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Recognizing Women for Their Roles in Agriculture

January 24 - 25, 2008
Dover Downs Conference Center
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

WELCOME

Welcome and thank you for attending the 7th Women in Agriculture Conference!

Each year we strive to include a variety of educational workshops in this conference that will benefit you and your agribusinesses. To that end, we seek and rely on input from many of you. Agriculture in this region and nationwide is changing; our goal is to offer a range of workshops that will help you in your current business, or possibly in a new venture. This conference is intended to offer you the opportunity to learn from professionals in the field and from fellow ag women alike, in one convenient place.

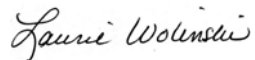
We are delighted to have Carolyn Cooksie join us today as our Keynote Speaker. Her work in her current role as Deputy Administrator for Farm Loan Programs and her long-standing career with USDA reflect her commitment to agriculture and the family farm. Linda MacDonald, a Delaware horse trainer, breeder and harness racer, is here to tell us – up close and personal – about the harness racing industry in Delaware, after which, you will have an opportunity to watch harness racing during the evening reception. On Friday, we will come together for a closing general session with Sharon Yoder, our capstone speaker. Her presentation will be motivational, with a little fun and humor. Sharon is an enter-trainer with 20 years experience!

We greatly appreciate the support from our sponsors. Please help us thank them for helping to make this conference possible. In addition, there are several exhibitors who have tables set up – please stop by and say hello to them.

One final note – women are being counted in 2007 by the National Agricultural Statistics Service! Please respond to the 2007 Census of Agriculture that you (hopefully) received in your mailbox recently. Be sure to report your agricultural activities, as well as your role in those activities for 2007. If you did not receive one, please stop by the registration desk or NASS exhibit for more information.

On behalf of the Conference Committee, thank you again for joining us at this two-day conference. Each of you is the reason this annual conference continues with great participation and success. Please take advantage of the opportunities to engage in learning experiences, to network with other ag women, to visit the exhibits, and to enjoy our featured speakers' presentations.

Sincerely,



Laurie Wolinski
University of Delaware

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Keynote Speaker

Carolyn Cooksie

Carolyn Cooksie serves as Deputy Administrator for Farm Loan Programs of the Farm Service Agency (FSA). The farm loan program area offers direct and guaranteed farm ownership and operating loans to farmers who are temporarily unable to obtain private, commercial credit. Ms. Cooksie's area also helps established farmers who have suffered financial setbacks from natural disasters, or whose resources are too limited to maintain profitable farming operations. In addition, Farm Loan Programs provides supervised credit, outreach, and technical assistance.

Prior to assuming this position in 1996, Ms. Cooksie was a 21-year veteran of USDA. She began her career in a Kentucky county office of the former Farmers Home Administration. She later moved to a district office, and then to the state office where she worked with the Multi-Family Housing Program. In 1984, Ms. Cooksie accepted a position as a rural housing loan specialist in Washington, D.C. Ms. Cooksie has also held the positions of Chief, Program Training Branch, Human Resources Development and Training Staff; Deputy Assistant Administrator, Housing; and Director, Multi-Housing Portfolio Management Division.

Ms. Cooksie holds a Bachelor's degree in communications and public affairs from Western Kentucky University in Bowling Green.

Featured Speaker

Notes

Linda MacDonald

Linda (McNatt) MacDonald, daughter of Russell and Lovie McNatt, was born and raised in Smyrna, Delaware. She is a 1977 graduate of Smyrna High School.

In 1974, at the age of 15, Linda began working for Medford and Eleanor Davis of Smyrna as a horse groomer. The Davis family bred and raised standard bred horses. In 1978, Linda received her qualifying license to drive horses and in 1979, she started to drive horses for the Davis family. Linda has won over 645 races!

Linda married Canadian horseman, Joe MacDonald, in 1987 and continued to work at the Davis farm. In 2007, Linda and her husband purchased the Davis farm along with Sue and Ron Durham. The 114 acre farm is used for training and breeding, as well as for standing stallions for Standard bred Breeding.

