

Farm & Food Leadership Conference 2020

Event Schedule

Mon, Oct 26, 2020

8:00am

Welcome & Virtual Conference Logistics

🕒 8:00am - 8:15am, Oct 26

A good morning and welcome to the virtual conference! Our team will brief you on what to expect from the online platform and how to make the most of your experience.

🗣️ Speaker



Judith McGeary Executive Director, Farm & Ranch Freedom Alliance & the Council for Healthy Food Systems

8:15am

Paying Farmers for "Ecosystem Services" to the Community

🕒 8:15am - 9:45am, Oct 26

Policy & Special Topics

Regenerative farmers do more than raise food. They provide habitat for wildlife, build healthy soils that sequester carbon, create drought resilience, reduce flooding, and much more. There is a growing discussion on how to pay farmers for the benefits they provide to the community. Join our panelists to explore the economic and social issues around ecosystem service payments, as well as practical issues farmers should consider when looking at these programs.

🗣️ Speakers



Colin Mitchell Sustainable Agriculture Specialist, National Center for Appropriate Technology



John Ikerd Professor Emeritus, University of Missouri



Tina Weldon Owners, TerraPurezza

Meat & Poultry Processing: On-Farm + Working with Inspected Slaughterhouses

🕒 8:15am - 9:45am, Oct 26

Livestock & Crops

Processing animals is one of the major challenges for local meat producers, and this session brings together three speakers to cover a wide range of solutions. For poultry farmers, there are exciting new options for on-farm processing of your birds. That discussion will be followed by a presentation by one of the leading beef processors in our state, talking about how farmers can best work with their processors to

keep things running smoothly and to maximize their profits. The session wraps up with insights from a retired USDA inspector on the legal scope of inspector's authority and how to address issues. Bring your questions!

📣 Speakers



Dustin Dean Dean & Peeler Meatworks



Doug Havemann Chief Farming and Compliance Officer, Mesquite Field Farm



Michael Fisher Educator, Advocate, Consultant, Johns Hopkins University

Online Marketing Platforms

🕒 8:15am - 9:45am, Oct 26

Business, Marketing, & Logistics

COVID-19 accelerated the move towards using online platforms to sell food, even locally. Come hear from 3 different platforms that Texas producers have used (as well as a new one in beta testing), to help you identify which option may work best for your farm or food business.

📣 Speakers



Amy McCann CEO, Local Food Marketplace



Brooks Hitzfield Chief Operating Officer, GrazeCart



Lindsey Shute CEO, Farm Generations



Michelle Burns Farm Account Executive, Barn2Door

9:55am

Changing the Laws: Priorities in Congress & the Texas Legislature for Local Foods

🕒 9:55am - 11:25am, Oct 26

Policy & Special Topics

If we want to change the dominant model of chemical-intensive, monoculture, mass-produced, corporate-

controlled food, we need to change the laws and regulations that govern agriculture and food production! Learn about what is happening in Congress, as well as the outlook for 2021 in the Texas Legislature. Add your voice to help shape the Farm and Ranch Freedom Alliance's legislative priorities, and learn about how you can best advocate for the change we need.

Speaker



Judith McGeary Executive Director, Farm & Ranch Freedom Alliance & the Council for Healthy Food Systems

Growing & Selling Cut Flowers

🕒 9:55am - 11:25am, Oct 26

Livestock & Crops

Flowers not only add beauty and attract pollinators to your farm or garden - they can be a cash crop, too! Join three prestigious Texas flower farmers to discuss the ins and outs of commercial flower production for events, weddings, online sales, wholesale, and other sales avenues. Growers will discuss what production methods work best on their farms and be available to answer your questions about cut flower production from seed-starting to bouquet arrangement.

Speakers



Amanda Vanhoozier Principal Farmer, Bishop Hill Farm Flowers



Rita Anders Owner, Cuts of Color



Georgia Monroe Owner, Basecamp Farms

Financial Resources: From Banks to Grants

🕒 9:55am - 11:25am, Oct 26

Business, Marketing, & Logistics

Access to capital is one of the primary challenges facing small to mid-sized farmers. Private versus public financing; loans versus grants - how do you know what's best for your operation? This presentation brings together experts from several different financial organizations: private lender, Capital Farm Credit, private investor firm, Foodshed Investors, and USDA's Farm Service Agency (FSA) and Natural Resources Conservation Service (NRCS). Representatives will discuss how their lending and grant programs can work to get your farm up and running, or onto the next level. Bring your finance questions!

