

Financial Sponsors of the 2007 Women in Agriculture Conference



Recognizing Women for Their Roles in Agriculture

January 19, 2007
Sheraton Dover Hotel
Dover, Delaware

Presented by the University of Delaware Cooperative Extension
in collaboration with the Cooperative Extension Services of:

Delaware State University
University of Maryland
and Rutgers, the State University of New Jersey

It is the policy of the Delaware Cooperative Extension System that no person shall be subjected to discrimination on the grounds of race, color, sex, disability, age or national origin.

Welcome to the 2007 Regional Women in Agriculture Conference !

We are delighted to see each of you here today, at the 6th annual Women in Agriculture Conference. The planning committee was thoughtful and intentional about the concurrent sessions that are offered. Our objective is to provide a variety of risk management workshops to you, realizing that this region is one of diverse agriculture. We've selected topics in large part from the suggestions that were submitted by you. To that end, we thank you for helping us plan a conference that will meet your educational needs.

This conference is designed to recognize you and the important role you play as a co-operator, primary operator, partner, or family member in your agribusiness. As you participate in the sessions, and throughout the conference, consider what impact the material presented will have on you, your business, and your family. We hope you'll gain knowledge about the topics and confidence in applying the information to your business, your family and your personal health.

Our featured speakers, Mark Manno and Sara Busker, will encourage us to look to the past to recognize our roots in agriculture, as well as to look forward and consider the importance of a viable agriculture industry.

We are fortunate that we have support from several sponsors this year. Take a moment to review the sponsor list that is in your conference folder. If you have an opportunity, please take a moment to thank them. We could not deliver the conference without their support. Also, please stop by and visit the educational exhibits in the lobby.

We hope you enjoy the conference, enjoy the education opportunities, enjoy networking with each other, and at the end of the day feel confident and empowered.

Sincerely,



Laurie G. Wolinski
University of Delaware

Conference Committee

Laurie Wolinski, Chair
University of Delaware

Shannon Dill
University of Maryland

Laura Hunsberger
University of Maryland

Sharon Kinsey
Rutgers, the State University of New Jersey

Margaret Moor-Orth
Delaware State University

Susan Olson
University of Delaware

Kris Smolenski
Rutgers, the State University of New Jersey

Gift Bags

We are very appreciative of our many sponsors who donate items for the gift bags. They are full of goodies again this year. Please pick up your gift bags at the registration table during the afternoon break, or at the close of the conference. At that time we will be collecting yellow conference evaluations as well, which you will find in the conference registration folder. Please help us plan future conferences by completing the evaluations.

Keynote Speaker

Mark Manno

**Delaware Cooperative Extension Educator
Statewide Non-Traditional 4-H Programs**

“You Won't Know Where You're Going, Until You Know Where You've Been: Researching Your Family History”

Learn how easy it is to research your family history and get in touch with your heritage. This hobby is habit-forming and you may even find out something you didn't know (or wish you didn't know) about your ancestors. Much information is available online, so you may never even have to leave your home. You will learn about resources available to you at the National Archives, the State Archives and the Historical Society of Delaware, as well as other important resources.

Mark Manno joined the University of Delaware Cooperative Extension in 1979 as an Extension Educator for 4-H and Youth, in New Castle County. In this role, Mark was responsible for a diverse 4-H program that reached 15,000 – 20,000 youth per year. The educational programs were delivered in a variety of settings including traditional 4-H clubs, after-school and in-school programs and summer day and overnight camps. Mark also managed a diverse volunteer network of up to 500 volunteers per year. During the time that he was administering a successful 4-H program, Mark also served as the County Extension Director for New Castle County with program and personnel supervision responsibilities, as well as budget oversight, from 1988-2000.

In 2000, Mark's responsibilities expanded; he became a statewide Extension Educator of non-traditional 4-H programs and hard-to-reach audiences. In addition to his expanded efforts, Mark is charged with resource development responsibilities with the 4-H program of the Delaware Cooperative Extension System. The resource development is being accomplished in large part through grants for after school programs in hard to reach communities.

Luncheon Speaker

Sara Busker

Student, Ag Education, University of Delaware

Sara will share her experiences growing up surrounded by agriculture on her family's farm, and will discuss the importance of the future of agriculture.

