

 **SOUTHERN**  
FAMILY FARMERS  
*and* Food Systems  
**CONFERENCE**

August 7-9 | San Marcos, Texas

**2022 CONFERENCE PROGRAM**



# WELCOME TO THE 2022



Supporting Family Farmers  
&  
Protecting a Healthy and Productive Food Supply

Monday Evening Keynote by Reginaldo Haslett-Marroquin

Brought to you by:



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*Want to learn more practices to improve profitability, stewardship, and quality of life?*



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## WELCOME FROM FARFA AND CHFS



Trailers stretch for miles on country roads, as record numbers of ranchers sell their livestock because they can't afford to feed them. Food prices are up 10% in the last year alone, adding to the hikes of 2020-2021, particularly for meat. Meanwhile, large companies like Tyson are setting profits records that go into the pockets of their shareholders and executives.

Why is all of this happening? There's no one answer. Most people point to COVID, the stimulus bills, and the war in Ukraine, on top of the drought cycle, all of which play some role.

Yet those can be properly understood as the fuel poured on a bonfire that's been building for decades. Government policies on antitrust and agriculture since the 1980's set up a system in which most farmers, conventional and sustainable alike, find themselves on the knife's edge of going out of business. The resulting consolidation of our food system allows mega-corporations to set their prices at will – both what they pay farmers and what they charge consumers. Since economic power leads to political power, these mega-corporations also succeeded in developing government regulations and programs that make farmers heavily reliant on chemical agriculture, with inputs heavily reliant on fossil fuels. This chemically intensive system depletes the soil, which means less resilience to extreme climate events. Depleted soils also require more water – water that isn't reliably available due to unsustainable water use and prioritization of unrestricted urban growth over rural survival.

Why do I welcome you to the conference with such an intense opening? Because this is the reality that we face – **and one that we must all work together to change.**

This conference offers the opportunity to learn more about these pressing issues and many more, and also learn how you can help change them on your farm, in your business, and as a consumer. And while each of us can do a lot as individuals, we can do even more as a community working for systemic change. So, this conference is also about building that community and organizing for policy changes. Learn how to be an effective advocate, what is happening at the Texas legislature, and the outlook for the Farm Bill in our Big Picture track and during Tuesday's lunchtime plenary.

Despite all the gloom, I do see reason for hope. For the first time in more than 40 years, senior federal officials are serious about addressing corporate consolidation, so that we can actually have a functioning free market. While many people don't seem to remember the empty grocery store shelves during COVID and just returned to old habits, there are those who do see the connections between those empty shelves then and rising prices now. More farmers are looking for answers on how to improve the health of their soils. Each of these strands is fragile by itself, but can be woven together into a strong rope, just as we seek to weave a resilient web for diversified agricultural and food systems.

So, with that, I welcome you to our 17th annual conference. I look forward to talking with you over the next two days, and even more in the years to come. This conference is, I hope, just the start of an ongoing partnership between us. The Farm and Ranch Freedom Alliance is the leading voice for policy changes that support small farmers and help rebuild local, diversified agricultural systems. Our sister nonprofit, the Council for Healthy Food Systems, is in the midst of two major series of workshops to help farmers learn conservation farming methods and how to profitably sell meat and eggs directly to consumers. And each of the conference attendees brings their own expertise and passions. We have so much on our plates in the coming year! Stay in touch with us after the conference and let us know what resources you need to succeed. And join us in our efforts to build a stronger, more vibrant movement.

Sincerely,

A handwritten signature in black ink that reads "Judith McGeary". The signature is fluid and cursive, with a long, sweeping underline.

Judith McGeary, Executive Director, Farm and Ranch Freedom Alliance/Council for Health Food Systems

## WELCOME FROM THE SMALL PRODUCERS INITIATIVE



Welcome from The Small Producers Initiative to **The 2022 Southern Family Farmers and Food Systems Conference**.

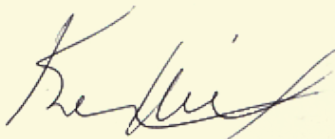
The 21<sup>st</sup> Century is bringing us many trials and tribulations. Climate change in the last 22 years has brought several challenges to Texan Agriculture. Early on, in 2009-2014 we experienced a major drought, quite similar to the 1950's drought of record. Then in February 2021 we had the catastrophic record cold and snow. This year we seem poised to revisit another long-term drought (fingers crossed it's only this year). These events, of course, are compounded by our already highly unreliable weather and random severe hurricanes. This means climate resilience is going to be a major theme in agriculture in the coming decades; how to cope with drought, temperature extremes and excess rain. To add to that fun mix, we have the ongoing supply chain disruption that resulted from COVID, which will resolve, but it has brought economic shifts with it that will ripple for several years and further complicate production from small and midsize farms, impacting your customer base.

The Mission of The Small Producer Initiative (SPI) is to provide assistance with education, training and programming to enable small and mid-sized producers to weather these trials. Further, SPI's goals are to enable farmers to be economically successful, provide for their families, their futures and their community, regardless of product, technical approach or production method. SPI is particularly interested in research and extension activities for regenerative agricultural practices, though its agenda is simple; provide extension, research and outreach services to small and mid-sized producers of any agricultural product. We are lucky to have a huge community of small and mid-sized family farmers and ranchers that invigorate our food systems and local economies. Further, we are fortunate to have advocates that work with state policy makers on the behalf of producers who lack the voice of large consolidated producers and producer organizations.

A note regarding our funding: SPI is currently funded through several USDA grants, most recently are the USDA 2501, "SPI-Agricultural Mentoring Program" (SPI-AMP) and an NRCS Cooperative Agreement, "The Small Producer Initiative's Cover Cropping Research on Regenerative Soil Solutions, Education, Extension and Demonstration" (SPI-RReSSEED). In addition to these most recent awards, we also have received USDA funds to equip our "Soil, Plant and Animal Research Continuum (SPARC) Laboratory. The SPARC Lab is intended to provide fee-based soil, and plant and animal tissue testing services; hopefully starting late 2022. Stay tuned.

It is our hope for you to be successful, to develop your farm and grow it to the scale you dream of, provide for your families and community the food you are proud of, and to successfully pass your operation down to the next generation when that time comes. And, mostly we hope **The Southern Family Farmers and Food Systems Conference** provides you with information to reach your goals.

Sincerely,



Ken Mix, Ph.D., Texas State University

Whether we and our politicians  
know it or not,  
**Nature**  
is party to all our  
deals and decisions,  
and she has  
more votes,  
a longer memory,  
and a  
sterner sense of justice  
than we do.

Wendell Berry

The Seed Project Foundation funds educational, agricultural,  
and community initiatives that support sustainability.

Learn more about our work and how you can get involved at  
[www.spftx.org](http://www.spftx.org)



# FINDING YOUR WAY AROUND

- All three days' events at Texas State University take place in the LBJ Student Center.
- The welcome, lunches, & Monday keynote/dinner are in the Grand Ballroom.
- Exhibitors, the Silent Auction, and the coffee, tea, and refreshments are located in the LBJ Ballroom.
- Most sessions are located on the 3rd Floor, with a few taking place on the 4th Floor in the Teaching Theater.