Speakers



Tim Traister Senior Loan Officer, Capital Farm Credit



Jarred Maxwell Partner, Foodshed Investors



Bertha Venegas State Outreach Specialist, USDA-Natural Resources Conservation Service (NRCS)

11:50am

KEYNOTE: The Intersection of Human Nutrition & Regenerative Agriculture

🕒 11:50am - 12:50pm, Oct 26

"It's not the cow, it's the how." Regenerative agriculture poses immense benefits for the environment, human health, and farmers' economic future. Hear nutritionist, author, and film-maker Diana Rodgers bring together the big picture.

🗣️ Speaker



Diana Rodgers Director/Producer, Sacred Cow

1:05pm

Understanding & Addressing Issues for Farmers of Color

🕒 1:05pm - 2:35pm, Oct 26

Policy & Special Topics

Having a healthy Farming economic system for is essential for the success of our county. There are many small rural towns who are leaving their community because there is not enough opportunity for them at home. It is important that we strengthen our agriculture system that Feed and Fuel our country. Historically US Farm policy and lending institutions have contributed to eliminating many Farms of Color. We need to start having a national conversation on rural farms and policymakers needs to pay special attention on the most vulnerable farmers of Color.

Issue for Farmers of Color

1. Obtaining Credit
2. Broadband Access to Underserved Communities
3. Protect Heir Land
4. Next Generational Farming

🗣️ Speakers



Kimberly Ratcliff Owner, Manager, Caney Creek Ranch, Farm to Freezer Meat Company



Stephen Carpenter Farmers' Legal Action Group, Inc.(FLAG)



Stephen Lucke Gardopia Gardens



Mario Holguin Farm Fresh Program Manager, La Semilla Food Center

Successful Orchard Production

🕒 1:05pm - 2:35pm, Oct 26

Livestock & Crops

Orchards can be a great farm venture, whether alone or integrated into a diversified operation. Texas poses challenges, however! Come learn about varietal selection, planting, and orchard care to maximize your fruit harvest.

🗣️ Speakers



Guy Ames Horticulture Specialist, National Center for Appropriate Technology - ATTRA



Justin Duncan Sustainable Agriculture Specialist, National Center for Appropriate Technology

Solutions for Transportation & Distribution of Local Foods

🕒 1:05pm - 2:35pm, Oct 26

Business, Marketing, & Logistics

The "to" in Farm-to-Fork is often just as challenging as the farming! How to distribute local foods was already a concern before COVID, and the pandemic has highlighted many of the problems with our current systems. This panel will talk about some of the solutions -- what's worked, what's been a challenge, and where to go from here to build a stronger, more resilient local food system.

🗣️ Speakers



Stephanie Scherzer Founder, Farmhouse Delivery



Jeff Bednar Owner, Profound Kitchen



Ellen Waller Operations Manager, Central Texas Farmers Cooperative Association



Caroline Krejci Assistant Professor, University of Texas - Arlington

2:45pm

Exhibitor Spotlight: American National Insurance

🕒 2:45pm - 3:10pm, Oct 26

Policy & Special Topics

This is your chance to meet Exhibitors "face-to-face"! American National Insurance will do a brief presentation followed by live audience Q&A. In the Exhibitor sessions, attendees will interact and ask questions like a face-to-face meeting (rather than through a chat box).

If you have trouble interacting in Whova, please join using the Zoom link below. Passcode = 827113
<https://us02web.zoom.us/j/86885375820?pwd=UEsvZ09VYVYFySmt2a3Z5MFF2aGw0Zz09>

Exhibitor Spotlight: Farmshare Austin

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Livestock & Crops

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<https://us02web.zoom.us/j/81953295327?pwd=RXo4QTJJaFE3N0kwazVWcVI2QlIxdz09>

Exhibitor Spotlight: Freedom Solar

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Business, Marketing, & Logistics

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<https://us02web.zoom.us/j/84411938745?pwd=ajlrcGw5dmFtDdEYWRnNfdGM1B0UT09>

3:15pm

Exhibitor Spotlight: Capital Farm Credit

🕒 3:15pm - 3:40pm, Oct 26

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<https://us02web.zoom.us/j/89753957330?pwd=NkF1RklwZkxxd3NyL05oakE0S1RDZz09>

Exhibitor Spotlight: Farm Service Agency (FSA)

🕒 3:15pm - 3:40pm, Oct 26

Livestock & Crops

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<https://us02web.zoom.us/j/8968168331?pwd=YVJjdjk4azd3dWZEOZDN1hya2hPdZ09>

Exhibitor Spotlight: Eat From Farms

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Business, Marketing, & Logistics

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<https://us02web.zoom.us/j/89818844250?pwd=aFViUnh5ZzRnZytYk3hSd05oazkxdz09>

