

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

Present the

11th Annual Women in Agriculture Conference



February 9 - 10, 2012

Dover Downs Hotel & Casino

Dover, Delaware

Keynote Address

Debbie Lyons Blythe

Blythe Angus

"Life on a Kansas Cattle Ranch: A Story about Agriculture Advocacy"

Luncheon Address

JoAnn and Ted Dawson

Fair Winds Stables

"Thinking Outside the Boxstall - Top Ten Ways to Avoid Getting a Real Job"

Capstone Address

Chris Wilson

American Agri-Women

Workshop Descriptions

Workshop Session #1 10:15 - 11:30 AM Thursday, February 9

Chesapeake Water Implementation Plans (WIPs) - Delaware is among six Chesapeake Bay Watershed states – along with Maryland, Virginia, West Virginia, Pennsylvania, and New York – and the District of Columbia committed to a federal-state initiative to develop a pollution “diet” that will help restore the water quality of the Bay and its tidal waters by 2025. Jenn Volk, of Delaware Natural Resources and Environmental Control will present Delaware’s approach and plan of action toward addressing the goals.

Urban Agriculture - Agriculture in urban communities - from community to school gardens, and backyard vegetable gardens to small-scale urban farms. Delaware is embracing the idea of locally grown food and sustainable gardening. This session will provide an overview of local urban agriculture initiatives.

A Happy, Healthy, Long Life...How Can I Avoid the Metabolic Syndrome Disaster? Metabolic syndrome has been defined as a combination of 3 or more elevated blood values – triglycerides, HDL cholesterol, blood glucose and/or enlarged waist circumference and/or high blood pressure. Currently about 34% of American adults meet the criteria, but is about 3 times more prevalent among males and females 40 – 59 years of age as those 20 - 39 years of age. However, it can be prevented by a few simple habits that one can follow to achieve a happy, healthy, long life. In this presentation, we will focus on the small steps we can all take to decrease our risk of developing these symptoms of our current lifestyle.

Energy Efficient Landscaping - Windbreaks, Rain Gardens, Native Plants and More Ideas - Even if your home is not surrounded by a “wide open” field of annual crops, having a windbreak planted in the right location could save 10-25% on your energy bills and provide environmental benefits. Come and learn more about agroforestry energy efficient plantings which can be established at your “homestead”.

Workshop Session #2 1:30 - 2:45PM Thursday, February 9

Herbs in Fresh Flower Arrangements - This presentation will feature a short lecture and include demonstration of a unique herbal flower arrangement with a toilet plunger (terra cotta, of course), a pot with plaster, and a block of Oasis.

Food Alliance - Food Alliance is a nonprofit organization that certifies farms, ranches and food handlers for sustainable agriculture and facility management practices. By choosing Food Alliance certification, farmers can distinguish their products with independent verification of their safe and fair working conditions, humane treatment of animals, and active environmental stewardship. This session will be presented by Food Alliance, Pennsylvania Association of Sustainable Agriculture and a local producer.

Lavender Fields - Each of the business partners of Lavender Fields at Warrington Manor LLC, Delaware's only lavender farm, will discuss the farm's history, marketing strategies (including agritourism opportunities for Delaware farmers and cooperative advertising), production techniques for small specialty crop farms principles of value-added product development and managing business growth. A special focus will also include how three friends implemented a new business and maintained a strong friendship. The farm is located in Milton, DE and offers lavender nursery plants, value-added lavender products made at the farm, and unique lavender-related items created by local artisans.

If Five Year Olds Can Do it, So Can You - This presentation will include discussion around how farmers and ranchers can do more things to “tell our story”. Rebecca Long-Chaney will present this session about how she and her twin 8-year old girls tell their stories. She will give simple ideas, tools, and suggestions for what farmers and ranchers can do with what time and resources they might have.

Workshop Session #3 3:00 - 4:15 PM Thursday, February 9

Grant Writing - During this session, participants will have an opportunity to do some hands-on writing exercises. In addition, the presentation will include an overview of the SARE program and the farmer/partnership grant applications. Ag service providers are also encouraged to attend to learn about being a technical advisor for farmers and about writing partnership grants, which can pay farmers to do research on their farms.

Device Apps and Digital Resources for Farmers and Direct Marketers - Find out how to use GPS-based mobile apps, web-based resources and other digital means to make sure consumers know who you are, what you sell and where to find you.

The Women’s Land Army of WWII - We all have heard of Rosie the Riveter, but what about all of the women who kept our farms alive during WWII while the men were in the armed forces? Join us to learn more about how these amazing women fed our country during these desperate times. This presentation is being offered by the FFA Chapter of Cape May County, NJ.