Sara Busker, a 2006 graduate of Lake Forest High School, has lived her whole life on the family dairy farm, Jenamy Holsteins, west of Harrington. This has given her the opportunity to be involved in production agriculture every day. As a very active 4-H and FFA member, she has participated in and experienced leadership and career development events on many levels - from her own backyard, all the way to Montana. She is a 2006-2007 Delaware State FFA Vice President, and has been honored over the last year to promote Delaware's Dairy Industry while serving as the Delaware Dairy Princess. Sara is currently an Ag Education Major at the University of Delaware, and sees herself four years from now as a middle school ag education teacher, bringing agriculture education experiences to America's next generation.

Presenters

Rosenkranz, Ginny

Cut Flower Production: Site and Flower Selection for a Cut Flower Business

Ginny Rosenkranz has worked for the University of Maryland Cooperative Extension since 1994, acting as an Area Specialist for Commercial Horticulture for Somerset, Wicomico and Worcester Counties. She has her B.S. in Botany from the University of Maryland, College Park and her M.S. in Extension Education at the University of Maryland Eastern Shore. Ginny assists greenhouse growers, nurseries, landscape contractors and golf courses with their pest management and production issues. She teaches an annual Master Gardener course that attracts 20 interested citizens a year. She also produces Delmarva Gardens, a 30-minute show on a local public access channel delivering up-to-date gardening information to the community. Ginny also has a weekly segment on plant care and gardening on the local CBS station.

Schmidt, Jennifer H.

Working Together to Save Agriculture - Value-Added Agriculture

Jennifer Schmidt is a member of a third generation family farm in Sudlersville, MD. Jenny assists in the daily operations on the farm, which consist of 1600 tillable acres of corn, soybeans, wheat, barley, hay, vegetables, and wine grapes. She is a Consultant Dietician for The International Food Information Council, in Washington D.C., where she provides expertise on farming and food production issues, particularly related to food and agricultural biotechnology. As a coordinator for the Chesapeake Country National Scenic Byway, in Chestertown, MD, Jenny is responsible for implementation of the scenic byway corridor management and interpretive plans, project management, grant writing and implementation, community development initiatives, strategic planning, organizational management of the scenic byway alliance, and networking with and reporting to three county governments and municipalities along the byway. She also serves on the Upper Shore Regional Council's Sustainable Agriculture Committee. Jenny holds a Master of Science degree in Human Nutrition from the University of Delaware.

Terhune, Crystal

Understanding Your Credit Report

Crystal Terhune is the Family and Consumer Sciences Educator for Caroline County, Maryland for the University of Maryland Cooperative Extension System. She earned her Master's Degree from The University of Maryland's School of Social Work, with a Clinical focus and a concentration on Aging. She also holds a Bachelor's degree from Western Maryland College with a Major in Social Work and Minors in Gerontology, Sociology, and Women's Studies. Ms. Terhune spent six years working for a local Department of Social Services where she worked with individuals, families and children and protected vulnerable adults as the Investigator for Adult Protective Services. She has recently shifted her career focus and is now pouring her energy and passion into Community Education in the areas of financial literacy, consumer advocacy, and healthy lifestyles.

Presenters

Johnson, Gordon *Profiting from a Few Acres with Fruit Trees*
Gordon Johnson has served as the Extension Agriculture and Commercial Horticulture Agent for the University of Delaware in Kent County for 13 years. He also serves as the small farms contact for UD Extension. In this role he has developed educational programs on tree fruit production for small and mid-sized farms. He also operates his own orchard with 500 peach trees, 150 apple trees and 150 mixed tree fruits (cherries, plums, pears, Asian pears, nectarines, apricots). All fruits are direct marketed on his farm. He has a B.S. in Agronomy from the University of Maryland, a M.S. in Horticulture from Clemson University, and is currently working on his Ph.D. in Plant Science at the University of Delaware.

O'Neil-Haight, Megan *Understanding Your Credit Report*
Megan O'Neil-Haight is a Family, Youth & Communities Finance Educator for Maryland Cooperative Extension serving Wicomico, Worcester, and Somerset Counties. Ms. O'Neil-Haight earned her Master's Degree from Alfred University in the area of Community Services Administration and holds a Bachelor's Degree in Psychology from the State University of New York, College at Oswego. Her expertise and research interests are in personal finance education across the life span, rural entrepreneurship and small business ownership, costs of social welfare programs, and marketing for not-for-profits. Other interests include early childhood education, youth leadership development, and piloting and evaluating basic finance life skills education in grades Pre K - 12.