## 3RD FLOOR





## PRE-CONFERENCE WORKSHOPS SCHEDULE

Day	Time & Location	Workshop
Saturday August 6th & Sunday August 7th	9:00AM-5:00pm Nixon City Hall Conference Center in Nixon, Texas.	<i>Profiting From Pastured Animals</i> The Council for Healthy Food Systems presents this workshop to help farmers develop business and marketing skills to sell meat, poultry, and eggs direct-to-consumers. Taught by FARFA/CHFS Executive Director <b>Judith McGeary</b> and owner of Mesquite Field Farm <b>Doug Havemann</b> .
Sunday, August 7th Only	1:00pm-5:00pm LBJ Student Center, Texas State University	<i>Wholesale Readiness</i> Are your farmers' markets disappointing you with too many vendors and not enough customers? Are you tired of all the hassle of CSA customer management? Are you thinking about whether cultivating some wholesale accounts might be part of a new solution? Let's talk about all the considerations of doing business with wholesale customers including: Crop Costing (so you grow more crops that make money, not lose money!), what tools, equipment and infrastructure might be useful or necessary, and other scaling up considerations. Farm consultant, writer, and teacher <b>Ellen Polishuk</b> will give you the ins and outs of assessing whether new wholesale markets are a good fit for your business.  This workshop will be followed by an hour of "speed-networking" between wholesale-ready growers and distributors interested in purchasing local foods. The day caps off with a Farmer/Wholesaler Happy Hour; cash bar 6-7 p.m.
	5:00pm-6:00pm LBJ Student Center, Texas State University	<i>Buyer-Grower Speed Networking</i> Are you serious and ready to take the next step into wholesale? This session provides an opportunity for growers and buyers to meet face-to-face, get to know each other, and hopefully make a lasting business connection. The speed networking event is designed for producers who are ready to access wholesale market channels. In order to ensure a balanced group, this session has limited seats. After you register, you will be contacted to confirm that this is the right fit for you.
	6:00pm-7:00pm LBJ Student Center, Texas State University	<i>Buyer-Grower Happy Hour</i> Bump elbows with some of the largest local food buyers in The South! This is a great event for producers of all size, whether you're currently selling wholesale or thinking about it down the line.

A special thanks to Sustainable Food Center for sponsoring the Wholesale Readiness Workshop as well as the two networking opportunities for buyers and growers.

# MONDAY, AUGUST 8TH

Tracks & Locations	The Big Picture Grand Ballroom	Niche LBJ 3-14.1	Crops LBJ 3-5.1	Livestock LBJ 4-16.1 (Teaching Theater)	Business, Finance & Marketing LBJ 3-9.1	Research LBJ 3-13.1	Consult Room 1 LBJ 3-6.1	Consult Room 2 LBJ 3-7.1	Exhibit Hall LBJ Ballroom	
7:30-8:15	Registration - mezzanine area									
8:15-8:30	Announcements - Grand Ballroom									
8:30 - 10:00	<b>From Soil Test to Grave: Farmland Access, Ownership, Easements, and Estate Planning.</b> L.D. Thomas, Francine Miller & Krisztian Varsa	<b>Herb &amp; Flower Production:</b> Kay Bell & Brent Heironimus	<b>Soil Health:</b> Ken Mix	<b>Success with Small Ruminants:</b> Christine Martin	<b>Pricing to Ensure Profitability:</b> Jarred Maxwell & Felicia Bell	<b>1) Needs &amp; Barriers of Beginning Farmers in Central TX:</b> Michelle Akindiya & Marianna Espinoza				
10:00 - 10:45	Break									
10:45 - 11:45	<b>Texas Legislative Session Outlook &amp; Priorities:</b> Judith McGeary	<b>Rainwater Harvesting &amp; On-Farm Use:</b> Billy Kniffen	<b>Fruit Trees for Texas:</b> Jim Kamas	<b>Profitable Pastured Pork During Inflation &amp; Drought:</b> Pork Rhyne	<b>Farmers' Market Tips &amp; Tricks:</b> Michelle Akindiya	<b>1) Profitability of Beef &amp; Dairy Grazing Systems:</b> Ashley Lovell <b>2) Impact of COVID-19 on Feeder Cattle Prices in Northeast TX:</b> Kelley Smith <b>3)TX Farmers' Knowledge &amp; Attitudes towards Cover Crops:</b> Pratheesh Omana Sudhakan	<b>Land Access:</b> L.D. Thomas, J.D.	<b>Greenhouses, flower production and more:</b> Brent Heironimus	Exhibit Hall open in the LBJ Ballroom 7:30 am - 6 pm. Silent Auction benefitting FARFA. Coffee, tea & light refreshments available.	
11:45 - 1:00	Lunch - Grand Ballroom									
1:00 - 2:30	<b>Regenerative Renegades Screening &amp; Panel Discussion:</b> Justin Halstead, Wayne Knight & Kimberly Ratcliff	<b>Grants for Producers &amp; Organizations:</b> Ken Mix, Kat Neilson & Manuel Piña, Jr.	<b>Packing &amp; Grading Vegetables:</b> Lorig Hawkins & Minh Nguyen	<b>Managing Cattle through the Tough Times:</b> Jose "Pepe" Martinez	<b>Increasing Farm Viability through Agritourism:</b> Meg Neubauer & Felicia Bell	<b>1) Effects of Food Retail Interventions:</b> Danhong Chen <b>2) Labeling Preferences for Local Fresh Produce:</b> Vanessa Shonkwiler <b>3) Orchard Rehabilitation:</b> Lacy Mount	<b>Livestock Marketing:</b> Pork Rhyne	<b>How to Develop a Direct, Profitable Email Relationship With Customers:</b> Patrick Pitman		
2:30 - 3:15	Break									
3:15 - 4:45	<b>Who Gets Water in Texas, Now and in the Future?</b> Robert Mace, Lauren Ice & Milan Michalec	<b>Value-Added: Cottage Foods &amp; Beyond:</b> Judith McGeary & Jasmione Matthews	<b>You Can't Spell GAPS without Birds, Bees, and Biodiversity:</b> Kristin Woods & Billy Mitchell	<b>Meat Processing - From Brick &amp; Mortar to Mobile:</b> Justin Trammel & Tabitha Carroll & Jim Loos	<b>Using Social Media to Market Your Farm:</b> Ivy Walls	<b>1) Comparative Study on Mycorrhizal Fungi:</b> Kailyse Besse <b>2) Student Perceptions of Sustainable Ag:</b> Stanley Kelley <b>3) Grad Student Opinions on Sustainable Ag:</b> Marcy Beverly	<b>Land Access, Conservation Easement, and the Working Farms Fund.</b> Krisztian Varsa	<b>Cattle Production.</b> Jose "Pepe" Martinez		
4:45 - 5:00	Break									
5:00 - 6:00	Social Hour in Exhibit Hall & FARFA Member Meeting (LBJ 3-3.1)									
6:00 - 8:00	Banquet Dinner & Keynote: <b>The Foundation and Future of Regenerative Agriculture:</b> Reginaldo Haslett-Marroquin, Grand Ballroom									

Consult Rooms allow you to meet with speakers in a small group setting to talk more specifically about your operation or situation, as well as to hear about others' experiences and learn from each others' questions. You can also make an appointment for the FSA & NRCS Working Session by visiting their booth or attend their Tuesday talk to schedule a time to meet.