Presenters

Capstone Speaker

Stenzel, Nan

Computers, security and on-line technology

Nan Stenzel is the East Region IT Coordinator for Maryland Cooperative Extension. She has a BS degree in Computer Science, as well as a MS in Management Information Systems. She has worked for Maryland Cooperative Extension since 1999. Prior to that, she was a consultant and adjunct faculty member at Chesapeake College, teaching Computer Information Systems, and Continuing Education and Workforce Development courses.

Timmons, Jennifer

Understanding Avian Influenza

Jennifer Timmons, Ph.D., has been the University of Maryland Cooperative Extension Regional Poultry Specialist since May 2007. She attended the University of Delaware, receiving a BS in Animal Science. Her graduate degrees were obtained from the University of Maryland Eastern Shore, where she studied phytase efficacy in broiler diets and evaluated superabsorbent polymers as a poultry litter amendment. Jennifer has also worked for the poultry industry as a flock supervisor and more recently as a HACCP coordinator. Jennifer assists and supports the state's poultry industry through research and educational programs to promote sustainable practices that minimize environmental impacts and improve biosecurity awareness and education.

Weber, Stephen

Business and Succession Planning for the Family Farm

Stephen L. Weber, Jr. is a resident of Baltimore County, Maryland. He practices law in Towson, Maryland. Steve is an alumnus of McDaniel College and of The Penn State Dickinson School of Law. While attending law school, Steve was a research assistant at the Penn State Agricultural Law Resource and Reference Center, a joint venture between Penn State and the Pennsylvania Department of Agriculture. At the Ag Law Center he researched and wrote papers on various topics affecting agriculture including Right to Farm laws, ag land preservation, and food safety laws. Steve remains active in his family's direct farm marketing operation, Weber's Cider Mill Farm.

Wilson, Kristen

The Real Cost of Horse Ownership

Kristen M. Wilson was born in Annapolis, MD. However, she grew up in Southern Florida and was involved in the Florida 4-H Horse Program throughout her childhood. She earned a B.S. degree in Animal Sciences – Equine Industry Option in 2003 and a M.S. in Extension Education with a minor in Youth Development in 2005 from the University of Florida. Shortly thereafter, she joined the Department of Animal Sciences at the University of Maryland as their Coordinator of Extension Activities. Today, Kristen is the Regional Horse Extension Specialist with Maryland Cooperative Extension/University of Maryland. She is responsible for the overall management and education of the Maryland 4-H Horse Program and teaches in the Institute of Applied Agriculture's Equine Business Management Program.

Sharon Yoder

Dr. Yoder's unique presentations are fun, motivational, and some people say they change your life! She has spent the past 20 years training people all over the world. Dr. Yoder believes in using the power of fun and humor in the workplace, the home and especially in the classroom.

Dr. Yoder received her doctorate degree from Temple University in the study of creative leadership and its powerful impact in the workplace. She was awarded one of the five *Blue Ribbon Presenters Awards* in Washington, D.C. by the National Resources Network. In addition, she has appeared on NBC's "People Are Talking" to discuss the most effective tools required to change employee attitudes, behaviors, working relationships and abilities to cope at work.

In 2003, Dr. Yoder...a past single mom of 5 children...was awarded the Mother of the Year for the State of Delaware and is the author of the book: *The Single Parent Guidebook: Up, Up and A Way To Personal Fulfillment*.

Dr. Yoder is presently a Program Coordinator at Wilmington University for the Career and Technical Education Bachelor and Master's Degree Programs.

Conference Schedule

<i>Thursday, January 24, 2008</i>		<i>Friday, January 25, 2008</i>	
7:45	Registration & Continental Breakfast	8:00	Continental Breakfast
8:30	General Session - Ballroom C Welcome: <i>Dean Robin Morgan</i> Keynote: <i>Carolyn Cooksie</i>	8:30	Workshop Session 4
10:00	Break	9:45	Break
10:30	Workshop Session 1	10:00	Workshop Session 5
12:00	Lunch - Ballroom C Greetings: <i>Dr. Jan Seitz</i> <i>AgrAbility Award: Sally Van Schaik</i>	11:30	General Session - Ballroom C Capstone: <i>Sharon Yoder</i>
1:30	Workshop Session 2		
2:45	Break		
3:15	Workshop Session 3		
4:30	General Session - Ballroom C Featured Speaker: <i>Linda MacDonald</i>		
5:00—7:00	Reception in the Diamond Room - overlooking the Harness Racing Track		

Thursday afternoon General Session
Featured Speaker:
Linda MacDonald

Thursday Reception Information

The reception in the Diamond Room will begin at 5:00. There will be plenty to eat and plenty of time to network. A cash bar will be available.

