

Workshops 8:30 - 10:00

**CREATIVE MARKETING**

Laura Mortimore *Amaranth Room*

Marketing is an important piece of a farm business plan. Why grow beautiful farm products if you can't sell them? Explore the basics of creative branding and marketing, including using websites and social media.

Laura has run Orange Cat Community Farm in Reedsburg, Wis., since 2010. She grows 3 acres of certified organic vegetables, primarily marketed through a 150-member CSA. She also serves on the board of FairShare CSA Coalition.

**THE DELICATE BALANCE OF FARMING & LIFE**

Kat Becker *Quinoa Room*

Kat shares her experience starting 2 farms, and the importance of finding balance. Explore stresses on the farm, ways to manage them, and how to assess balance as you move forward.

Kat focuses on high-value wholesale, intentionally small CSA, and long-season growing on her farm, Cattail Organics, in Athens, Wis. She is a former owner of Stoney Acres Farm.

**- SUNDAY -**

Workshops 10:30 - Noon

**COME & GET IT...AND STAY AWHILE**

Brett Olson *Amaranth Room*  
Lisa Kivirist & John Ivanko

Add income through agritourism—host farm stays or on-farm meals, and sell value-added products to your visitors. Come for ideas and inspiration to increase your farm income by creating multiple small enterprises.

Brett is the co-founder and creative director of *Renewing the Countryside*, focusing on local food systems, entrepreneurship and community development in rural areas.

Lisa and John own the award-winning *Inn Serendipity Bed & Breakfast* in southern Wisconsin. The husband-and-wife team has written many books, including *ECOpreneur*. Lisa also is a cottage food law advocate, and manages the MOSES "In Her Boots" project. John also is a photographer.

**FARM MECHANICS 101**

Tom Manley *Amaranth Room*

Learn basic tractor maintenance, including how to change the oil, and what to look for when it just won't start.

Tom owns a 40-acre homestead where he is developing a perennial agroforestry and grazing system. He also manages sponsor accounts for MOSES. His background includes shopwork for farm implement dealers.

Workshops 1:15 - 2:45

**BUILD SOIL FERTILITY**

Paul Burkhouse *Amaranth Room*

Good soil health is a combination of factors. Learn how to assess the health of your soil, and how to effect positive change. Also, explore the widely varying philosophies of soil fertility management in use today.

Paul's Foxtail Farm in Osceola, Wis., is a CSA farm serving the Twin Cities area. He has a doctorate in plant biology and teaches at the University of Minnesota.

**THE BUSINESS OF FLOWER FARMING**

Erin Schneider *Quinoa Room*

See how flowers can fit into your farm's sustainability framework. Learn about the critical decisions you'll face, including what and where to grow and how to market your flowers.

Erin co-owns a diversified CSA and market farm, Hilltop Community Farm in La Valle, Wis. She's also a farmer florist, marketing her "floral feasts" through a CSA and weddings.

Move  
YOUR FARM  
forward!



Cloverbee Acres, River Falls, Wis.

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APRIL 27-29, 2018

WISCONSIN DELLS

# Welcome!

We hope you'll make the most of this chance to learn—ask all your burning questions, explore the service tables, and nourish your passion for farming!

## Agenda

### Friday

5:30 p.m. ....Supper  
6:30 p.m. ....Opening Session

### Saturday

7:30 a.m. ....Breakfast  
8:30 – 10 a.m. ....Workshops  
10:30 a.m. – Noon ....Workshops  
Noon – 1:30 p.m. ....Lunch Table Topics  
1:45 – 2:45 p.m. ....Farmer Insight Panel  
3 – 4:30 p.m. ....Workshops  
5 p.m. ....Supper  
6:30 – 8:30 p.m. ....Farmer Mixer

### Sunday

7:30 a.m. ....Breakfast  
8:30 – 10 a.m. ....Workshops  
10:30 a.m. – Noon ....Workshops  
Noon ....Lunch  
1:15 – 2:45 p.m. ....Workshops

## Opening Session

6:30 p.m. Friday

As a collective voice, beginning farmers have the power to impact the way we farm in America. Join Dela Ends, a pioneer in Wisconsin CSA, and Dori Eder of Land Stewardship Project for a discussion about the major issues and ways you can be a change-maker for the good of the land.