# TUESDAY, AUGUST 9TH

Tracks & Locations	The Big Picture Grand Ballroom	Start-Up & Homesteading LBJ 3-14.1	Crops LBJ 3-5.1	Livestock LBJ 4-16.1 (Teaching Theater)	Business, Finance & Marketing LBJ 3-9.1	Technology LBJ 3-13.1	Consult Room 1 LBJ 3-6.1	Consult Room 2 LBJ 3-7.1	Consult Room 3 LBJ 3-3.1	Exhibit Hall LBJ Ballroom	
7:30-8:15	Registration - Mezzanine Area										
8:15-8:30	Announcements										
8:30 - 10:00	<b>Ahead of the Curve - Climate Resilience in Agriculture:</b> Patty Lovera, Alan Lewis, Kimberly Ratcliff & Wayne Knight	<b>Basics of Beekeeping:</b> Tara Chapman	<b>No-Till Market Gardening:</b> Sarah & Sylvain Claveires	<b>Regenerative Poultry Production I:</b> Reginaldo Haslett-Marroquin	<b>Permitting &amp; Regulatory Compliance for Farmers &amp; Food Producers:</b> Judith McGearry	<b>Low-Tech to High-Tech Hoops &amp; Greenhouses:</b> Zach Halfin, Ben Roberts & Meghan Roberts	<b>Pricing &amp; Profit Analysis:</b> Jarred Maxwell	<b>Vegetable Production:</b> Diana Padilla			
10:00 - 10:45	Break										
10:45 - 11:45	<b>Rebuilding Indigenous Food Systems:</b> Lucille Contreras & Britni Beck	<b>Permaculture Gardening &amp; Landscape Design:</b> Taelor Monroe	<b>Regenerative Ag with Row Crops:</b> Kyle Bingham	<b>Regenerative Poultry Production II:</b> Reginaldo Haslett-Marroquin	<b>Getting Started with USDA:</b> Joshua Coleman & Floyd Nauls	<b>Co-ops: A tool for farmer power and farm success</b> Blanca Delgado	<b>Beekeeping:</b> Tara Chapman	<b>Mobile Meat Processing:</b> Tabitha Carroll & Jim Loos			
11:45 - 1:15	Lunch & Plenary: Making Systemic Change Through Policy: Patty Lovera & Ayesha Ali - Grand Ballroom										
1:15 - 2:45	<b>How to Influence Policies Affecting Small Farmers:</b> Patty Lovera, Carolina Mueller & Shakera Raygoza	<b>From Homesteading to Micro-Farming &amp; Beyond:</b> Diana Padilla	<b>Crop Planning for the Hot &amp; Humid South:</b> Becky Hume	<b>From Calf or Egg to Plate - Vertical Integration for Small Producers:</b> Stephanie Martinez & David Hale	<b>Starting, Running, and Scaling Your Business:</b> Ora Chisom	<b>Setting Up Farm &amp; Ranch Irrigation Systems:</b> David Kraemer	<b>Permaculture Design:</b> Taelor Monroe	FSA Working Session	NRCS Working Session	Exhibit Hall open in the LBJ Ballroom 7:30 am - 6 pm. Silent Auction benefitting FARFA. Coffee, tea & light refreshments available.	
2:45 - 3:00	Break										
3:00 - 4:30	<b>Working for an Equitable &amp; Sustainable Food System:</b> Carolina Mueller, Deydra Steans & Noah Rattler	<b>Small-Scale, Diversified Farm Start-Up:</b> Ben & Meghan Roberts	<b>Cover Crops for South &amp; Central Texas:</b> Lee Albee	<b>Predator Protection - LGDs and More:</b> Brad Roeder & Brent Heironimus	<b>Financial Resources Beyond USDA:</b> Tim Traister & Jarred Maxwell	<b>Mushroom Production:</b> E. Ray Gard	<b>Cooperatives:</b> Blanca Delgado	FSA Working Session	NRCS Working Session		
4:45 - 5:00	Closing Remarks - Grand Ballroom										

Consult Rooms allow you to meet with speakers in a small group setting to talk more specifically about your operation or situation, as well as to hear about others' experiences and learn from each others' questions. You can also make an appointment for the FSA & NRCS Working Session by visiting their booth or attend their Tuesday talk to schedule a time to meet.

# MONDAY SESSION DESCRIPTIONS

8:15 - 8:30 AM

Grand Ballroom- *Welcome & Announcements*

8:30 - 10:00 AM

## Big Picture

Grand Ballroom

*From Soil Test to Grave: Farmland Access, Ownership, Easements, and Estate Planning.* Join us for a wide-ranging discussion to help address the many challenges in land access. LD Thomas will discuss key legal issues in accessing land, including what needs to be addressed in purchasing land, as well as estate planning tools and techniques for protecting the family legacy. Fran Miller will discuss the model of community land trusts holding agricultural land (with entities such as the White River Land Collaborative, for example) as an approach to make agricultural land more accessible and viable. Krsiztian Varsa of the Working Farms Fund will discuss the role that conservation easements can play in accessing and keeping land – both the benefits and the things people should look for. **L.D. Thomas, Francine Miller & Krsiztian Varsa**

## Niche

LBJ 3-14.1

*Herb & Flower Production.* Herbs and flowers are high-value crops that can also bring a warm touch to your landscape, medicine cabinet, and kitchens. You'll hear from two farmers in this session: one discussing herbs that perform well in Texas and how to process them for medicinal and culinary uses, and another who grows herbs and flowers as an addition to their produce and egg operation in the upper Gulf coast. Walk away with an understanding of what these specialty crops need to grow, from seed to sale and everything in between. **Kay Bell & Brent Heironimus**

## Crops

LBJ 3-5.1

*Soil Health.* Typical tillage and grazing management have caused most soils in use to degrade. Properly managed, soils can increase drought resilience, reduce fertilizer costs, increase yields, and improve pasture grasses. Cover cropping or planted forages can accelerate the recovery of typical soils to a condition that is far more regenerative. In this session, learn from TXST Associate Professor of Crops & Soil Science Dr. Ken Mix what you can do to improve your soil health. **Ken Mix**

## Livestock

LBJ 4.16.1  
Teaching Theater

*Success with Small Ruminants.* Small ruminants deserve special mention. They are less immune to common parasites than other livestock and have different grazing behaviors. Learn how you can use holistic planned grazing to keep your sheep and goats healthy and resilient in times of drought and other challenges. **Christine Martin**

## Finance/Business

LBJ 3-9.1

*Pricing to Ensure Profitability.* The simplest way to ensure your product is profitable is to first understand costs going into it. In this session, learn what costs you need to consider, methods for tracking them, and ultimately how to set your prices. If you know your costs and price for a specific product, it may be helpful to bring them along and do a practice run. If you don't, then this is the perfect session for you to dig deeper into your business and learn what might (or might not) be making you money. **Jarred Maxwell & Felicia Bell**

## Research

LBJ 3-13.1

*Needs & Barriers of Beginning Farmers in Central Texas.* To lay the groundwork for a more robust and equitable farmer training support system shaped and grounded by the needs of beginning farmers and ranchers, Farmshare Austin, in partnership with the UT Dell Medical School Center for Community-Driven Initiatives, conducted a series of surveys, focus groups and interviews with beginning farmers and ranchers with 1 - 5 years of experience. These conversations help us to deeply understand what goals, training and resource needs new farmers and ranchers have as they progress in their farming journey. **Michelle Akindiya & Marianna Espinoza**

## 10:45 - 11:45 AM

### Big Picture

Grand Ballroom

***Texas Legislative Session Outlook & Priorities.*** The work to pass good bills and kill bad ones starts long before the Texas Legislature convenes in January 2023! FARFA's Executive Director, Judith McGeary, will discuss the outlook for next year's session, both generally and for sustainable farmers and local foods specifically. She'll share what FARFA is already working on – and invite input on what *you* want to see happen. Come prepared with your questions, ideas, and energy to make change in our state! **Judith McGeary**

### Niche

LBJ 3-14.1

***Rainwater Harvesting & On-Farm Use.*** Rainwater is a valuable resource and can be exceptionally useful around the farm. Learn the basics of capturing rainwater and techniques for using it for livestock, poultry, fruit, vegetables, and in-home use. The speaker, who uses rainwater as their sole water source, will discuss gravity drip irrigation, gravity pressure for livestock and poultry, under pump pressure for irrigation, and mist systems. **Billy Kniffen**

### Crops

LBJ 3-5.1

***Fruit Trees for Texas.*** Peaches, pears, pomegranates, persimmons – can you grow them all? Learn from Texas fruit grower and production specialist Dr. Jim Kamas of AgriLife Extension the types of fruit trees best suited for the Texas climate, and considerations for choosing the right fruit trees for your land. **Jim Kamas**

### Livestock

LBJ 4.16.1

Teaching Theater

***Profitable Pastured Pork During Inflation & Drought.*** Concerned about how to get started or continue with pigs in spite of increasing feed prices and drier weather? This session will open the floor to all your pig farming concerns and give practical solutions within your context. Topics to discuss will include breed/color selection, water management, feed options, marketing strategies, and more. **Pork Rhyne**

### Finance/Business

LBJ 3-9.1

***Farmers' Market Tips & Tricks.*** Learn how to make the most of your time at the Farmers' Market. We'll discuss how to create an engaging display to entice traffic to your booth and boost sales, choosing products, and setting prices. Bring your questions, problems, and solutions to discuss! **Michelle Akindiya**

### Research

LBJ 3-13.1

***Profitability of Beef & Dairy Grazing Systems*** by **Dr. Ashley Lovell**, Tarleton State University, ***Impact of COVID-19 on Feeder Cattle Prices in Northeast TX*** by **Kelley Smith**, Texas A&M University – Commerce  
***Texas Farmers' Knowledge and Attitudes towards Cover Crops*** by **Dr. Pratheesh Omana Sudhakaran**, Texas State University.