3:45pm

Exhibitor Spotlight: Friesla

🕒 3:45pm - 4:10pm, Oct 26

Policy & Special Topics

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If you have trouble interacting via Whova, please use the Zoom link below. Passcode = 336265
<https://us02web.zoom.us/j/89707639481?pwd=Z3hCR09tdlVZZ0hqQUx6ZFQyZDVPUT09>

Exhibitor Spotlight: Natural Resources Conservation Service (NRCS)

🕒 3:45pm - 4:10pm, Oct 26

Livestock & Crops

This is your chance to meet Exhibitors "face-to-face"! NRCS will do a brief presentation followed by live audience Q&A. In the Exhibitor sessions, attendees will interact and ask questions like a face-to-face meeting (rather than through a chat box).

If you have trouble interacting via Whova, please use the Zoom link below. Passcode = 604069
<https://us02web.zoom.us/j/88522803873?pwd=dINZRWpSM204V2FrRjBETDU4aHFIQT09>

Exhibitor Spotlight: Central Texas Young Farmers Coalition (CTYFC)

🕒 3:45pm - 4:10pm, Oct 26

Business, Marketing, & Logistics

This is your chance to meet Exhibitors "face-to-face"! CTYFC will do a brief presentation followed by live audience Q&A. In the Exhibitor sessions, attendees will interact and ask questions like a face-to-face meeting (rather than through a chat box).

If you have any trouble interacting via Whova, please use the Zoom link below. Passcode = 693340
<https://us02web.zoom.us/j/86340796769?pwd=MDFIRmj1TXRIMFEvQkVXT3RoNGFyUT09>

4:15pm

Exhibitor Spotlight: FARFA & CHFS

🕒 4:15pm - 4:40pm, Oct 26

Policy & Special Topics

This is your chance to meet Exhibitors "face-to-face"! FARFA & CHFS will do a brief presentation followed by live audience Q&A. In the Exhibitor sessions, attendees will interact and ask questions like a face-to-face meeting (rather than through a chat box).

If you have trouble interacting via Whova, please join using the Zoom link below. Passcode = 587132
<https://us02web.zoom.us/j/88478816127?pwd=ZnjXQ1dqTmhmNFRGT1hOZ0ttMjUwZz09>

Exhibitor Spotlight: HOPE for Small Farm Sustainability

🕒 4:15pm - 4:40pm, Oct 26

Livestock & Crops

This is your chance to meet Exhibitors "face-to-face"! HOPE for SFS will do a brief presentation followed by live audience Q&A. In the Exhibitor sessions, attendees will interact and ask questions like a face-to-face meeting (rather than through a chat box).

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<https://us02web.zoom.us/j/88522803873?pwd=dINZRWpSM204V2FrRjBETDU4aHFIQT09>

Exhibitor Spotlight: Small Producers Initiative (SPI)

🕒 4:15pm - 4:40pm, Oct 26

Business, Marketing, & Logistics

This is your chance to meet Exhibitors "face-to-face"! SPI will do a brief presentation followed by live audience Q&A. In the Exhibitor sessions, attendees will interact and ask questions like a face-to-face meeting (rather than through a chat box).

If you have trouble interacting via Whova, please use the Zoom link below. Passcode = 123863
<https://us02web.zoom.us/j/81822397141?pwd=U0Nmelf5dHZkNUhvNU8zL0puWGRuZz09>

4:45pm

Exhibitor Spotlight: Banner Greenhouses

🕒 4:45pm - 5:10pm, Oct 26

Policy & Special Topics

This is your chance to meet Exhibitors "face-to-face"! Banner Greenhouses will do a brief presentation followed by live audience Q&A. In the Exhibitor sessions, attendees will interact and ask questions like a face-to-face meeting (rather than through a chat box).

If you have trouble interacting via Whova, please join using the Zoom link below. Passcode = 861096
<https://us02web.zoom.us/j/87589929577?pwd=RGt5YUlwclJ1TjFob0pPbUxXMHhSUT09>

Tue, Oct 27, 2020

8:00am

Welcome

🕒 8:00am - 8:15am, Oct 27

Welcome back and refresher on our virtual platform.

🗣️ Speaker



Judith McGeary Executive Director, Farm & Ranch Freedom Alliance & the Council for Healthy Food Systems

8:15am

How Farmers & Local Food Producers Can Work Cooperatively

🕒 8:15am - 9:45am, Oct 27

Policy & Special Topics

Accessing land, buying supplies, raising crops and animals, purchasing equipment, harvesting, marketing, selling, distribution ... a farm-to-fork food system has so many opportunities for small farms to work together. In this session, we will use case studies from Texas and around the country to explore how farmers can cooperate to reduce their workload and increase their success. Annelies Lottmann specializes in helping create successful cooperatives, and will share ideas on a range of options, from formal entities to informal arrangements, that can help your farm and food business engage with others to survive and thrive.