Presenters

Johnson, Eddie

Winning the Game 2: Launch Your Pre-Harvest Marketing Plan

Eddie Johnson, Extension Educator, provides information, consultation and educational programs to farmers on the Lower Shore of Maryland. 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. Agriculture programs focus on issues which include: Agricultural Production, Water Quality, Marketing, Farm Management, and Environmental Quality.

Pettit, Nancy

E-tailing Success

Nancy Pettit is the co-owner and co-operator of Delmarvelous Farms, a thirty acre chestnut farm. Nancy and her husband, Gary, started their farm (what was to be a "retirement project") in 1992. Over the next few years, they gradually increased the number of chestnut trees under cultivation. Today their farm is an industry leader; they specialize in growing and selling gourmet chestnuts. They also hold a State of Delaware nursery license to grow and sell chestnut nursery stock. There are over 1,600+ chestnut trees on their farm, hybrids of the sweeter American chestnut and blight-resistant varieties from Asia. She has been a Delaware Master Gardener since 1995. During the harvest season, Nancy has been known to be in local stores, supermarkets, farmers markets and festivals showing folks how to prepare chestnuts and handing out samples of their sweet Delmarvelous Chestnuts. In addition to chestnuts, Nancy is a Director and Independent Consultant with Southern Living At Home - a sister company to Southern Living Magazine.

Rhodes, Jenny

Organic Grain

Winning the Game 2: Launch Your Pre-Harvest Marketing Plan

Understanding Avian Influenza

Jenny Rhodes has been a lifelong resident of Queen Anne's County, Maryland, and is currently the Agriculture and Natural Resources Extension Educator for the county. Jenny was previously employed for ten years with the University of Maryland Cooperative Extension, Queen Anne's County, as the Nutrient Management Advisor while completing her education. In May 2002 she graduated from the University of Maryland Eastern Shore with a B.S. in Agriculture and in May 2006 with a M.E. in Agriculture and Extension Education. She is very energized about her job and enjoys working with not only the agriculture sector but educating other community members about the county's agriculture and natural resources.

Schlegel, Paul

Who Can Work For You?

American Farm Bureau is the unified national voice of agriculture, working through our grassroots organization to enhance and strengthen the lives of rural Americans and to build strong, prosperous agricultural communities.

Schmidt, Jennifer

Viticulture 101: Starting a Commercial Vineyard

Jennifer Schmidt is a member of a third generation family farm in Sudlersville, Maryland. 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 the Secretary of the Maryland Grape Growers Association and also serves on the Upper Shore Regional Council's Sustainable Agriculture Committee. Jenny holds a Master of Science degree in Human Nutrition with a concentration in Agricultural Biotechnology from the University of Delaware.

Presenters

Godrefy, Lisa

Challenges and Opportunities of Direct Marketing

Lisa Godfrey has been a vegetable grower for the past 11 years. She and her husband, Tom, carry on the Godfrey family tradition of growing hand harvested vegetables. The Godfrey family has been farming for at least 4 generations. Tom Godfrey's parents left the New Jersey family farm in the early 50's and moved to the Sudlersville, MD area. Over the years, the challenges and benefits of the business have changed greatly, and Lisa and Tom are trying to adapt the business to keep it successful for their children. Lisa's grandparents were tobacco farmers in Kentucky. She graduated from Colorado State University with a degree in Computer Science. It was there where she met her husband, Tom. Since moving to Maryland 11 years ago, Lisa has never looked back.

Goode, Andy

Self Defense

Detective Andy Goode is an officer with the Special Crimes Unit of the Delaware State Police, Troop 3, in Dover.

Hill, Tina

Greenhouse Production and Hydroponic Production

Tina Hill and her husband Marvin are owners and operators of three businesses in the Milford-area. Their businesses include Hill's Farms, Inc. – a grain operation, and Hill's Fresh Plants and Produce, Inc. – a seasonal retail operation where fresh fruits, vegetable and a variety of horticultural products are sold. Their third business is Hill's Bus Service – a school bus company. They live in Houston, Delaware with their 2 children - Keith, 16 and Wendy, 13.