### Consult Room 1

LBJ 3-6.1

***Legal Issues for Accessing Land and Passing it On.*** L.D. Thomas, J.D.

### Consult Room 2

LBJ 3-7.1

***Greenhouses, Flower Production, and More.*** Brent Heironimus.

## 1:00 - 2:30 PM

### Big Picture

Grand Ballroom

*Regenerative Renegades Screening & Panel Discussion.* This 30-minute short film takes a deep dive into grassfed beef production. After screening the documentary, the panel and attendees will discuss soil, community vitality, food sovereignty, public health, the logistics of finishing, harvesting, processing, and how Thousand Hills and others have successfully partnered with key retailers. **Justin Halstead, Wayne Knight, Kimberly Ratcliff**

### Niche

LBJ 3-14.1

*Grants for Producers & Organizations.* Have you considered writing a grant for your farm business or organization, but then felt overwhelmed by the application process? In this session, you'll hear from several professionals who write, manage, review, and evaluate grant proposals in agriculture and beyond. The panel will provide an overview of a few programs you can consider as either an independent producer or a nonprofit organization, how and where to search for grants, and what works (and doesn't work) well for grant projects. **Ken Mix, Kat Neilson & Manuel Piña, Jr.**

### Crops

LBJ 3-5.1

*Packing & Grading Vegetables.* For small farmers, quality is key to standing out and building your customer base, and growing the product is only step one in the journey from farm to plate. Packing, grading, and quality control are important skills for any farmer, particularly those wanting to sell to restaurants, grocery stores, or wholesale distributors. In this session, you'll hear from a Texas vegetable farmer on best practices and steps to ensure you're providing the best quality produce you can, and from a wholesale representative on what they look for when bringing on a new farm business. **Lorig Hawkins & Minh Nguyen**

### Livestock

LBJ 4.16.1  
Teaching Theater

*Managing Cattle through the Tough Times.* Drought, flood, freezes, weeks of temperatures over 100 degrees – how can you raise and manage your cattle to develop resiliency through the most unpredictable Texas weather? Hear from a producer and grazing lands specialist what you can do to prepare for the tough times while prioritizing soil health and sustainability. **Jose "Pepe" Martinez**

### Finance/ Business

LBJ 3-9.1

*Increasing Farm Viability through Agritourism.* Agritourism can be a great strategy to educate consumers and bring in extra revenue, but what does it take to do it well? Hear from Felicia Bell, NCAT Gulf States Regional Director, about practical considerations for your farm and how agritourism can impact your bottom line. You'll also hear a success story from Meg Neubauer about her pick-your-own operation, which has increased their farm's profit four-fold and substantially reduced their workload. **Meg Neubauer & Felicia Bell.**

### Research

LBJ 3-13.1

*Effects of Food Retail Interventions* by **Dr. Danhong Chen**, Sam Houston State University, *Labeling Preferences for Local Fresh Produce* by **Dr. Vanessa Shonkwiler**, University of Georgia *Orchard Rehabilitation* by **Lacey Mount**, Plant Diagnostics Services LLC.

### Consult Room 1

LBJ 3-6.1

*Livestock Marketing.* **Pork Rhyne.**

### Consult Room 2

LBJ 3-7.1

*How to Develop a Direct, Profitable Email Relationship With Customers.* Ask ecommerce veteran **Patrick Pitman** of ebusinesspros.com any question about collecting and using email to grow your business.

## 3:15 - 4:45 PM

### Big Picture

Grand Ballroom

*Who Gets Water in Texas, Now and In the Future?* Robert Mace, one of the top experts in groundwater in Texas, will discuss the current state of use and the future outlook for this vital resource. Milan Michalec, a Groundwater Conservation District Board member, will share how landowners and concerned citizens can impact the future in their communities. The conversation then shifts to surface waters, with Lauren Ice explaining how rural communities can help protect surface water flows and surface water quality in the face of rapid development. **Robert Mace, Lauren Ice & Milan Michalec.**

### Niche

LBJ 3-14.1

*Value-Added: Cottage Foods & Beyond.* If you're interested in creating value-added products from your farm or starting up a value-added business, this is the session for you. Hear the startup story and lessons learned from a farm-to-table chef who creates and manufactures innovative value-added foods. You'll also learn from FARFA's executive director what you need to know to navigate cottage food rules and regulations. **Judith McGeary & Jasmione Matthews.**

### Crops

LBJ 3-5.1

*You Can't Spell GAPS without Birds, Bees, and Biodiversity.* Learn about recent research around ecosystem services' link to food safety, with emphasis on how vegetative buffers around a growing area can protect the growing area from runoff, protect water supplies, and provide habitat for pollinators and beneficial bird species. As part of the presentation, presenters will conduct a tabletop demonstration showing how soil covered with vegetation reduces runoff and protects water supplies. **Kristin Woods & Billy Mitchell**

### Livestock

LBJ 4.16.1  
Teaching Theater

*Meat Processing - From Brick & Mortar to Mobile.* The past few years have highlighted big issues for meat packing and processing. In this session, hear from producers who are advancing creative solutions to meat processing, increasing local and community control through both state-inspected micro facilities and mobile processing units. Learn how meat processing is tied to your success as a direct marketer of animal products and how you can continue to move the needle on this important issue. **Justin Trammel, Tabitha Carrol & Jim Loos**

### Finance/ Business

LBJ 3-9.1

*Using Social Media to Market Your Farm.* Social media is a powerful tool to market your farm business, but it's not always clear which platforms to choose, what to post, and how to make the most of the business and analytical tools available to you. Learn from Ivy Walls, a farmer expertly using social media, including Facebook and Instagram, how you can Empower, Engage, and Entertain. You can grow your business, create meaningful content, personalize your story, and have fun while you're doing it. **Ivy Walls**

### Research

LBJ 3-13.1

*A Comparative Study on Mycorrhizal Fungi* by **Kailyse Besse**, Texas State University, *Student Perceptions of Sustainable Agriculture* by **Dr. Stanley Kelley**, Sam Houston State University  
*Graduate Student Opinions on Sustainable Agriculture* by **Dr. Marcy Beverly**, Sam Houston State University.

### Consult Room 1

LBJ 3-6.1

*Land Access, Conservation Easement, and the Working Farms Fund.* **Krisztian Varsa**

### Consult Room 2

LBJ 3-7.1

*Cattle Production.* **Jose "Pepe" Martinez**

## 5:00 - 6:00 PM

LBJ 3-3.1

*FARFA & CHFS Member Meeting.* (For current & prospective members.)

