

# Small Farms Conference

Oregon State University  
OSU Extension Small Farms Conference

LaSells Stewart Center - Corvallis, Oregon  
Saturday, February 23rd, 2019

## Registration

- \$60 per person until Jan 20th, 2018
- \$85 per person Jan 20th to Feb 11th, 2018
- *NO at the door registration will be allowed*

## How to Get Here

### From I-5

Take Exit #228 to Corvallis. Head west 10 miles on Hwy 34. Make a left turn onto Hwy 34 bypass. Go right on 26th St., cross Western Blvd., and the LaSells Stewart Center will be on your right.

### From HWY 99 Southbound

Highway 99W becomes 4th St. Make a right turn on Western Blvd. Take another right turn on 26th St. The LaSells Stewart Center will be on your right.

### From HWY 99 NorthBound

Go over the Marys River Bridge. Make a left turn on Western Blvd. Make a right turn on 26th St. The LaSells Stewart Center will be on your right.

### From 9th Street

Drive south on 9th Street, turn right on Harrison, then left on 14th Street. (Note: When 14th crosses Monroe Ave., it becomes 15th.) Turn right on Western Blvd., and right on 26th Street. The LaSells Stewart Center will be on your right.)

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## Parking

On weekends, Oregon State University LaSells Stewart Center patrons may park in any lot including the permit only areas. This includes the parking structure located North of the Center, and the Reser Stadium parking lots.

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## Conference Schedule

8:00 am Registration & Refreshments

Lunch: 12:30 pm to 2:00 pm

Plenary Session: 8:50 am to 9:20 am

Session 3: 2:10 pm to 3:30/4:00 pm

### Concurrent Sessions

Session 1: 9:40 am to 11:00 am

Networking Session: 3:30 pm to 5:30 pm

Session 2: 11:20 am to 12:30/12:50 pm

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## Conference Schedule

### Concurrent Sessions

#### Session 1: 9:40 am to 11:00 am

**Telling the “Good” Meat Story:** The true cost of raising livestock in accordance with nature, outside of conventional models, is necessarily much higher than the price most consumers—even those looking to eat better meat—are used to paying. How can producers most effectively communicate the true value of their meat? In this session we'll discuss the important connection between animal/environmental welfare and the end experience of the eater. If articulated effectively, producers can utilize this connection as a marketing tool—a story told in the appealing language of flavor and texture. Covering: The complex and myriad definitions of “good” meat; Muscle Structure 101: Conveying the three F's (fiber, fat and fascia) to customers; and; How to tell the story of pre-slaughter, slaughter, and post-slaughter conditions and their direct connection to an eater's experience. *Speakers: Bob Dickson, Meat Specialist; Adam Danforth, Butcher; Camas Davis, Executive Director, Good Meat Project / Owner, Portland Meat Collective*

**Starting a Compact Farm - What to Expect:** Whether you're dream farm is compact, or something a little larger, starting small is a great way to go. The book, Compact Farms, gives 15 examples of successful farms under 5 acres from all around the country. Come hear author and farmer Josh Volk discuss what it takes to start a small farm with two farmers from here in Oregon. Katie Boeh of Fox and Bear Urban Farm will go through the early years of their farm, what they did right, what they wish they had known then, and where they are now. *Speakers: Josh Volk, Slow Hand Farm; Katie Boeh, Fox and Bear Urban Farm*

**The Logistics of Flower Farming:** Diane Szukovathy, from Jello Mold Farm in Mt Vernon, and Bethany Little, of Charles Little & Co in Eugene, will discuss some of the intricacies of running a successful flower farm. Crop selection, harvest and order management, post harvest and delivery, the two will share decades of experience with a variety of crops and marketing avenues to help participants expand and hone the profitability of Flower farming.

**Have You Forgotten About Customer Service?:** It's a competitive marketplace out there, and we farmers need to up our game on getting our customers what they really want. Giving great customer service is about creating a culture in your business. In order to reach consistent results, you need to define, teach, live, measure and reward it. Let's explore what this might look like for a farm business. *Speaker: Ellen Polishuk, Plant to Profit*

**Small Farms & Local Food Systems at the Legislature:** The Oregon Legislature kicks off the 2019 session on January 22, and advocates of small farms, sustainable agriculture, community food security, and food justice will be paying close attention. The Legislature will be considering a variety of bills that will directly or indirectly affect food and farming in Oregon. In this session, organized by members of the Oregon Community Food Systems Network Policy Committee, you'll hear about: All the different bills on these important topics (overview); Details about several high-priority bills; How to track the bills you care about during the Legislative session. *Speaker: Lauren Gwin, Oregon State University Center for Small Farms & Community Food Systems*