Holderness, Lisa

SARE

Lisa Holderness was a science teacher for many years before meeting her farmer husband and expanding operations at Deer Ridge Farm to include more weddings, a new hoophouse and school and summer programs for youth. She is very enthusiastic about the SARE grant program and the endless opportunities for experimentation and improvement in farm operations.

Howard, Alison

Organic Agriculture - Value Added for the Consumer and the Community

Homestead Farm first started in October of 2001 when Luke and Alison Howard purchased 77 acres of land in Millington, MD. They chose to farm organic because of their belief in being responsible stewards of the land. Having three children, they wanted to teach them, as well as their community, about the importance of taking care of land resources and ensuring the preservation of sustainable farming. Thus they chose to create a CSA, or Community Supported Agriculture farm. The CSA idea originated in Switzerland and Japan, where consumers interested in safe food and farmers seeking stable markets for their crops joined together in economic partnerships. A CSA consists of a community of individuals who pledge support to a farm operation so that the farmland becomes, either legally or spiritually, the community's farm, with the growers and consumers providing mutual support and sharing the risks and benefits of food production.

Workshop Sessions

Thursday, January 24					
Time	Ballroom C	Kent	Silver Lake	Chesapeake	Delaware
8:30	Welcome: Dr. Robin Morgan, <i>Dean, College of Agriculture and Natural Resources, University of Delaware</i>				
	Keynote: Carolyn Cooksie, <i>Deputy Administrator, Farm Loans Program, FSA, USDA</i>				
10:30 - 11:45		Organic Grain 101	Computers & Technology	Viticulture 101	Stress Free – Time for Me
12:00	Luncheon Remarks - Speaker: Dr. Jan Seitz, <i>Assoc. Dean and Director, Delaware Cooperative Extension</i>				
	AgrAbility Award Presentation: Sally Van Schaik				
1:30 - 2:45		Direct Marketing	New Ideas/Enterprises	SARE Projects	Business and Succession Planning
3:15 - 4:30		Organic & Value Added	E-tailing Success	Immigration & Labor Issues	Self-Defense
4:30	General Session Featured Speaker: Linda MacDonald				
5:00 - 7:00	Reception and Harness Racing - NOTE: This will be in the Diamond Room.				

Friday, January 25					
Time	Ballroom C	Kent	Silver Lake	Chesapeake	Delaware
8:00	Continental Breakfast				
8:30 - 9:45		Horse Ownership	Grain Marketing	Greenhouse/ Hydroponic	Herbs for Homeopathic Health
10:00 - 11:15		Avian Influenza	Grain Marketing	Trees in Your Backyard	Sunflowers
11:30	Capstone Speaker: Sharon Yoder, <i>Make It Happen For You</i>				

Program Committee

Laurie Wolinski, Chair
University of Delaware

Jenny Carleo
Rutgers, the State University of New Jersey

Shannon Dill
University of Maryland

Laura Hunsberger
University of Maryland

Maggie Moor-Orth
Delaware State University

Susan Olson
University of Delaware

Kris Smolenski
Rutgers, the State University of New Jersey

Jenny Rhodes
University of Maryland

Presenters

Carleo, Jenny

*Sunflowers for Farm
Market Enhancement*

Rutgers Cooperative Extension of Cape May County's Agricultural Agent, Jenny Carleo has a BS degree in agricultural science and a MS in plant biology from Rutgers. Since accepting the position of agent in July 2006, Jenny has concentrated on increasing economic income for Cape May County farmers. Most of her work is centered on crops that are well suited to a coastal climate, while being attractive to the seasonal customers.

Covelli, Francine

*Organic Agriculture - Value
Added for the Consumer and the
Community*

Francine Covelli is a certified nutritionist and former owner of Café Francine's in Wilmington and, later, in The Greenville Center. She has leased and renovated former Tomm's Get Fresh Produce log cabin and turned it into Francine's Organic Market and Café. Covelli also started a kids' lunch program with the Tatnall School (2004) to provide healthful, organic hot lunches for students two days a week. More schools expressed interest in the health lunch program, and she is looking into grant funding to support this expanded venture.