Exhibit Hall

*Social Hour*

## 6:00 - 8:00 PM

### Banquet Dinner and Keynote

Grand Ballroom

*The Foundation and Future of Regenerative Agriculture.* Regenerative agriculture is more than a selection of practices to build soil and protect ecosystems. Regenerative agriculture is a value system and a method for designing resilient and equitable agricultural systems. In his keynote, farmer, author, and movement builder Reginaldo Haslett-Marroquin digs into our current food system, drawing on his indigenous roots, and exploring how we can develop scalable models for regenerative agriculture throughout the world. He challenges us to reflect on our place in nature so we can begin to create the future we want to see. **Reginaldo Haslett-Marroquin**

## TUESDAY SESSION DESCRIPTIONS

### 8:15 - 8:30 AM

Grand Ballroom- *Welcome & Announcements*

### 8:30 - 10:00 AM

#### Big Picture

Grand Ballroom

*Ahead of the Curve - Climate Resilience in Agriculture.* The intersection of agriculture and climate resilience is vital for farmers and for our entire society. Producers, a wholesale buyer, and a DC lobbyist discuss how regenerative agriculture can help reduce climate change and help farmers to survive its impact, what is working and what is standing in the way, and how we can move it forward more effectively. **Patty Lovera, Alan Lewis, Kimberly Ratcliff, Wayne Knight**

#### Start-up/ Homestead

LBJ 3-14.1

*Basics of Beekeeping.* Beekeeping is a fast growing, popular backyard, homesteading and agribusiness enterprise. The engaged ecological experience with beekeeping brings countless hours of joy to beginning and experienced beekeepers, not to mention the pleasure of harvesting your own honey. Tara Chapman brings her expertise and experience in starting and maintaining hives, including sourcing materials and supplies. **Tara Chapman**

#### Crops

LBJ 3-5.1

*No-Till Market Gardening.* Market gardeners utilize small pieces of land to grow a big assortment of vegetables, fruits, herbs, flowers, or other products for market, generally with biointensive and regenerative principles at the helm. In this session, you'll learn the basics of no-till market gardening including bed prep, planting and harvesting techniques, composting, and crop maintenance from farmers Sarah & Sylvain Claveires. Bring your questions and be amazed at what you can do on just one acre! **Sarah & Sylvain Claveires**

#### Livestock

LBJ 4.16.1  
Teaching Theater

*Regenerative Poultry Production I.* In this 2-part session, get an in-depth look at Poultry-Centered Regenerative Agriculture design developed by Reginaldo Haslett-Marroquin. The system utilizes a coop and paddock system under a perennial canopy. Learn why and how this system caters to the animals while improving environmental and soil quality. Reginaldo will summarize the keys to success, from day-old chicks through harvest, the fundamental practices to reduce mortality, increase animal welfare, animal health, and a consolidated list of key management strategies that make this system highly competitive. The double session includes an overview of finances and how to build systems starting with the production unit (the smallest system component), to the farm-level operation, to the regional system-level design to achieve critical scale needed to integrate and aggregate up to 14 enterprise sectors that make the system viable and regenerative. **Reginaldo Haslett-Marroquin**

#### Finance/ Business

LBJ 3-9.1

*Permitting & Regulatory Compliance for Farmers & Food Producers.* Are you trying to figure out what permits you need and what you need to do to stay legal? Whether you are selling produce, eggs, meat, or value-added, the regulatory maze can give you a headache! Join FARFA's Executive Director as she explains what you need to do – and how to push back when you hit barriers from government agencies. **Judith McGearry**



Tech

LBJ 3-13.1

*Low-Tech to High-Tech Hoops & Greenhouses.* Low tunnels, hoophouses, and greenhouses can extend your production from nursery to harvest. In this session, hear from producers and a professional grower the different options you have available for your farm operation and considerations for how to make the most of this valuable space. From a simple low tunnel with shade cloth to a full-scale automated greenhouse, hoops are invaluable for keeping your plants happy in even the most unpredictable Texas weather. **Zach Halfin, Ben Roberts & Meghan Roberts**

Consult Room 1

LBJ 3-6.1

*Pricing & Profit Analysis.* Jarred Maxwell

Consult Room 2

LBJ 3-7.1

*Vegetable Production.* Diana Padilla

## 10:45 - 11:45 AM

Big Picture

Grand Ballroom

*Rebuilding Indigenous Food Systems.* Lucille Contreras will discuss the repatriation of Texas indigenous lands through the Texas Tribal Buffalo Project. The Project seeks to promote health and vitality to the land and to the people by reconnecting with buffalo, physically, culturally, and more. Britni Beck of the Intertribal Agriculture Council will discuss the IAC's work on behalf of individual Indian producers and Tribal enterprises to protect the land-based agricultural resources vital to Tribal welfare, and restore the harmonies of man, soil, water, air, vegetation, and wildlife that collectively make up the American Indian agriculture community. **Lucille Contreras & Britni Beck**

Start-up/ Homestead

LBJ 3-14.1

*Permaculture Gardening & Landscape Design.* Permaculture is a landscape design system that works with nature and seeks to create closed loop systems. Learn from a permaculture designer how you can create a garden with permaculture strategies, including companion planting and plant guilds that work together for a productive edible landscape. **Taelor Monroe**

Crops

LBJ 3-5.1

*Regenerative Ag with Row Crops.* What opportunities do you have to use row crops to scale-up your operation? In this session, learn from a certified organic hemp producer what it takes to grow profitable commodity crops on larger acreage while maintaining organic and/or regenerative practices. **Kyle Bingham**

Livestock

LBJ 4.16.1  
Teaching Theater

*Regenerative Poultry Production II.* In this 2-part session, get an in-depth look at Poultry-Centered Regenerative Agriculture design developed by Reginaldo Haslett-Marroquin. The system utilizes a coop and paddock system under a perennial canopy. Learn why and how this system caters to the animals while improving environmental and soil quality. Reginaldo will summarize the keys to success, from day-old chicks through harvest, the fundamental practices to reduce mortality, increase animal welfare, animal health, and a consolidated list of key management strategies that make this system highly competitive. The double session includes an overview of finances and how to build systems starting with the production unit (the smallest system component), to the farm-level operation, to the regional system-level design to achieve critical scale needed to integrate and aggregate up to 14 enterprise sectors that make the system viable and regenerative. **Reginaldo Haslett-Marroquin**

Finance/ Business

LBJ 3-9.1

*Getting Started with USDA.* In this session, you'll hear from representatives of the Farm Service Agency (FSA) and Natural Resources Conservation Service (NRCS), who have a plethora of programs for farmers and ranchers. You will learn the basics of getting started with USDA and about several loan programs you can use to access land, equipment, operating supplies, and other needs for your farm or ranch. From NRCS, you'll hear about a number of their conservation programs, including the popular EQIP, which can help you implement regenerative practices on your land. **Joshua Coleman & Floyd Nauls**

Tech  
LBJ 3-13.1

*Co-ops: A Tool for Farmer Power and Farm Success.* You don't have to farm (all) alone! In this session, we'll discuss the benefits of farmer cooperatives for small-to-midsize farms. Learn how to create new sales opportunities for yourself and your fellow farmers. Keep control of your farm AND build a powerful new farmer-owned business where you have a say in strategy and key decisions. Access services and farm inputs at lower prices by combining your purchasing power. Build a relationship with co-op experts who will help you create a successful new business. **Blanca Delgado**

Consult  
Room 1  
LBJ 3-6.1

*Beekeeping.* Tara Chapman

Consult  
Room 2  
LBJ 3-7.1

*Mobile Meat Processing.* Justin Trammel, Tabitha Carroll & Jim Loos

## 11:45 - 1:15 PM

Lunch &  
Plenary  
Grand  
Ballroom

*Making Systemic Change Through Policy.* We need to make systemic change through policy to achieve the future we want to see. And while there are many challenges, this moment in time offers opportunities as well. The new focus on antitrust, while still in the early stages, could bring significant changes through reining in corporate consolidation and abuses. At the same time, coalitions such as Regenerate America are looking to next year's Farm Bill as an avenue for the changes to support farmers in moving regenerative agriculture from the fringes to the mainstream. Discussion led by **Patty Lovera** and **Ayesha Ali**.

