

2013 Michigan Family Farms Conference Session Descriptions

Breakout Sessions I: 9 - 10:20 a.m.

Conservation Planning: Help the Earth and Get Paid!

Jeff Douglas and Marty Rosek, *USDA NRCS*

Learn how to work with NRCS to get a conservation plan which will qualify you for programs that provide annual payments and help install conservation practices on the farm. Help Yourself - Farm Programs; Help Others - Conservation Applications; Help the Earth - Conservation Planning

“Farmface”: Tweet Tweet and Social Media

Beth Stuever, *MSU ANR Communications*

Confused or overwhelmed by social media? Join the crowd. This seminar will teach you how to use Facebook, Twitter, etc. to promote your farm business.

Keeping it Safe: The Farm Needs You

Craig Anderson, *Michigan Farm Bureau* and **Kelly Ewalt**, *Michigan AgrAbility Program*

The farm can't survive without you and your crew. Learn simple steps for making farm safety a daily practice so that you don't put yourself, your employees and your farm in jeopardy in case of an accident.

What's Up with the 2012 Farm Bill?

Brian Frieden, *USDA RMA*, **Sandy Penn**, *USDA NRCS* and **Mary Judnich**, *Office of Senator Stabenow*

The Agriculture Reform, Food and Jobs Act of 2012 (Farm Bill) is still up in the air, as it did not get passed before the September 30, 2012 deadline. Find out what that means and what's been discussed, including a potential variety of new changes from the 2008 Bill.

Mushroom Growing and Opportunities

Arturo Pantoja and Henryk and Sylvia Przygoda, *Green Farm, Inc.*

Ever thought about growing mushrooms and tapping into the mark of this growing trend? This session will tell methods for growing different mushrooms varieties and explore the marketing possibilities.

Rotating Crops in High Tunnels

John Biernbaum, *MSU Dept of Horticulture*

So you have a hoophouse - now learn how to make the most of it by learning about planting schedules and crop rotations to use it most effectively.

Breakout Sessions II: 10:40 a.m. - 12 p.m.

Food Safety Modernization: What it Means for You

Phil Tocco, *MSU Extension*

The Food Safety Modernization Act is the most sweeping reform of our food safety laws in more than 70 years. Find out what it says, what it means for you and how it will change the world in which we farm.

Managing Your Woodlot: Tree-rific!

Andy Henriksen, *USDA NRCS*

Money does grow on trees! Properly managing your woodlot can mean healthier woods and cash in your pocket. "Thars money in them thare woods!"

Farming Together - Forming a Cooperative

Tom Kalchik, *MSU Product Center*, **Filiberto Villa-Gomez**, *Farmers on the Move*, and **Jane Knapp**, *Four Seasons Produce Co-op*

Forming a cooperative of many farms can open new market possibilities, share knowledge and resources and give other benefits to growers. This session will tell you what it takes to form a new cooperative and make it succeed.

Estate and Succession Planning: Keeping Youth on the Farm

Roger Betz, *MSU Extension*

This session helps people connect their dreams to the strategy of building wealth through the land. Engaging youth is key to passing the farm on, and so is the right paperwork and planning!

Urban Growing: From Cement to Seeds

Jeremy Andrews, *Sprout Urban Farm in Battle Creek*

Urban agriculture is one of the fastest-growing trends in food systems today as more communities are looking to grow their own food. Explore strategies for growing, community building, and feeding everyone with nutrient-rich products.

I Got Worms! Vermiculture, that is

John Biernbaum and Brendan Sinclair, *MSU Student Organic Farm*

Those squirmy creatures can do amazing things for your compost pile and soil quality. Learn how to make worms work for you and master the science of vermiculture.

Breakout Sessions III: 3 - 4:20 p.m.

Avoiding a Farm Disaster, Surviving Another Hard Year

Brian Frieden, *USDA RMA*

Learn what to do when disaster strikes, whether it is a fire, frost or drought. Do you have a disaster plan? If not, learn how to develop one and how to plan for the unexpected to make sure your farm makes it through to next year.

Farm Record Management: Records on the Fly

Nic Welty, *9 Bean Rows Farm*

New technology is changing the way we farm and making chores like record-keeping quick and easy tasks you can do in the field, even on a smartphone.

Food Hubs - What's the Big Deal?

Rich Pirog, *MSU Center for Regional Food Systems* and **Hollie Hamel**, *Allen Street Neighborhood Center*

There's so much buzz right now around food hubs in the world of food and agriculture, but they're a tough thing to wrap your mind around. This session will help explain how food hubs help growers, food businesses and communities connect.

Careers in Food, Agriculture and Natural Resources

Stephanie Chau, Cheryl Danley, Eunice Foster, Ph.D., Deepa Iyer, Leonard Savala, Shakara Tyler, MSU and Jim Marshall and Tamarra Roseburgh, *USDA NRCS*

Professionals from varied careers in food, agriculture and natural resources will share their experiences, career paths and motivation and share information about the numerous career opportunities which have more jobs than people to fill them and which our world cannot do without.

Entrepreneurship - Starting a Food Business

Lydia Gutierrez, *Hacienda Mexican Foods in Detroit*

Hear how an entrepreneur turned her dream of making local food in her Detroit neighborhood into a booming and expanding business with a great business plan, a lot of hard work and a strong commitment to her community.

Poultry on the Loose!

John and Nic Harnois, *Harnois Happy Hens Farm*

Back by popular demand! This session focuses on the basics of raising and marketing free-range poultry on a small-scale farm from this farmer and son team.