Dill, Shannon

*Winning the Game 2: Launch
Your Pre-Harvest Marketing Plan*

Shannon Dill is currently the County Extension Director and Agriculture Educator for Talbot County Cooperative Extension. She has been a faculty member of the University of Maryland, College of Agriculture and Natural Resources since 2001. She graduated from the University of Wyoming, receiving a B.S. in Agriculture Business and an M.S. in Agriculture Economics. Shannon provides outreach and education to agriculture producers of Talbot and neighboring counties in farm business planning, small farm enterprises, marketing and livestock management. Educational programs have included QuickBooks for Farm Businesses, Ag Tourism, Equine, Pasture Management and Grain Marketing.

Dudas, Sherry

*Organic Agriculture - Value
Added for the Consumer and the
Community*

Sherry Dudas started as farm planner at Honey Brook Organic Farm with over 10 years of conservation and farmland preservation experience. She is responsible for managing the farm's marketing and promotion, special event planning, community outreach and related farm business and land use planning activities. Sherry is also the editor of the farm's monthly newsletter, The Local Harvest, and the farm's website.

Dunning, Brenda

*Greenhouse Production and
Hydroponic Production*

Brenda Dunning is co-partner, with her brother, of Small Wonder Hydroponic Produce. She is involved in sales & the business-end, while her brother and an employee do most of the day-to-day work. All of their family members help with harvesting, packing and selling. The business is in its first year of operation; the first crop was planted during the middle of February 2007. Brenda is proud to say that her brother has been able to produce a quality crop. They produce tomatoes & Boston lettuce. Brenda earned her B.S. in Nursing from the University of Delaware. She also has her M.S. in Nursing plus an Master 's degree in Business Administration. She continues to work full-time in her healthcare career.

Gleason, Jenny

*Sunflowers for Farm Market
Enhancement*

Jennifer Gleason and her business partner have been farming property in Cape May County for 8 years. She has a BA degree in Environmental Studies from The Richard Stockton College of New Jersey. During the summer of 2007 "JT" cultivated sunflowers as a grower partner in the Rutgers Sunflower Trials led by Jenny Carleo. She is the primary grower at Futrell Farms, cultivating an array of flowers and vegetables for wholesale, and at Hand's, their retail farm stand.

Presenters

- Abbott, Dorothy** Dot Abbott is a Delaware native — born and raised in Dover, and currently living in Wyoming, Delaware. She earned her B.S. in Forest Resource Management from West Virginia University in 1979. Dot has worked for the Kent Conservation District (Delaware) as a Soil Conservationist; and was responsible for coordinating and implementing the Erosion and Sediment Control Program for Kent County. From 1981 - 1996, Dot worked for USDA-Soil Conservation Service/Natural Resources Conservation Service, holding various positions. In 1996, she began work at the Delaware Department of Agriculture-Forest Service as the New Castle County Forester and Delaware State Biomass Program Coordinator. She is currently employed by the University of Delaware Cooperative Extension as the Extension Agent-Renewable Resources. In this position her daily activities include providing educational and outreach programs to diverse audiences on forestry, backyard composting and wildlife management, and bioenergy. Dot is a member of the Delaware ENVIROTHON Planning Committee (since 1994), Delaware Forestry Association Board, Delaware Agriculture Museum Board of Trustees, and Delaware Tree Farm Committee. She owns and operates a small stain-glass art business. Her spare time is spent enhancing the landscape around her home as a backyard habitat for wildlife — targeting birds, butterflies, native plants and a place for her cats to enjoy!
- Trees in Your Backyard:
Basic Tree Identification*
- Beale, Ben** Ben Beale currently serves as the Extension Educator for agricultural sciences in St. Mary's County, Maryland. In this position, he develops and implements programs in crop and vegetable production, farm management and marketing. Ben holds a BS degree in Agricultural Sciences and MS degree in Management and Marketing. Before his position with MCE, Ben had the fortune of working on a grain and swine farm in Southern Maryland for a number of years. He is also still involved in the family vegetable farming operation in which he was raised.
- Enterprise Budget/
Decision Making*
- Bobola, Maria** Maria Bobola is co-owner and co-operator of Bobola Farm and Florist – a family business in Hartly, Delaware. Maria earned her B.S. at the University of Delaware. She and her husband, Ted, have built a successful, diverse, year round agricultural operation. On their farm where they grow sweet corn, cantaloupes, and tomatoes, they also have 10 greenhouses – used to raise bedding plants, hanging plants, Easter lilies and poinsettias. They open their farm to the public for U-pick seasonal crops (strawberries, pumpkins). During the fall festival season, the Bobolas offer hay rides on Saturdays. In addition to their traditional farm products, the Bobola's also own and operate a full-time florist business - open all year.
- Challenges and
Opportunities of Direct
Marketing*
- Bohle, Maria** Maria Bohle has been Director of The British Institute of Homeopathy, USA office since 2001. She enjoys "...training tomorrow's alternative medical practitioners." Prior to joining the Institute staff, Maria was in private practice as a professional homeopath where she helped adults and children deal with and overcome issues such as Post Emotional Trauma, Autoimmune disorders, and Nutritional Imbalances. Her areas of expertise include Herbology and Clinical Nutrition, in addition to Classical Homeopathy. She and her husband, Franz, also have their own farm in southern New Jersey.
- Herbs for Food and
Homeopathic Health*
- Brooks, Kathy** Katherine Brooks grew up on a 75 acre farm in Pennsylvania, then moved to Delaware. Her farm is situated on a 1 acre plot with a 12' x 16' x 7' greenhouse on it. She grows 60 varieties of herbs, mostly container grown, popular vegetables and cut flowers. Kathy also makes value-added herbal products.
- SARE*