Niche Marketing - Learn about niche market crops, such as pole lima beans, ethnic crops, organic, cut flowers, herbs and etc. also products such as poultry for meat and/or eggs and other things.

Workshop Descriptions continued on page 5

Registration Form

A block of hotel rooms has been held for conference participants. Please call the Dover Downs Hotel at 866-473-7378 by **January 10, 2012** to reserve your room at the conference rate of \$125, for single or double occupancy. You must mention that you are with a group and use the group code **GWA12** to receive the \$125 rate. (Note that a \$6.00 resort fee will be charge to each room.)

On Thursday evening, February 9th, we will host a “networking” reception and an opportunity to watch harness racing. The reception will begin at 5:30 pm. We look forward to seeing you at the conference!

Laurie Wolinski

University of Delaware Cooperative Extension

For more information contact Laurie Wolinski at 302-831-2538 or visit the web at: <http://ag.udel.edu/extension/kent/womeninag.htm>

Volunteer Opportunity!

If you would like to volunteer to moderate a breakout session, which includes introducing the speaker and collecting evaluations at the end of the session - please check the box on the registration form below. You will be assigned one of the sessions that you register for. Thank you for considering this opportunity!

Registrations should be sent to:

Please mail registration by Monday, January 7, 2012.

**Michelle McCullough—Women in Ag Registration
University of Delaware
213 Townsend Hall
Newark, DE 19716-2130 OR Fax: 302-831-0857**

Conference Registration is \$40.00.

Please mail your registration form and include a check made payable to: *University of Delaware*

Name _____

Address _____ City _____ State _____ Zip _____

E-mail address _____

Phone Number _____

I plan to attend the Thursday evening reception. Yes ___ No ___

____ I will volunteer to facilitate a breakout session (a session that I have pre-registered for)

Please select workshops by circling ONE topic from each COLUMN.

Session #1 (Thurs) (10:15 - 11:30)	Session #2 (Thurs) (1:30 - 2:45)	Session #3 (Thurs) (3:00—4:15)	Session #4 (Fri) (8:30—9:45)	Session #5 (Fri) (10:00—11:30)
Chesapeake Watershed	Herbs/Arrangements	Grant Writing	Ag-Vocacy	Equine Liability/Barn Safety
Urban Agriculture	Food Alliance	Roadside Markets	Farmer/Chef	Crop Budgeting/Crop Insurance
Life Management/Metabolic	Lavender Fields	WWII Women in Ag	Equipment	Customer Experience
Energy Efficient Landscaping	If a 5 Year Old Can Do It	Niche Markets	Social Media	Financing your Farm

Featured Speakers

Debbie Lyons-Blythe

Debbie Lyons-Blythe is a mom, wife and cattle rancher in the Flint Hills of Kansas. She has five kids, ages 21 to 16, who all have responsibilities and ownership in the ranch. Debbie's main job is the daily ranch work, as her husband works in town. Debbie also recognizes the need to connect with consumers and she writes a blog, "Life on a Kansas Cattle Ranch", targeted at consumers to educate them about how beef is raised. Debbie uses Twitter and Facebook, as well as face to face meetings to promote her blog.

JoAnn & Ted Dawson

JoAnn has a B.S. Degree from the University of Delaware in Animal Science / Ag Education and a Master's Degree in Education, and has taught Animal Science, Equine Science and Acting at both high school and college levels. She is a member of the Maryland Horse Council, the Cecil County Tourism and Equestrian Committees, Maryland Farm Bureau and a board member of the North East Chamber. She is a columnist for Cecil Soil Magazine and an instructor at Cecil College. She is the author of the award-winning Lucky Foot Stable series for ages 8-12 and visits elementary and middle schools with her pony, Butterscotch, to promote reading and writing. Ted holds a B.S. degree from the University of Delaware in Business Administration and Finance. He has an extensive farming background, including dairy, crops, livestock and fish farming. He is a member of the Maryland Farm Bureau and teaches Equine classes at Cecil College.

Chris Wilson

Chris Wilson, an advocate for agriculture, is the past-President of American Agri-women. American Agri-Women, headquartered in Manhattan, Kansas, officially began November 14, 1974. Throughout the history of AAW, its members have been actively involved and making a difference in legislative and regulatory matters at the local, state, and national levels. They have also been instrumental in student and consumer education about agriculture, having initiated the Agriculture in the Classroom program at the national level and are integrally involved in national and state programs.