## 1:15 - 2:45 PM

Big Picture  
Grand  
Ballroom

*How to Influence Policies Affecting Small Farmers.* Changing the system takes work! Who do you talk with? What do you tell them? And how can you be effective in helping to change our system to support small farmers and a resilient food system? This panel includes an inside-the-Beltway lobbyist, a young farmer advocate, and a farmer just like you who testified to Congress. **Patty Lovera, Carolina Mueller, & Shakeria Raygoza**

Start-up/  
Homestead  
LBJ 3-14.1

*From Homesteading to Micro-Farming & Beyond.* Are you an avid gardener and wonder what it would take to move into small-scale farming (or even more)? In this session, hear from a grower and farmer educator how they built their garden into a reputable organic farm. You'll learn how to design a garden with all the right pieces in place to expand production, and just what it takes to start a micro- or small-scale farming enterprise from the ground up. **Diana Padilla**

Crops  
LBJ 3-5.1

*Crop Planning for the Hot & Humid South.* Growing crops in the South is challenging. Oftentimes, seed and production information are coming from farms in completely different climates. By choosing varieties that are better adapted to heat and humidity, more disease-resistant, and from reputable sources, you're setting yourself up for greater success. In this session, learn about vegetable and herb varieties that perform well in the South, and tips on how to integrate those varieties into a crop plan to help you grow from season to season, year to year. **Becky Hume**

Livestock  
LBJ 4.16.1  
Teaching  
Theater

*From Calf or Egg to Plate - Vertical Integration for Small Producers.* What does vertical integration look like on-farm scale? In this session, hear from two producers who have vertically integrated their beef and poultry businesses. Stephanie Martinez will show a short video and share her family's story about their necessity to adopt a vertically integrated business model, and David Hale will discuss his family's integrated brooder, incubator, pasture system, and processing facility. **Stephanie Martinez & David Hale**

Finance/  
Business  
LBJ 3-9.1

*Starting, Running, and Scaling Your Business.* Starting and running a successful business takes both passion and strategy. Hear from experienced business consultant Ora Chisom about the tools and techniques you need to be an accomplished entrepreneur. This session

will be a great fit for aspiring and beginning farmers and ranchers, as well as those looking to scale up their business. **Ora Chisom**

**Tech**  
LBJ 3-13.1  
*Setting Up Farm & Ranch Irrigation Systems.* In this session, learn the nuts and bolts of setting up an irrigation system for farms and ranches. You'll learn the pros and cons of different irrigation water sources and how to set up an efficient drip irrigation system. Come prepared to take notes and ask questions of a knowledgeable Texas producer! **David Pitre**

**Consult Room 1**  
LBJ 3-6.1  
*Permaculture Design.* Taelor Monroe

**Consult Room 2**  
LBJ 3-7.1  
*FSA Working Session.*

**Consult Room 3**  
LBJ 3-3.1  
*NRCS Working Session.*

## 3:00 - 4:30 PM

**Big Picture**  
Grand Ballroom  
*Working for an Equitable & Sustainable Food System.* This panel discussion will explore a range of equity issues within our agricultural and food systems. Deydra, of Black Gold Resourcing, will discuss their work on getting equitable access to government resources for minority farmers. Noah will discuss the work of Recipe for Success and others in the arena of equitable food access. And Carolina will speak to how the National Young Farmers Coalition pivoted its work to center on racial equity, including addressing past missteps, lessons learned, and opportunities for the future. **Carolina Mueller, Deydra Steans & Noah Rattler.**

**Start-up/ Homestead**  
LBJ 3-14.1  
*Small-Scale, Diversified Farm Start-Up.* Taking a systems approach to farming means integrating multiple enterprises to try and create a closed loop system. In this session, hear from two local farmers who are working hard to make it happen! They will give you an overview of their farm systems, from vegetable production to aquaponics to growing their own livestock fodder, in hopes of modeling a truly regenerative farm in the Texas Hill Country. You will gain insight on how to think about your farm holistically, and what it takes to get a diversified operation off-the-ground. **Ben & Meghan Roberts.**

**Crops**  
LBJ 3-5.1  
*Cover Crops for South & Central Texas.* Cover crops are an important conservation tool to increase soil health. They support greater biodiversity above and below ground, improve water retention, develop better aggregation, and build organic matter. You can reap these benefits on even the smallest scales. Learn how a local farmer Lee Allbee has integrated cover crops into their diversified produce and livestock operation the past 8 years, about varieties performing well in Texas, equipment options (including no-till drilling), and what the payoff looks like on a small-scale farm. **Lee Albee**

**Livestock**  
LBJ 4.16.1  
Teaching Theater  
*Predator Protection - LGDs and More.* Predators are unavoidable for livestock producers, particularly those raising smaller ruminants and poultry. Livestock Guardian Dogs (LGDs) are one way to keep your livestock safe. Come learn from producers who raise lamb and chickens how they use LGDs and other strategies on the farm to keep predators at bay. **Brad Roeder & Brent Heironimus**

**Finance/ Business**  
LBJ 3-9.1  
*Financial Resources Beyond USDA.* The question all farmers have: How can I access funding to start or expand my operation? In this session, learn from two finance experts about the funding ecosystem and how to access "other people's money" for your farm beyond USDA resources. You will walk away with an understanding of the diversity of options available to you – from lending institutions to crowdfunding to investors – and how to determine what options are best for your farm. Come prepared and bring your questions! **Tim Traister & Jarred Maxwell**

Tech  
LBJ 3-13.1

*Mushroom Production.* By E. Ray Gard

Consult  
Room 1

*Cooperatives.* Blanca Delgado

LBJ 3-6.1

Consult  
Room 2

*FSA Working Session.*

LBJ 3-7.1

Consult  
Room 3

*NRCS Working Session.*

LBJ 3-3.1

**4:45 - 5:00 PM**

Grand Ballroom- *Closing remarks.*

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## SILENT AUCTION

Thank you to the generous individuals and businesses who donated items for our auction this year. Remember, this is a fundraiser for a good cause – rather than looking for a “good deal,” please respect our donors and our work by being generous with your bids!

Bidding on the silent auction closes at the end of lunch at **1:15 p.m. on Tuesday**. You can pick up your winnings beginning at 2:45p.m.

**Acres USA.** Books, subscription, and Eco-Ag Conference registration. (7 auction items)

**Charles Walters and C.J. Fenzau.** “Eco-Farm” book

**CoolBot Pro.**

**Daniel Wing & Alan Scott.** “The Bread Builders: Hearth Loaves and Masonry Ovens” Book

**Dan Skow & Charles Walters Jr.** “Mainline Farming for Century 21” book

**DripWorks-** Garden bed drip irrigation kit with timer

**Ebusiness Pros.** Gift certificate for personal consultation

**Fermented Foodie.** Kvass and fire cider

**Farm & Ranch Freedom Alliance.** Several books (5 auction items)

**Fox Farm-** bags of soil (5 auction items)

**Furniture in the Raw.** Two unfinished rocking chairs.

**Healthy Traditions.** 2 \$50 Gift certificates

**Leaning Pear Restaurant.** Gift certificate.

**Lisa Griffith.** Framed 1986 Texas Fair Park restoration poster

**J. Howard Garrett and C. Malcolm Beck.** Texas Organic Vegetable Gardening: The Total Guide to Growing Vegetables, Fruits, Herbs, and Other Edible Plants the Natural Way” book

**Native American Seed.** 2-night stay at Cool River Cabin.

**Native Ferments.** Fermentables.

**Paul Martin.** “Games We Play” book

**Paul Raney Woodworking.** Handcrafted Dominos (2 auction items)

**Paul Syltie.** “How Soils Work: A study into the God-Plane Mutualism of Soils and Crops” Book

**Propitious Beef Tallow.** Beef tallow skin products

**River Whey Creamery.** 2 tickets to hands on cheesemaking class

**SoulFitGrill.** Basket of spice mixtures

**Texas Tallow.** Gift basket

**3 Nail Ironware.** Iron skillet





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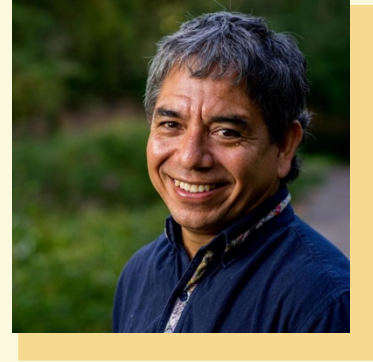
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## KEYNOTE SPEAKER

**Reginaldo Haslett-Marroquin** has long been inspired by regenerative agriculture, beginning with his upbringing as the son of farmers in rural Guatemala. His father's success in raising diverse crops, rather than mimicking the monoculture crops that surrounded them, inspired his life's journey.