Pippidis, Maria *Intentional Harmony*
Maria Pippidis has worked for the University of Delaware Cooperative Extension since 1992. She provides research-based educational programming in the areas of Financial Management, Foods and Nutrition, Food Safety, Personal Development, Community Development and Adult Education and Evaluation. Maria also serves as the County Extension Director for New Castle County. She earned her Master's Degree in Family Resources Management and Consumer Economics from Cornell University in Ithaca, New York, and her Bachelor's Degree in Consumer Economics from the University of Delaware. Her hobbies are reading, gardening, and cooking.

Riggs, Dale *Grant Opportunities*
Dale Riggs is the owner/operator of The Berry Patch, a 205 acre farm in Stephentown, NY. She raises berries, vegetables, and cut flowers on approximately 10 acres of the farm, all of which are sold through her retail farm store. Besides running her farm, she does consulting work for progressive berry and vegetable farmers in New York State and Massachusetts. And during the winter months, she coordinates the farmer grant program for the Northeast Region of the Sustainable Agriculture Research and Education Program.

Conference Schedule

8:00	Registration & Continental Breakfast
8:30	General Session Welcome, Laurie Wolinski <i>Keynote Speaker: Mark Manno</i>
10:15	Workshop Session 1
11:45	Lunch <i>Luncheon Speaker: Sara Busker</i>
1:00	Workshop Session 2
2:15	Break
2:45	Workshop Session 3
4:00	Safe Travels

Concurrent Session Rooms

	<u>Champagne</u>	<u>Chardonnay</u>	<u>Corporate</u>	<u>Venetian</u>
10:15 - 11:30	Cut Flower	Intentional Harmony	Value-Added Agriculture	Grant Opportunities
1:00 - 2:15	Grain Marketing	Fruit Tree Production	Personal Health Topics	Transitioning to Organic
2:45 - 4:00	Understanding Your Credit Report	High Tunnels	Inhabiting Our Age	Marketing with Nutrition as a Tool

If you are unsure which workshops you signed up for, please check at the conference registration desk. You may attend any workshop you'd like to - we want you to make the most of your day!

Workshop Descriptions

Workshop Session #1 - 10:15 - 11:30

Cut Flower Production: Site and Flower Selection for a Cut Flower Business - A cut flower business begins at least one year before the first flower gets planted. The right site needs to be identified and processed, water sources need to be checked, and the amount of sun and wind need to be analyzed. Annual flowers are the easiest to grow for a beginning cut flower business, but keep in mind, it is still best to grow flowers that will thrive in this area. Learn which flowers do best from seeds and which will grow best from plugs. Learn when and how to harvest the flowers to achieve the best profits.

Intentional Harmony - Every day we must balance work, personal and family life. Work-life stress can have effects on emotional and physical well-being and on relationships among family members. Successful management of these important areas of life requires planning and use of practical strategies. This workshop will focus on strategies for managing your emotional health that address leaving stress at work, creating personal harmony and problem solving to better handle problems and conflicts.

Working Together to Save Agriculture - Value-Added Agriculture - Value-added agriculture is a viable option for many growers in this region. During this workshop participants will learn about the challenges and benefits of producing value-added products from both an educator's perspective and a grower's perspective. In addition, the presenters will discuss the development of Chesapeake Fields Institute. The mission of Chesapeake Fields Institute is to strengthen the profitability of traditional agricultural markets for family farms, while conserving the region's natural and cultural resources.

Grant Opportunities - Learn about farmer grant opportunities, examples of successfully funded projects, and the process of applying for grants. USDA Rural Development and Sustainable Agriculture Research & Education (SARE) representatives will provide an overview of the grant opportunities provided by each of the agencies. In addition, hear from a local grower who has successfully gone through the grant process.