**Improving Board Member Relationships: For Farmers Markets:** This workshop is designed to give board members a deeper understanding of the foundations of good team building and some specific tools for helping your board function better. We will also provide tips on dealing with difficult board members, personality conflicts, and strong differences of opinion. *Speaker: Erin Bair, Director, Training & Organization Development, Cascade Employers Association*

**Developing your Web and Social Media Savvy, by Travel Oregon:** Learn how to make the most of your social media and online services with Mary Nichols, Account Director of Murmur Creative. Mary will demystify algorithms and share tips and tricks on how to make the most of the tools social media provides. This session will address the most critical elements

of your online marketing strategy as well as tools monitor your progress. Mary has an extensive marketing background, having worked with both major brands and small businesses across the country. Mary has also managed many successful social media campaigns for brands like Laughing Planet, and Farmers Ending Hunger. Presented by Travel Oregon and the Oregon Agritourism Network.

**Growing Vegetable Starts:** Are you looking to produce your own starts or already produce your own starts and want to do a better job? Then this session is for you. This session provides an overview of what is needed to grow your own healthy vegetable starts. Melissa will cover greenhouse structures, temperature management, germination, irrigation, fertigation, potting mixes, and pest management. Shannon will share the successes and challenges of growing your own starts, making your own potting mix, and give an overview of the propagation systems at Winter Green Farm. *Speakers: Melissa Giancola, Propagation Supervisor, Peoria Gardens; Shannon Overbaugh, Winter Green Farm*

#### 11:20am – 12:30pm/12:50pm: Session 2

**Urban Buds – Featured Farmers: How a Compact Flower Farm Is Making It Work:** Urban buds brings years of cut flower experience on the larger scale into the compact farming world. We'll ask them what makes cut flowers particularly suited to a compact farm? And we'll dig into the advantages and challenges of scaling down and moving from a rural setting to an urban one. *Speakers: Josh Volk, Slow Hands Farm; Karen “Mimo” Davis, Urban Buds; Miranda Duschack, Urban Buds: City Grown Flowers*

**Body Mechanics and Farming:** Work-related musculoskeletal disorders are the leading cause of disability for people in their working years and farmers regularly engage in the most high-risk activities for injury. This session will integrate presentation material and movement practice (out of your chairs!) to explore strategies for protecting our bodies as we care for our farms. We will discuss the basics of biomechanics, including joint and muscle mechanics, to build a foundation for understanding human movement, as well as ergonomics for tool use. We will also discuss body mechanics and practice movement strategies to explore ways in which we can make our physical work around the farm more efficient, more powerful, and safer. *Speaker: Talina S. M. Corvus, PT, DPT, GCS, CEEAA, LMT*

**Learning from Failure:** Let's share and compare notes on what failures – tiny to tremendous – we've endured on our farms. From soil compaction, to employee flame outs, our farms are fertile ground for making mistakes! What are some major lessons you've learned along the way? To kick off this failure forum Ellen will share some of her best failures from her 30 years of farming. From there workshop participants will be invited (and highly encouraged) to share mistakes that they've made and what they've learned from them. This workshop is for seasoned farmers. If you don't have any farming experience yet you are welcome to come and listen. *Speaker: Ellen Polishuk, Plant to Profit*

**Handing Down the Farm – But Not to the Kids:** Farms have traditionally passed from parent to child (usually father to son). Yet not all farm children are willing or able to take on the operation. Meanwhile, a growing cohort of first-generation farmers (hindered by the cost of buying farmland and starting from scratch) are seeking non-familial succession relationships. As a record amount of Oregon farmland and operations change hands, more and more farmers are looking to transfer their legacies outside their immediate family. This workshop brings together a family farm counselor and accountant who has shepherded families through non-familial transition, and the stories of diverse farmers are going through the process. *Speaker: Nellie McAdams, Rogue Farm Corps*

**Ranching with Wildlife – Wildlife Friendly Methods to Reduce Conflicts**  
Learn from Alberta, Canada sheep rancher Louise Liebenberg how she uses livestock guardian dogs and other non-lethal methods to protect her flock of up 1,200 ewes from a formidable array of predators including a resident pack of coyotes, bears, wolves, and the occasional cougar. A local farmer will share experiences with the innovative Benton County Agriculture and Wildlife Protection Program (AWPP) grant program for the purchase of proactive non-lethal wildlife deterrents to prevent conflicts with wildlife. *Speakers: Louise Liebenberg, Grazerie and a Benton Co. AWPP Grant Recipient*