Conference Schedule

	<u>Thursday, February 9, 2012</u>		<u>Friday, February 10, 2012</u>
7:45	Registration & Continental Breakfast	8:00	Continental Breakfast
8:30	<u>General Session</u> Keynote Address: <i>Debbie Lyons-Blythe</i>	8:30	Workshop Session 4
10:15	Workshop Session 1	10:00	Workshop Session 5
11:45	<u>Luncheon</u> Luncheon Address: <i>JoAnn & Ted Dawson</i>	11:45	<u>General Session</u> Capstone Speaker: <i>Chris Wilson</i>
1:30	Workshop Session 2		
3:00	Workshop Session 3		
4:30	<u>General Session</u> TBA		
5:30 - 7:30	Reception and Harness Racing		

The Goal of the Women in Agriculture Conference

The goal of the Women in Ag Conference is two-fold: to recognize women for the critical role they play in day-to-day farm and agribusiness activities; and to provide risk management information and tools so that participants can make informed decisions concerning their agribusinesses and families. This conference offers an opportunity for participants to learn and network in a relaxed atmosphere.

Workshop Descriptions, continued

General Session 4:15 PM Thursday, February 9, 2012

To Be Announced

Workshop Session #4 8:30 - 9:45 AM Friday, February 10

Ag-Vocacy: Directing the Conversation about Agriculture - Connect with Your Communities through Leadership & Social Media

- Folks not in the farming community are telling our story, and that story is getting told rather inaccurately. Farmers need to connect with their non-farm communities telling the authentic story of agriculture today. This session will discuss ways in which farm women can become "Agvocates" for our industry through training, leadership opportunities, and social media.

"The Farmer and the Chef" and now "Local on the Menu" - Restaurant Linkage Opportunities - Southern Delaware Tourism has recently created "Local on the Menu", a program to market restaurants that serve locally grown food and the farms that grow the food. The March of Dimes is holding "The Farmer and The Chef" event for the 5th year. Both of these programs create new sales opportunities for Delaware farmers.

Equipment - This session will focus on agricultural equipment selection for women with regard to type, size and safety.

Social Media - Telling Your Story in Just 30 Minutes a Day - Social media is one of the greatest cost-effective tools to help tell the story about your business and agriculture. This session will more closely examine a few of the social media tools, as well as offer time-saving tips in using them.

Workshop Session #5 10:00 - 11:30 AM Friday, February 10

Legal Issues in the Equine Industry / Safe Horse Handling and Barn Safety - This session will feature two experts representing the equine industry - Mr. Michael Daney and Ms. Carissa Wickens. Mr. Daney is a founding member of the firm Godwin, Erlandson, MacLaughlin, Vernon & Daney, LLC based in Ellicott City, Maryland. He concentrates his practice in the agricultural industry and represents clients in all aspects of the agricultural industry. He has specialty in the Equine industry and represents horse owners, breeders, and trainers in all aspects of the equine industry. Carissa Wickens, Assistant Professor and Equine Extension Specialist at the University of Delaware, concentrates her research on horse behavior and welfare with emphasis on stereotypic behavior and human-animal interactions and feeding strategies and protein nutrition for horses.

Crop Budgeting and Crop Insurance - With today's escalating input costs and volatile commodity markets, it is increasingly important to reduce risk on the farm. One way to reduce this risk is by properly estimating and organizing crop inputs and outputs. This session will discuss 2012 crop budgets, custom rates and present some basics about managing and marketing grain.

Creating the Customer Experience - When adding agritourism activities to your farm it is important to remember to switch from a production mentality to a hospitality mind-set. We need to reframe our thinking to look at it from the customer's perspective. Customers of agritourism farms are looking for an experience, just as much as they are looking for a product. This session will discuss ways that we can be most hospitable to our customers and how we can create a customer experience that they will want to share with others.

Financing Your Farm Operation: Sources and Options for Beginning Farmers - Access to capital is key to any successful farming operation. Representatives from USDA, Delaware Dept. of Agriculture, MidAtlantic Farm Credit, and commercial lenders will be on hand to discuss sources of funding to buy farm land and equipment, as well as finance operating costs. Topics will include: Delaware's new Young Farmers and Rural Irrigation Programs; USDA loans for beginning farmers, women, and minorities; Farm Credit's StartRight Program for young, beginning, small, and minority farmers.

Non-Profit
Organization
U.S. Postage Paid
Newark, DE
Permit No. 26

Department of Food & Resource Economics
213 Townsend Hall
University of Delaware
Newark, DE 19716-2130



February 9 - 10, 2012



Cooperative Extension
COLLEGE OF AGRICULTURE &
NATURAL RESOURCES



NORTHEAST
CENTER FOR RISK
MANAGEMENT EDUCATION



United States
Department of
Agriculture

National Institute
of Food and
Agriculture

"This material is based upon work supported by USDA/NIFA under Award Number 2010-49200-06201."