Presenters

Hall, John

*Working Together to Save
Agriculture - Value-Added
Agriculture*

John Hall represents the University of Maryland College of Agriculture and Natural Resources and serves as County Extension Director in Kent County, Maryland. Kent County is located on Maryland's upper Eastern Shore. John has made numerous national, international, regional and state presentations. He has conducted workshops in farm management, business organizations, grain marketing, organic grain production, nutrient management, and pesticide application usage. He has produced video programs on organic grain production and building value-added agricultural enterprises that have been distributed nationally. In 1999, John organized a community-based needs assessment discussion group that met bi-monthly. Chesapeake Fields Institute (CFI) evolved from this discussion group in 2000. The community-based group has embraced the mission, "Preservation Through Profitability". In 2003, CFI launched Chesapeake Fields Farmers LLC, a for-profit to build the infrastructure necessary to develop value-added markets for the region. The LLC has received 2 value-added grants and completed a \$1 million equity drive. In 2005, Chesapeake Fields Farmers Cooperative was launched. The cooperative has worked closely with USDA cooperative technical services and Bill Nelson of North Dakota.

Hayden, Dr. Shila

*Personal Health Topics: Breast
Health Awareness*

Dr. Shila Hayden, R.N., Ph.D., comes with many years of nursing experience. Her experience in Oncology and Pain Management are extensive. She has recently relocated to Delaware and is the Cancer Clinical Educator for Bayhealth Medical Center. She has held many administrative positions at the Care Group, Woodhaven Pharmacy, and the VNA of Maryland.

Hunsberger, Laura

Transitioning to Organic

Laura Hunsberger has been the University of Maryland Cooperative Extension Agriculture Educator for Worcester County since 2001. Her local responsibilities include fruits, vegetables, small farms and organic agriculture for a tri-county area. Her graduate degree was obtained at the University of Massachusetts where she studied weed management on cranberry bogs. Since working for the University, she has focused her research on organic production of edamame, organic weed management and value-added promotion and marketing. Additionally, her other focus includes the promotion of local agriculture and eating in season. She conducts cooking demonstrations at local businesses, focusing upon preparation and selection of local, in-season produce, as well as basic agricultural education.

Johnson, Eddie

Grain Marketing

Eddie Johnson, University of Maryland Cooperative Extension Educator, provides information, consultation and educational programs to farmers on the Lower Shore. His primary programming responsibilities include field crops, hay, pasture, and grain marketing. Eddie earned a M.S. degree in Agricultural Education from UMES in December 2002 and brings a wealth of knowledge and experience to the job of Wicomico County Ag Educator. He has farmed his entire lifetime in Somerset County, including operating a commercial dairy farm from 1982 to 1997. Eddie has several years experience as a vocational agricultural teacher, and from November 1998 to September 1999 served as a Nutrient Management Advisor in the county. His agriculture programs focus on issues which include: Agricultural Production, Water Quality, Marketing, Farm Management, and Environmental Quality.

Presenters

Dill, Shannon

Grain Marketing

Shannon Dill, Agriculture and Natural Resource Educator in Talbot County, has worked for the University of Maryland Cooperative Extension since 2001. She attended the University of Wyoming, receiving a B.S. in Agriculture Business and M.S. in Agriculture Economics. Shannon assists producers of Talbot and surrounding counties in farm business, small farm enterprises, marketing and equine management. Her educational programs have included QuickBooks for Farm Businesses, Ag Tourism, Pasture Management and Grain Marketing.

Elliot, Marlene

Grant Opportunities

Marlene Elliot was appointed by President George W. Bush on March 14, 2001 as the Delaware/Maryland Director for USDA Rural Development. In this position, she directs the Rural Development mission for housing, community facility, business and water, and waste loan and grant programs for the states of Delaware and Maryland. Her career in public service began in 1982 when she joined the staff of former U.S. Senator William V. Roth, Jr. She became the Senator's State Director and served with the Senator through the end of his term. In that role, she was responsible for the Senator's Delaware offices and staff. She coordinated constituent relations activities, managed special projects and conferences, and served as community liaison with the public and private sectors. Marlene was named one of the Outstanding Young Women of America in 1982, was the 1985 Delaware Young Careerist for Delaware Business and Professional Women, was inducted in 1993 into the Delaware Tech Walk of Success, was a 2001 honoree for International Women's Day, and in 2004 was the first recipient of the William Roth Outstanding Achievement Award. Marlene continues to make her home on a farm near Laurel, Delaware.