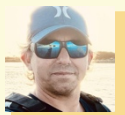
Today Regi is president of the Regenerative Agriculture Alliance, a Minnesota-based organization that creates partnerships within agricultural supply chains, with a focus on regenerative practices and ecosystem management. But he is perhaps best known as founder of the Regenerative Poultry Cooperative which includes 22 small-scale farmers in Southern Minnesota and Iowa who work together to successfully compete against factory-farm size chicken operations.

The co-op incorporates Regi's free-range model of feeding chickens natural diets in small forests and processing them in a cooperatively shared processing facility, then selling them as "Tree Range Chicken" to stores and restaurants. In short, all of Regi's work reflects his commitment to building regenerative food and agriculture systems that deliver social, economic and ecological benefits.

He is also the author of the book "In the Shadow of Green Man; My Journey from Poverty and Hunger to Food Security and Hope." In it, he tells the stories of his upbringing in revolution-torn Guatemala and shares a vision of a regenerative form of farming that uplifts people.

## SESSION SPEAKERS

**LEE ALBEE**



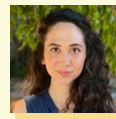
Owner/ Operator of SouthwestFarms

**MICHELLE AKINDIYA**



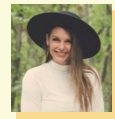
Education Director for Farmshare Austin

**AYESHA ALI**



Federal Policy Coordinator at Kiss the Ground

**BRITNI BECK**



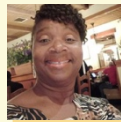
International Market Specialist for the Intertribal Agriculture Council's American Indian Foods Program

**FELICIA BELL**



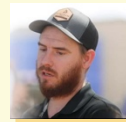
Sustainable Agriculture Specialist at the National Center for Appropriate Technology

**KAY BELL**



President of Texas National Women in Agricultural Association, Founder of Global Revive

**KYLE BINGHAM**



Managing Partner for Bingham Organic Farms & Bingham Family Vineyards & Winery



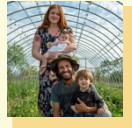
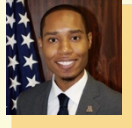

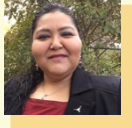

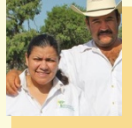

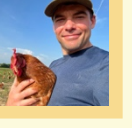





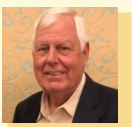

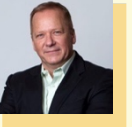
**TABITHA CARROLL**



Cearball Home Slaughter Services



## SESSION SPEAKERS

	<p><b>TARA CHAPMAN</b></p>  <p>Owner of Two Hives Honey</p>	<p><b>ORA CHISOM</b></p>  <p>CEO of Chisom Enterprise Consulting Services</p>	<p><b>SARAH &amp; SYLVAIN CLAVIERES</b></p>  <p>Operators at Talking Tree Farm and Compost Queens</p>
<p><b>JOSHUA COLEMAN</b></p>  <p>State Outreach Coordinator of Farm Service Agency, Texas State office</p>	<p><b>LUCILLE CONTRERAS</b></p>  <p>CEO &amp; Founder of Texas Tribal Buffalo Project</p>	<p><b>BLANCA DELGADO</b></p>  <p>Cooperative Development Specialist at The Center of Sustainable Agriculture and Rural Advancement</p>	<p><b>E. RAY GARD</b></p>  <p>Lecturer, Department of Ag Sciences, Texas State, Founder of Advanced Agricultural Technologies</p>
<p><b>DIANA GARCIA-PADILLA</b></p>  <p>Co-owner of Yahweh's All-Natural Farm and Garden</p>	<p><b>DAVID HALE</b></p>  <p>Owner/ Operator of Windy Meadows Family Farm</p>	<p><b>ZACH HALFAN</b></p>  <p>Director of Project Development at Green Lake Nursery</p>	<p><b>JUSTIN HALSTEAD</b></p>  <p>Creative Manager of Video and Nutritional Health Coach for Natural Grocers</p>
<p><b>DOUG HAVEMANN</b></p>  <p>Co-owner of Mesquite Field Farm</p>	<p><b>BRENT HEIRONIMUS</b></p>  <p>Owner/ Operator of Donna's Farm</p>	<p><b>BECKY HUME</b></p>  <p>Owner/ Operator of VRDNT Farm and commercial rep with Johnny's Seeds</p>	<p><b>LAUREN ICE</b></p>  <p>Attorney with the law firm of Perales, Allmon &amp; Ice, P.C.</p>
<p><b>JIMMY KAMAS</b></p>  <p>Associate Professor &amp; Extension Fruit Specialist</p>	<p><b>BILL KNIFFEN</b></p>  <p>Rainwater harvesting and watershed stewardship Expert</p>	<p><b>WAYNE KNIGHT</b></p>  <p>Interim Executive Director at Holistic Management International</p>	<p><b>ALAN LEWIS</b></p>  <p>V.P. Govt Affairs, Stakeholder Relations, Organic Compliance at Natural Grocers</p>



## SESSION SPEAKERS

<p><b>JIM LOOS</b></p>  <p>Cerball Home Slaughter Services</p>	<p><b>PATTY LOVERA</b></p>  <p>Policy Advisor for the Campaign for Family Farms and the Environment</p>	<p><b>ROBERT MACE</b></p>  <p>ED and Chief Water Policy Officer, Meadows Center; Professor of Geography, Texas State University.</p>	<p><b>CHRISTINE MARTIN</b></p>  <p>Rancher and Educator</p>
<p><b>STEPHANIE SHIBA MARTINEZ</b></p>  <p>Owner /Operator of Rancho Santa Fe</p>	<p><b>JOSE "PEPE" MARTINEZ</b></p>  <p>Grazing Land Specialist with the USDA Natural Resources Conservation Service</p>	<p><b>JASMIUNE MATTHEWS</b></p>  <p>Owner/Founder of JazzyJ's Creations</p>	<p><b>JARRED MAXWELL</b></p>  <p>Partner and Co-founder of Foodshed Investors</p>
<p><b>JUDITH McGEARY</b></p>  <p>Founder and Executive Director of FARFA and the Council for Healthy Food Systems</p>	<p><b>MILAN J. MICHALEC</b></p>  <p>Board President of Cow Creek Groundwater Conservation District</p>	<p><b>FRAN MILLER</b></p>  <p>Adjunct Faculty Member at the Center for Agriculture and Food Systems at Vermont Law School</p>	<p><b>BILLY MITCHELL</b></p>  <p>Farm Manager at The Conservation Fund</p>
<p><b>KEN MIX</b></p>  <p>Associate Professor of Soil &amp; Crop Science and Program Director of Small Producer's Initiative</p>	<p><b>TAEOR MONROE</b></p>  <p>Executive Director at Austin Permaculture Guild</p>	<p><b>CAROLINA MUELLER</b></p>  <p>Coalition Manager, National Young Farmers Coalition</p>	<p><b>FLOYD NAULS JR.</b></p>  <p>State Outreach Coordinator and Tribal Liaison for the USDA-Natural Resources Conservation Service</p>
<p><b>KAT NEILSON</b></p>  <p>Grants Specialist at The Texas Department of Agriculture</p>	<p><b>MEG NEUBAUER</b></p>  <p>Owner/Operator of Pure Luck Farm</p>	<p><b>MINH NGUYEN</b></p>  <p>Operations Team Lead for The Common Market</p>	<p><b>MANUEL PINA</b></p>  <p>President and CEO of Views Unlimited Inc.. Professor at Texas A&amp;M</p>