Workshop Descriptions

Workshop Session #1 - Thursday 10:30 - 11:45

Organic Grain Production 101:

Introduction to organic grain production, organic certification, transitioning to organic production, cost-share programs, production systems, corn, wheat, small grains and soybeans production, alternative grain crops, soil management, pest and weed management, marketing and crop budgets.

What's New with Computers, Security, and Online Technology?:

Windows Vista, Office 2007, Is it a Virus or is it a Hoax?, Broadband Internet Access options (beyond Dial-up), Online Technology – Online banking, Do's and Don'ts of Social Networking Sites, Ag-related Online Resources, E-Bay, Google Maps, Searching Tips and Techniques, Internet Explorer 7. Pick and choose which topics you want to hear about!

Viticulture 101: Starting a Commercial Vineyard:

The wine industry in the Mid-Atlantic region is undergoing rapid growth and the demand for winegrapes is outpacing this region's grape production. Jennie Schmidt, Vineyard Manager for Schmidt Farms, Inc., will share her farm family's experience with diversification into commercial winegrape production. The farm has 8 planted acres of grapes including Barbera, Sangiovese, Traminette, and Vidal Blanc and will be adding 5 acres of Chambourcin, Chardonnay, and Pinot Grigio in 2008. An overview of basic vineyard set-up and management will be covered.

Stress Free - Time for Me:

Alleviating & eliminating unnecessary stress in your personal and professional lives is critical to your growth and overall health. This is a "Hands-on" program where participants take a serious look at the source of stress in their lives and learn how to manage it. This workshop will be presented by Sharon Yoder of Make It Happen For You.

Workshop Session #2 - Thursday 1:30 - 2:45

Challenges and Opportunities of Direct Marketing:

An opportunity to hear from two successful growers from the local area who own and operate direct marketing agribusinesses. Producers will share with you the challenges and opportunities of the direct market business - Godfrey's pick your own (PYO) and Bobola's diversified roadside retail market.

Are Your New Ideas / Enterprises Worthwhile?:

Have a great idea - want to learn more? This interactive presentation will force you to think through the tough questions when adding new enterprises to your farm. Learn to assess the merit of your ideas, in terms of profitability and effect on farm life. This presentation will include a stroll down memory lane of farm ideas from A-Z. Participants will learn ideas from one another and complete an assessment of their own new farm idea.

Sustainable Agriculture Research and Education:

Sustainable Agriculture Research and Education (SARE) is a valuable resource available to farmers who wish to develop, refine and demonstrate new sustainable projects. This session will feature projects in the Northeast Region that have recently received SARE funding. Presenters will share their experience with the grant application progress.