**Applying for Federal Grants: FM/LFPP (Farmers Market/Local Food Promotion Program) and more:** Hear the ins and outs of applying for federal grant opportunities, with a focus on FMLFPP. Learn how to know which grants are right for you, avoid common pitfalls, and understand the criteria that guides the review process. Panelists include a representative from USDA who works directly with these grant programs and successful grant recipients with projects on the national, state, and local levels. *Speakers: Samantha Schaffstall, Management and Program Analyst, USDA AMS; Kelly Crane, Executive Director, Oregon Farmers Markets Association; Becky White, 2015 FMPP Recipient Project Coordinator, Clatskanie Farmers Market; Darlene Wolnik, Senior Research Associate, Farmers Market Coalition*

**Get Your Agritourism Business Off to a Safe Start: Managing Risk, by Travel Oregon:** Expanding your business to offer customers new ways to experience your farm can be a challenge. Kristy Athens, Blue Mt. Community College Small Business Development Center Advisor and Dennis Gamroth, Pacific Risk Management Insurance Specialist will share their expertise in establishing and growing your business so that both you and your guests are safe. After a brief presentation they'll be delighted to answer your business specific questions and each attendee will receive a workbook with valuable checklists and resources to keep you and your guests safe. *Presented by Travel Oregon and the Oregon Agritourism Network.*

**Medicinal Herb Production:** Seasoned herb farmers Jeff and Elise Higley will delve into the techniques, tools and tricks of the trade needed to produce and sell high quality medicinal herbs. This comprehensive session will cover production, processing, and tips for getting herbs from start to finish with the highest medicinal value possible. Specific topics to be covered include varietal selection, planting, watering, weeding, fertilization, harvesting, drying and garbling. Bring your questions.

**CFS Farm to School: Opportunities and Resources for Small Farms:** Learn about selling to the school food marketplace. Presenters will share tips on selling to schools, new opportunities, and resources. The Oregon State Legislature allocated \$4.5 million to Oregon schools to purchase Oregon-grown and processed products. As a result, schools now have a significant amount of funding to purchase Oregon products. And Oregon has newly established Regional Farm to School Hubs to help you get engaged. In this session, you'll have the opportunity to be added to a new online database of producers interested in selling to schools, or just come to learn more. *Speaker: Megan Kemple, National Farm to School Network*

### **2:10pm – 3:30pm or 4pm: Session 3**

**How Compact Farms Evolve:** Farms are never static, they are always growing and evolving. Growing doesn't necessarily mean getting bigger, but it can. Come hear two of the featured farms from the book Compact Farms talk about what has changed since their profiles were written up in the book in 2015, and give insight into the decision making processes that they've used to help keep their farms successful. This is a great opportunity to get some ideas and perspective from outside of the Pacific Northwest, and to learn from some insightful and experienced growers. Jeff Frank and Kristen Illick from Liberty Gardens in PA, and Jessi Asmussen from Mellowfields Urban Farm in KS.

**Disease Prevention in Alternative Commercial Poultry Systems:** This talk will focus on the practical need to know aspects of common viral, bacterial and parasitic diseases in free-range and pastured poultry flocks. Management, vaccination and prevention strategies will be discussed. *Speakers: Maurice Pitesky, UC Davis Cooperative Extension; Jim Hermes, OSU College of Animal and Rangeland Sciences*

**People Management on the Farm:** In addition to being skilled at growing crops and raising livestock, marketing, and managing your books, running a successful farm business also depends on being an effective people manager. This workshop will focus on communication principles emphasizing setting expectations, giving and receiving feedback and an introduction to situational leadership. Scenarios will be used to practice these skills. Solid working relationships evolve from effective communication and are often at the heart of supporting employees' successes. When you demonstrate care and help employees perform well, engagement increases and transfers to results. *Speaker: Paul Biwan,*

*Associate Director, Center for Learning & Organizational Development, Office of Human Resources, Oregon State University*

**Growing and Marketing Cut Flowers—Urban Buds: City Grown Flowers** Mimo Davis & Miranda Duschack of Urban Buds: City Grown Flowers in St Louis, Missouri will introduce their market channels and intensive urban flower farming production methods, season extension, variety selections, and growing instructions for several in demand flowers. Join them for this dynamic and informative presentation. *Speakers: Karen "Mimo" Davis & Miranda Duschack, Urban Buds: City Grown Flowers*