# – SATURDAY –

Workshops 8:30 - 10:00

## FARM BUSINESS PLANNING

Paul Dietmann *Amaranth Room*

Make your farm dream a reality with a good plan. Learn how to make good decisions based on your plan to achieve a sustainable farm business.

*Paul is a long-time local food system advocate and a Senior Lending Officer at Compeer Financial. He co-wrote the financial planning guide Fearless Farm Finances.*

## LAND ACCESS & FINANCING

Brett Olson *Quinoa Room*  
Lauren Langworthy

Finding farmland to rent or buy can be a complex process. Join these seasoned experts as they discuss the many options available, and give you tools to find your way through farmland acquisition.

*Brett is the co-founder and creative director of Renewing the Countryside, focusing on local food systems, entrepreneurship and community development in rural areas.*

*Lauren is the program director at MOSES. She and her husband raise sheep in a rotational grazing system on their farm near Wheeler, Wis.*

Workshops 10:30 - Noon

## BUILDING A RESILIENT FARM

Keefe Keeley *Amaranth Room*

Can your farm withstand the major weather events caused by climate change? See how to craft a resilient farm plan through land and water management, perennial crops, and renewable energy.

*As co-executive director of the Savanna Institute, Keefe leads outreach and education on perennial systems. He lives in Madison, but enjoys escaping to the Driftless to visit the cattle and plant trees on his family's farm.*

## HOLISTIC PASTURING

Jacob Marty *Quinoa Room*

This primer on planning and managing a grass-based system focuses on soil health as the basis of a thriving and resilient farm, and explains how to produce optimal forage.

*Jacob and his father run Green Fire Farm in Monticello, Wis. They're transitioning the 400-acre, sixth-generation farm to a resilient grass-based system. The farm's grass-fed beef and lamb, pasture-raised pork, poultry, and eggs are direct-marketed to eaters.*

## Lunch Table Topics

Get your food and take a seat for a brief discussion. Move on to the next topic as soon as you're ready.

## FARM LAW 10-MINUTE CONSULTATIONS

Stephen Carpenter, *Farmers' Legal Action Group (bio to right)*

## RESOURCES FOR WOMEN WHO FARM

Lisa Kivirist, *MOSES (bio on back)*

## RUN YOUR FARM ON RENEWABLE ENERGY

Keefe Keeley, *Savanna Institute (bio to left)*

## WHAT EQUIPMENT DO I NEED?

Tom Manley, *MOSES (bio on back)*

## HEALTHY MOVEMENT

Laura Gosewisch, *Grounded Vitality*  
*Laura is a certified massage therapist with a practice in St. Paul. She'll offer insights to help you move through daily chores with ease.*

## Farmer Insight Panel

Spend an hour with these seasoned young farmers as they share the best tips they learned in their first five years.

Jacob Marty

*His 400-acre Green Fire Farm in Monticello, Wis., sells pastured beef, lamb, pork, poultry and eggs.*

Annelie Livingston-Anderson

*She grows 2 acres of certified-organic produce & cut flowers at Good Turn Farm in Stockholm, Wis.*

Rachel Henderson

*Her 5-acre mixed fruit orchard, Mary Dirty Face Farm, is south of Menomonie, Wis.*

Workshops 3:00-4:30

## FARM LAW

Stephen Carpenter *Amaranth Room*

From business entities to risk management, legal questions come up frequently as you're running your farm business. Learn about issues you should be aware of, and get answers to your legal questions.

*Stephen is with Farmers' Legal Action Group, Inc. (FLAG) in Minnesota, a nonprofit law firm that works on behalf of family farmers.*

## ORGANIC CERTIFICATION

Chris Barnier *Quinoa Room*

Organic certification allows farmers to use the valuable organic label and access expanding markets. Get an inside look at the organic certification process and production practices that support conservation.

*Chris retired from the USDA Farm Service Agency to become an independent organic inspector. He and his wife live on a 40-acre organic crop farm near Maiden Rock, Wis.*