Epps, Cheryl

Grant Opportunities

Cheryl Epps, co-operator of Loblolly Acres farm in Woodside, Delaware is a member of the Delaware Agritourism Association. Cheryl is part of a team of Delaware Agritourism Association members who received a Value-Added grant from USDA Rural Development. Her family's farm offers a variety of family-focused and school-focused fun and educational activities in May and June, and then from late September through December. Loblolly Acres also invites customers to their U-pick strawberries patch and to their Christmas gift shop.

Giesecke, Carol

What Color is Your Diet? Using New Nutrition and Health Information as a Marketing Tool

Carol Giesecke has been employed at Delaware State University Cooperative Extension as Nutrition, Consumer Economics, and Health Specialist since September, 2004. Currently she delivers a variety of nutrition programs to audiences around the state and administers several nutrition education programs. She worked previously in a similar role at Lincoln University in Jefferson City, Missouri. Before that, she organized and coordinated system-wide events for the New England Cooperative Extension Consortium while based at the University of Maine in Orono, ME. Carol received her Ph.D. in Nutrition from Penn State University and holds a Master's degree in Nutrition from Cornell University. In addition, Carol has worked as a forensic chemist for the Drug Enforcement Administration in Washington, DC; she produced a nationally distributed radio show on family health issues; and served as a nutrition advisor for the Catholic relief Service in Kenya.

Workshop Descriptions

Workshop Session #2 - 1:00 - 2:15

Grain Marketing - "Winning the Game" - Do you have a marketing plan or know when to pull the trigger? This workshop focuses on practicing grain marketing skills. During the session you will review an actual marketing plan and learn how target dates and target prices can help you more consistently secure a good average crop price. A market simulation game in this workshop demonstrates how a marketing plan can work and react to real-life market fluctuations.

Profiting From a Few Acres with Fruit Trees - Tree fruits offer a profitable enterprise for any size farm. In this session learn about growing and marketing stone fruits (peaches, nectarines, plums, cherries) and pome fruits (apples, pears, asian pears). Also covered will be minor fruits (such as persimmons, figs, pawpaws). Included will be orchard basics (layout, planting, orchard system), standard and unique types, variety selection, culture and care (pruning, training, fertilization, pest management, thinning), main harvest seasons and season extension with early and late varieties, harvesting, handling, and storage, and marketing options with emphasis on direct marketing (U-pick, on farm sales, farmers markets, mail order/internet). Also discussed will be value-added opportunities (small scale processing). Intensive production systems will be detailed. There will be potential for follow-up sessions throughout the year. This is a part of the University of Delaware Cooperative Extension's Profiting from a Few Acres series.

Personal Health Topics - (Two health topics presented in this session) - (1) Let's Get the Gist on Ticks!! - Ticks are one of the most important vectors of disease-causing agents in both humans and animals throughout the world. They transmit the widest variety of pathogens of any blood sucking arthropod, including bacteria, rickettsiae, protozoa, and viruses. Understanding tick biology is the first step to prevention of tick-borne diseases, such as Lyme disease, Rocky Mountain spotted fever, and tick-borne relapsing fever, to name a few. The purpose of this talk is to raise the awareness in homeowners of tick-borne diseases and how to prevent them. We'll talk about the beast itself, the tick, its hosts, disease transmission, tick-borne diseases, and finally prevention. (2) **Breast Health Awareness** - Breast Health can save your life!! Breast cancer is the most common type of cancer in women. This program will focus on how to check your breasts (BSE) for potential problems and what other steps you can take to identify problems at an early stage. Additionally, steps that you can take to help decrease the risk of developing breast cancer will be discussed. This is a tremendous opportunity to learn the facts and ask questions concerning breast health.

Transitioning to Organic - This session will discuss basic concepts facing conventional growers who are considering transitioning to organic production. Pest management, fertility, decision making, paperwork for certification, and sample farm plan basics will also be covered. This session is useful for those who are in the process of transitioning or just trying to decide. The session will be hands-on and interactive.