Business and Succession Planning for the Family Farm:

Business succession planning is of vital importance in creating a sustainable agricultural business. This includes not only traditional estate planning techniques, but also structuring your business in such a way that the next generation of farmers can assume control of the farming operation smoothly. Organizing your farm as a business is also important for liability protection; only 11% of US farmers use any type of business entity to operate their farms. Given the recent concerns over contaminated food sources and the level to which food can be traced back to individual farms, the protections offered by using a business entity are more important to farmers than ever.

Workshop Descriptions

Workshop Session #3 - Thursday 3:15 - 4:30

Organic Agriculture—Value Added for the Consumer and the Community!:

A panel of organic producers, consumers and marketers will talk about their organic businesses, their relationships with their customers and their interest in promoting organic, locally grown food. Speakers include: Alison Howard, Francine Covelli, and Sherry Dudas.

E-tailing Success:

E-marketing and E-tailing – a unique way to direct market your products. Hear from an experienced and successful e-marketer and entrepreneur, Nancy Pettit, about her experience selling agricultural product over the Internet. Is this a marketing tool for your business?

Who Can Work for You?:

A labor force is an essential part of an agricultural business. Without migrant workers, agricultural producers all over the United States would suffer. This workshop will focus on the immigration debate that is currently occurring and what is being done for agriculture. AgJOBS, the Farm Bill, as well as other immigration and labor issues will be addressed. Come speak with a national representative from the American Farm Bureau to hear the latest updates on migrant labor.

Self Defense:

Detective Andy Goode of the Delaware State Police will lead a workshop on personal safety, crime prevention and self-defense as related to making good decisions to avoid bad situations.

Workshop Session #4 - Friday 8:30 - 9:45

The Real Cost of Horse Ownership:

This session will provide participants with a real world understanding of the costs and responsibilities of horse ownership. A break-down of costs associated with horse ownership along with the responsibilities that it involves, such as basic health and nutrition, will be discussed.

Winning the Game 2: Launch Your Pre-Harvest Marketing Plan (double session):

Do you have a marketing plan or know when to pull the trigger? This workshop focuses on practicing marketing skills. During the session you will review an actual marketing plan and learn how crop insurance, 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 how to react to real-life market fluctuations. (Part 1)

Greenhouse Production and Hydroponic Production:

Tina Hill will share her experience in the business of greenhouse production - through the seasons. Brenda Dunning will speak on the topic of growing lettuce and tomatoes in a hydroponic system for her business - *SmallWonder*. This workshop will offer the audience two alternatives to growing produce and flowers.

Herbs for Food and Homeopathic Health:

In this workshop, Maria Bohle, will cover the basic principles and benefits of homeopathy and practical uses around the home and farm.

Workshop Descriptions

Workshop Session #5 - Friday 10:00 - 11:15

Understanding Avian Influenza:

You have probably heard the media reports about the "bird flu" sometime in the past year or two. The deadly H5N1 avian influenza virus has infected domestic poultry and wild birds in Asia, Europe, and Africa and has killed both birds and humans in Asia and Africa. You might be wondering "why should I know about the virus and how does it affect me?" This session will explain the many reasons why you should know about this virus and what it means if H5N1 avian influenza does show up in the United States.

Winning the Game 2: Launch Your Pre-Harvest Marketing Plan (double session):

This is Part 2 of the grain marketing session for those who participated in Part 1. Please see description on the previous page.

Trees in Your Backyard: Basic Tree Identification:

Ever wonder what kind of trees are growing in your backyard or woodlot? Are they native Delaware species or invaders? Will the Gypsy Moth caterpillar, Emerald Ash Borer, Southern Pine Beetle, Bagworm or Seiridium Canker attack them? Do they need to be pruned or removed? Come sit through this workshop to learn about the trees in your own forest (urban or rural), and how you can care for that forest ecosystem.

Sunflowers for Farm Market Enhancement:

Sunflowers have been a traditional favorite of gardeners and customers for decades. Common problems for growers, however, are pollen and large head-size. Jenny Carleo and JT Gleason have been testing varieties of sunflowers for cut-flower use. They will be speaking together on the cultivation and marketing studies they conducted on the varieties. Come to this session to learn which types and colors proved to be the biggest moneymakers at local farm stands.