🗣️ Speaker



Annelies Lottman Cooperative Development Specialist, Texas Rural Cooperative Center

Sustainable Vegetable Production ... Even in Texas

🕒 8:15am - 9:45am, Oct 27

Livestock & Crops

The Texas climate provides both wonderful opportunities (such as the year-round growing season) and serious challenges (drought, flood, lots of pests) for vegetable growers. Horticulturalist Steve Diver will be joined by Texas farmer Lorig Hawkins to discuss how to grow healthy crops in our state.

🗣️ Speakers



Steve Diver Farm Superintendent/Horticulture Research Farm, University of Kentucky




Lorig Hawkins Owner/Operator, Middle Ground Farm

Farmers Markets in the Time of COVID & Beyond

🕒 8:15am - 9:45am, Oct 27


Business, Marketing, & Logistics

Join an active discussion among farmers' market managers about how they have navigated COVID-19, what lies ahead, and the policy changes needed to help markets thrive. Market managers will leave with (i) specific strategies and tactics they can use to make their job easier, increase market sales, improve customer & vendor satisfaction, and build a more resilient and powerful farmers market and (ii) input on policy priorities for 2021 legislative session.

 Moderator



Sue Beckwith Founder, Texas Center for Local Food

 Speakers



Veronica Dimas-Rosenbaum Director, Brownsville Wellness Coalition



Nancy Fitch Senior Markets Manager, Pearl Farmers Market



Susie Marshall Executive Director, GROW North Texas



Stacy Finley Market Manager, City of Winnsboro, TX




Amy Gallo Farm Viability Manager, Sustainable Food Center



Judith McGeary Executive Director, Farm & Ranch Freedom Alliance & the Council for Healthy Food Systems


9:55am

Urban Farming: Strategies to Make the Most of Small Acreage

 9:55am - 11:25am, Oct 27

Policy & Special Topics

Small acreages (both within cities and outside) pose both special challenges & special opportunities. Hear from Karen Washington, a national leader in the urban farming movement. She is joined by Tommy Garcia Prats of Finca Tres Robles, Houston's only private farm within the 610 Loop, and Joe Diffie of Joe's Organics, which diverts waste into compost to grow microgreens. Come away with a better understanding of the big picture of urban farming, as well as practical guidance on how to successfully farm on a small acreage.

 Speakers



Tommy Garcia-Prats Co-Founder, General Manager, Finca Tres Robles



Karen Washington Rise & Root Farm



Joe Diffie Owner, Joe's Organics

Grassfed Production, Regenerating Soils, and Consumer Expectations

🕒 9:55am - 11:25am, Oct 27

Livestock & Crops

Grazing cattle is both an end and a means to an end. Grassfed beef is a valuable product for farmers to sell. And the process of raising grassfed beef can regenerate the soil -- or not, depending on how it is done. Come learn about the how's and why's of grazing cattle, as well as understanding how to meet consumer expectations.

🗣️ Speakers



Don Davis Grassfed Livestock Alliance & Grassfed Sustainability Group



Chad Lemke Grassfed Livestock Alliance & Grassfed Sustainability Group

Scaling Up Your Farm or Food Business

🕒 9:55am - 11:25am, Oct 27

Business, Marketing, & Logistics

Increasing your production, whether of livestock or crops, is not as simple as buying more animals or planting more rows. How do you juggle your supply and demand? What to plant or raise? The equipment or other resources you'll need? Join this panel for a discussion of these and other issues they have tackled in growing their farms.

🗣️ Speakers



Shakera Raygoza Terra Preta Farm



Becky Hume Owner, VRDNT Farm



Mark Hutchins Owner/CEO, Rehoboth Ranch, LLC

11:50am

KEYNOTE: Small Farm, Sustainable Ag, and Local Food Priorities in Congress

🕒 11:50am - 12:50pm, Oct 27

Two U.S. Representatives who are themselves regenerative farmers, coming from opposite ends of the political spectrum, have teamed up on several bills to help small-scale farmers and local food consumers. Hear about what they see as the opportunities for our movement in Congress, the major challenges to real change, and how you can best influence your federal elected officials.