Workshop Descriptions

Workshop Session #3 - 2:45 - 4:00

Understanding your Credit Report - Your credit report summarizes your current debt load and your bill-paying history. This data is used to generate something called your FICO score that lenders, landlords, insurers and even potential employers use to predict your credit worthiness and honesty. Look inside the four sections of your credit report to see the data that is used to generate your FICO score and to gain the perspective of how lenders and others interpret these reports and realize how it benefits you to know what's in your credit report and to monitor your report for changes over time.

High Tunnel Production and Construction - Learn about high tunnel construction and production from Mark Davis, a high tunnel expert in the Mid-Atlantic region. Mark is co-author of an 8 page how-to publication written for farmers entitled "High Tunnels in the Mid-Atlantic Region: Basics and Farmer Experiences". Mark was also awarded a SARE grant to collaborate on the operation of and crop production in 8 high tunnels on commercial and research farms.

Inhabiting Our Age...Whatever It May Be - According to the demographics, America is aging; the latest census data indicates that the number of people over the age of 60 is rapidly increasing. Let's look at the "aging" population of today; are people different today than in past generations? Are their needs different? What are the stereotypes that are influencing our perceptions of "old people"? Should we be re-thinking our perception of aging?

What Color is Your Diet? Using New Nutrition and Health Information as a Marketing Tool - With all the nutrition and health information in the media every week, many people are confused about the best way to eat for health. This session will provide participants with some useful information about the colorful components in fruits and vegetables that are so good for us. As more research is released about these compounds, called phytonutrients or phytochemicals, we find that the foods that contain them are becoming more and more valuable in preventing heart disease, cancers, macular degeneration, high blood pressure and obesity. Sources of information on phytochemicals that are available for growers will be discussed. In addition, the increasing popularity of cooking with and eating locally grown foods will be highlighted as a market potential.

Presenters

Buritsch, Heather C.

*Personal Health Topics:
Let's Get the Gist on
Ticks*

Heather Buritsch, Urban Horticulturist in Talbot County, has been employed by Maryland Cooperative Extension since 2005. She graduated from North Carolina State University with a degree in Agricultural Business Management with a concentration in Biology. Following graduation Heather worked for Southern States Cooperative, Inc. as a management trainee in Richmond, VA and then store manager in Easton, MD. She also worked with her husband to start a pest control and lawn care business, and is currently providing outreach and education to residents of Talbot County on Home and Garden subjects and coordinates the Master Gardener program.

Cammaso, Anne

*Inhabiting Our
Age...Whatever it May
Be*

Anne Cammaso is the Extension Educator in Family and Consumer Sciences in Sussex County. She has held this position since September 1, 2006. She first joined the University of Delaware in 1989 as the coordinator of the Adult Day Services Center in the Individual and Family Studies (IFS) Department. In addition to directing the Center, she also taught IFS courses in gerontology at both the undergraduate and graduate levels. Her most recent position before joining Cooperative Extension was as coordinator of the Wilmington office of the Center for Community Research and Service. In that position she developed and coordinated trainings and provided technical assistance for the management teams of nonprofit organizations in Delaware and the surrounding area. Anne has a B.S., M.S. and a Ph.D. in Family and Community Sciences education. Her graduate work was completed at Penn State. Before joining the University she spent several years working in community health services in both the for-profit and not-for-profit sectors in Pennsylvania and Maryland.

Davis, Mark

High Tunnel Production

Mark Davis, in his current position as an agronomist with USDA Agricultural Research Service in Beltsville, MD, serves as the informal outreach contact for the Sustainable Agriculture Systems Laboratory, giving frequent presentations on sustainable and organic agriculture topics. He has collaborated on 3 multi-state or multi-agency research or education projects and served on the SARE Professional Development Program Committee. Mark has worked with the non-profit Future Harvest - A Chesapeake Alliance for Sustainable Agriculture since its inception, including serving as president, board member and is currently its Executive Director. He also has experience in field crop production and research, production of strawberries and pumpkins, farm business management and equipment selection for small farms. Mark is the principal investigator of a 3-year, \$95,000 Northeast Sustainable Agriculture Research and Education (SARE) grant, "Season Extension and Cultivar Evaluations for Increasing Farmer Profitability Using High Tunnels in the Baltimore/Washington Metropolitan Marketing Area." Because of his work with high tunnels, Mark currently serves as a formal high tunnel expert in the Mid-Atlantic region.