, flower growing takes planning and management. Learn the importance of planning, along with practical information about what to grow, selective seed ordering, seeding scheduling, budgeting, field mapping, timing early blooms, season extension greenhouse production, flower care post-harvest, and equipment.

Session 4: Weddings, U-Pick, and Other Business Models: Why to NOT Do It All

Presenters: *Carolyn Thompson, Owner, Willow & Mabel Flowers; Sarah & Steve Pabody, Co-Owners, Triple Wren Farms*

Description: Hear from two growers about their business models and how they have evolved as they strive for profitability and work-life balance. Triple Wren Farms is doing weddings and floral work. Hear their reasons for not doing U-Pick flowers. Carolyn of Willow & Mabel also does weddings and puts her energy into floral workshops. Both have tips on how to market to brides so they don't take over your life. Learn how they have found their sweet spot among farmer, florist, and business owner, and how to say no! Come with your questions.