🗣️ Speakers



Chellie Pingree U.S. Congress



Thomas Massie Representative from Kentucky, U.S. Congress

1:05pm

The Microbiome: The Real Connection Between Soil and Human Health

🕒 1:05pm - 2:35pm, Oct 27

Policy & Special Topics

Connecting the dots between soil health and human health reveals valuable opportunities for transforming our tables to be more nutritious. We are finding that the secret to health lies in healthy soil and its interconnection to most things on this planet. Our food choices have epic potential to improve human disease and affect climate change. As agricultural producers and consumers, we can shift the tides of how we produce and choose our food for the better. In this presentation, Kara and Elizabeth will give you the dirt on how you can be a change-maker in your own health and community through understanding and applying soil health practices in your operation.

🗣️ Speakers



Kara Kroeger NCAT



Elizabeth Johnson Chef/Owner, Pharm Table

Pastured Poultry: Avoiding the Pitfalls & Expediting Success

🕒 1:05pm - 2:35pm, Oct 27

Livestock & Crops

Pastured eggs and chicken can be raised on small or large acreages, processed on-farm or in a slaughterhouse, and are in high demand by consumers. But they're not easy! Come learn from one of the leading pastured poultry producers in Texas.

- > Two very different creatures: Layers vs. Broilers
- > Managing Poultry through Ratios

> Right-Sizing Your Operation (Profitability Sweet Spot)

Q&A

 Speaker




Nelson Carter Owner, Cartermere Farms

Connecting With Customers Through the Strength of Your Brand

🕒 1:05pm - 2:35pm, Oct 27

Business, Marketing, & Logistics

Farmers and ranchers, how do you convince people to choose your products in a marketplace that has an over-abundance of options? The answer is: it's your brand! But not just your brand **name** or brand **recognition**. Branding is an emotional contact with your customers before it is a transactional contact. Attend this workshop and learn about branding your agricultural products from three experienced, knowledgeable professionals in the specialty food space – and sell more of your great products!

 Speakers



Erin Flynn Co-Creator, Green Gate Farms



Robert Maggiani Sustainable Ag Specialist, NCAT



Alan Lewis VP / Organic Compliance, Natural Grocers



Errol Schweizer

2:45pm

Crop Planning on Excel w/ Becky Hume

🕒 2:45pm - 3:10pm, Oct 27

Policy & Special Topics

Join Becky Hume of VRDNT Farms in Bastrop, TX for an introduction to crop planning with Excel. After managing field plans for a 1,000+ member CSA at Johnson's Backyard Garden in Austin, TX, Becky has become a spreadsheet PRO! You will not want to miss her tips and tricks to get your farm into gear.

If you have trouble interacting via Whova, please use the Zoom link below. Passcode = 022484
<https://us02web.zoom.us/j/86309363706?pwd=QThTOXZEZIE1OEtdWXMrdjJWRkI6QT09>

 Speaker



Becky Hume Owner, VRDNT Farm

Exhibitor Spotlight: Farmshare Austin

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Livestock & Crops

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Exhibitor Spotlight: Capital Farm Credit

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<https://us02web.zoom.us/j/89707639481?pwd=Z3hCR09tdlVZZ0hqQUx6ZFQyZDVPUT09>

Exhibitor Spotlight: Natural Resources Conservation Service (NRCS)

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Livestock & Crops

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<https://us02web.zoom.us/j/88522803873?pwd=dINZRWpSM204V2FrRjBETDU4aHFIQT09>

Exhibitor Spotlight: Central Texas Young Farmers Coalition (CTYFC)

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Exhibitor Spotlight: HOPE for Small Farm Sustainability

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Business, Marketing, & Logistics

This is your chance to meet Exhibitors "face-to-face"! SPI will do a brief presentation followed by live audience Q&A. In the Exhibitor sessions, attendees will interact and ask questions like a face-to-face meeting (rather than through a chat box).

If you have trouble interacting via Whova, please use the Zoom link below. Passcode = 123863
<https://us02web.zoom.us/j/81822397141?pwd=U0Nmelf5dHZkNUhvNU8zL0puWGRuZz09>

4:45pm

Exhibitor Spotlight: FARFA & CHFS

🕒 4:45pm - 5:10pm, Oct 27

Policy & Special Topics

This is your chance to meet Exhibitors "face-to-face"! FARFA & CHFS will do a brief presentation followed by live audience Q&A. In the Exhibitor sessions, attendees will interact and ask questions like a face-to-face meeting (rather than through a chat box).

If you have trouble interacting via Whova, please join using the Zoom link below. Passcode = 587132
<https://us02web.zoom.us/j/88478816127?pwd=ZnjXQ1dqTmhmNFRGT1hOZ0ttMjUwZz09>