**Produce Safety Regulations and Buyer Requirements: FSMA vs GAPS** Do you grow vegetables, fruits, sprouts, or mushrooms? Do you know what food safety requirements apply to your farm? Educators from OSU's Farm Food Safety Team will discuss which farms are required to comply with the Food Safety Modernization Act (FSMA) Produce Safety Rule and how to determine if your farm is fully or qualified exempt. We will also discuss voluntary food safety audits, also known as GAP audits, and how they differ from the FSMA Produce Safety Rule. Learn what OSU Extension and the Oregon Department of Agriculture are doing to promote food safety on produce farms and what resources are available to help your farm meet required and/or voluntary food safety standards. *Speakers: Susanna Pearlstein, Produce Safety Program Manager, Oregon Department of Agriculture; Sara Runkel, Assistant Professor of Practice, OSU Extension; Luisa Santamaria, Associate Professor and OSU Extension Specialist*

**Food Hubs in Oregon: What have we Learned?** Can you grow your local food economy by building a food hub? Many communities around Oregon have been exploring food hubs as a way to get more locally grown food into local markets, including wholesale outlets like grocery stores, schools, and hospitals – by providing aggregation, storage, processing, distribution, and marketing services. The challenge is moving enough food through the hub to pay for all the infrastructure, systems, and people needed for it to work. So how can you make it work? In this session, you'll learn about a variety of food hub projects around Oregon – past, present, and new. What motivated them? How did they do their research? What did they learn? What advice do they have for you and your community? *Speaker: Lauren Gwin, Oregon State University Center for Small Farms & Community Food Systems*

**Farmers Markets and Tourism – Building the Connection:** Learn about Oregon's tourism industry and structure. Hear examples of how local tourism agencies are collaborating with farmers markets and discuss strategies for how you can do the same. Hear from Portland Farmers Market where Market tours are a fun and educational way for small groups of students, tourists and community groups to learn about how food is produced, why it is important to support local growers, and to meet the farmers and artisan food producers from our market community. Also hear from a small, rural market about how to apply some big ideas on a small scale, as well as how to identify tourism resources in your area, act as a conduit for your vendors and working with your local tourism office. *Speakers: Scott Bricker, Director, Product Development, Travel Oregon; Heather Morrill, Community Engagement Manager, Portland Farmers Market; Alice Morrison, Market Director, Veneta's Downtown Farmers Market; Bri Matthews, Destination Development Manager, Travel Lane County*

**Making use of Cover Crops: Recent Research and On-Farm Implementation:** Research and adoption of cover crops on farms has increased rapidly over the last 20 years, and is expected to continue due to their many benefits. Researchers will provide updates on some of their recent work, and innovative growers will describe how they implement new ideas and manage cover crops effectively on their farm. This is an advanced session for those already familiar with basics of cover crops. *Speakers: Dan Sullivan, Professor of Nutrient Management; Annie Young-Mathews, Plant Materials Center Manager at USDA-NRCS; Laura Masterson, 47th Avenue Farm; John Yeo, Gathering Together Farm*

### **3:30/4:00pm – 5:30pm: Think with a Drink Networking Session**

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OSU Extension Service

Small Farms Conference • February 23rd, 2019=

## Registration due February 10th, 2019

Register online at: <http://smallfarms.oregonstate.edu>

Credit card and checks accepted.

Make checks payable to **OSU Extension Service**.

Return form with payment to: Small Farms Conference, OSU Extension Service  
4077 SW Research Way • Corvallis, OR 97333

Name

Farm or Organization

Address

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\$50 per person until Feb 2nd, \$75 after that date

Payment infomation:  Check (enclosed)

Credit Card

Visa  Mastercard

Name on Card

Account Number

Expiration Date (mm/year)

Card Verification Code (found on back of card)

Billing address for card

Signature

### Circle your sessions:

#### Session 1: 9:40 am to 11:00 am

- Telling the “Good” Meat Story
- Black Voices in Oregon Agriculture: Sharing our Experiences
- Starting a Compact Farm - What to Expect
- The Logistics of Flower Farming
- Have You Forgotten About Customer Service?
- Small Farms & Local Food Systems at the Legislature
- Improving Board Member Relationships
- Developing your Web and Social Media Savvy, by Travel Oregon
- Growing Vegetable Starts

#### Session 2: 11:20 am to 12:30/12:50 pm

- Urban Buds – Featured Farmers: How a Compact Flower Farm Is Making It Work
- Body Mechanics and Farming
- Learning from Failure
- Handing Down the Farm – But Not to the Kids
- Ranching with Wildlife – Wildlife Friendly Methods to Reduce Conflicts

- Applying for Federal Grants: FM/LFPP (Farmers Market/Local Food Promotion Program) and more!
- Get your Agritourism business off to a safe start: Managing Risk, by Travel Oregon
- Medicinal Herb Production
- Farm to School: Opportunities and Resources for Small Farm

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