## SESSION SPEAKERS

	<p><b>PATRICK PITMAN</b></p>  <p>Operates ebusinesspros.com</p>	<p><b>DAVID PITRE</b></p>  <p>Commercial produce farmer since 1987, co- owner, Tecolote Farm</p>	<p><b>ELLEN POLISHUK</b></p>  <p>Farm Consultant and Workshop Leader, Plant to Profit</p>
<p><b>KIMBERLY RATCLIFF</b></p>  <p>Manger of Caney Creek Ranch</p>	<p><b>NOAH RATTLER</b></p>  <p>Farm Manager at Recipe for Success Foundation</p>	<p><b>SHAKERA RAYGOZA</b></p>  <p>Operator of Terra Preta Farm</p>	<p><b>PORK RHYNE</b></p>  <p>Livestock Educator and Local meat Marketing Professional</p>
<p><b>BEN AND MEGHAN ROBERTS</b></p>  <p>Owners &amp; Operators of Elder Hill Farms</p>	<p><b>BRAD ROEDER</b></p>  <p>Gillespie County Extension Agent at Texas A&amp;M AgriLife Extension</p>	<p><b>ROBBY SANSON</b></p>  <p>Co-Founder / CEO / Land Steward at Force of Nature Meats</p>	<p><b>DEYDRA STEANS</b></p>  <p>Owner of Black Gold Resourcing, LLC</p>
<p><b>L.D. THOMAS</b></p>  <p>Attorney, Law Office of L.D. Thomas, PLLC</p>	<p><b>TIM TRAISTER</b></p>  <p>Lending &amp; Real Estate Expert</p>	<p><b>JUSTIN TRAMMELL</b></p>  <p>Owner of Tir Bluen Farms and President of the Canyon Farmers Market</p>	<p><b>KRISZTIAN VARSA</b></p>  <p>Working Farms Fund Associate at The Conservation Fund</p>
<p><b>IVY WALLS</b></p>  <p>Operator of Ivy Leaf Farms</p>	<p><b>KRISTIN WOODS</b></p>  <p>Extension Agent at Auburn University</p>	<p><b>MASON ZEPEDA</b></p>  <p>Sales Manager at InTemp</p>	



## SESSION MODERATORS

**Kelly Adams** | Co-Owner Adams Blackland Prairie Farm, Board President for Council for Healthy Food Systems

**Wes Adams** | Co-Owner Adams Blackland Prairie Farm, Board Member for Council for Healthy Food Systems

**Luz Ballesteros Gonzalez** | Sustainable Agriculture Specialist, National Center for Appropriate Technology Southwest Regional Office

**Marcy Beverly** | Professor of Animal Science, Department of Agricultural Sciences and Engineering Technology, Sam Houston State University

**Chaz Daughtry** | Founder of Sweetwater Farms & CEO of Soulfitgrill, Board Member for Council for Healthy Food Systems

**Merritt Drewery** | Assistant Professor of Applied Animal Science, Department of Agricultural Sciences, Texas State University

**Hunter Francis** | Food & Ag Consultant; Former Director, Center for Sustainability/College of Agriculture, Food and Environmental Sciences, Cal Poly State University

**E. Ray Gard** | Lecturer, Department of Agricultural Sciences, Texas State University & Founder of Advanced Agricultural Technologies

**Elise Haschke** | Climate Smart Agriculture Coordinator, Southwest Regional Office, National Center for Appropriate Technology

**Tom Henslee** | Co-Owner, Back to Earth Farm, Ashboro, N.C., Board Member (past President) of FARFA

**Stanley Kelley** | Professor of Animal Science, Department of Agricultural Sciences and Engineering Technology, Sam Houston State University

**Sheyenne Krysher** | Assistant Director for Career Engagement & Assessment, Career Services, Texas State University & Co-Founder of SKM Homestead

**Alan Lewis** | Head of Government Affairs and Food and Dietary Policy for Natural Grocers

**Xiangping Liu** | Assistant Professor of Agribusiness/Economics, Department of Agricultural Sciences, Texas State University

**Pratheesh Omana Sudhakaran** | Assistant Professor of Agribusiness/Economics, Department of Agricultural Sciences, Texas State University

**Katie Tritsch** | Grant Coordinator, Small Producers Initiative, Department of Agricultural Sciences, Texas State University

**Pam Walker** | Author and local farm and food activist, Board Member for Council for Healthy Food Systems

**Rick Wells** | Founder of The Seed Projection Foundation, owner of Waterboy Farms and the Wells Group which operates a number of hospitality businesses in McKinney, Texas, and Board Member for Farm and Ranch Freedom Alliance



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  - Crop Rotation
- Nutrient Management
- Field Borders

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United States Department of Agriculture

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## CONFERENCE ORGANIZERS

### FARM AND RANCH FREEDOM ALLIANCE (FARFA)

FARFA supports independent family farmers and protects a healthy and productive food supply for American consumers. We promote common-sense policies for local, diversified agricultural systems.



FARFA successfully led the fight to stop the National Animal Identification System, a plan to electronically tag and track all livestock animals. The program was designed for factory farms and would have been disastrous for pasture-based livestock producers had it not been defeated. FARFA also led the fight to include a small-producer exemption to the expensive and burdensome requirements of the federal Food Safety Modernization Act. In both campaigns, FARFA organized large national coalitions of organizations and individuals who spanned the political spectrum.

At the state level, FARFA has passed bills to establish and expand the cottage food law, require health departments to respond to questions from producers, reduce permit fees, make sampling at farmers' markets easier, and more. FARFA is the recognized voice for sustainable agriculture and local foods in the Texas Legislature.

### COUNCIL FOR HEALTHY FOOD SYSTEMS (CHFS)

CHFS's mission is to promote diversified local and regional foods systems that are healthy, safe, economically sound, and environmentally sustainable. We seek to enhance public understanding of how health, safety, economics, and the environment are impacted both by different farming methods and the evolving dynamics of food consumption.



We serve both farmers and consumers. Through its website, CHFS provides information for consumers about their food, from its effect on their health to its impact on the world around them. We want consumers to understand how they can spend their dollars and their time to change the system.

CHFS also teaches workshops throughout the state to help farmers become sustainable, economically and ecologically. These workshops provide the knowledge for farmers to implement conservation farming methods, use sound business and marketing tools, and understand the regulations that impact their businesses.

#### FARFA & CHFS Staff:

Judith McGeary, Executive Director

Teresa Davenport, Communications & Outreach Director

Lindsay Gonzales, Development Director

Shanna Crew, Program Manager

Joseph Kilgus, Administrative Assistant

#### ARE YOU A MEMBER OF FARFA?

Your input, financial support, and membership in our community will help make possible meaningful change for the better! The more dedicated people like you join us in taking action, the more influence we have with policymakers in Austin and beyond. Please join in supporting FARFA by becoming a member today at [FarmAndRanchFreedom.org](http://FarmAndRanchFreedom.org), and we'll keep you updated on the progress we are making in advocating for the causes in which you believe!

You can also support our education and research efforts by making a tax-deductible gift at [HealthyFoodSystems.org](http://HealthyFoodSystems.org).

Thanks in advance for your generosity!

# SMALL PRODUCERS INITIATIVE (SPI)

The Small Producers Initiative (SPI) is a program housed in the Department of Agricultural Sciences at Texas State University. Our mission is to provide research, outreach, and extension to small and mid-sized farmers and ranchers in Texas. SPI specializes in working with historically underserved producers (beginning, minority, veteran, women, young). We support farmers of every production style: conventional, regenerative, sustainable, organic, livestock, row-crop, market produce, etc. SPI was founded collaboratively and is guided by an advisory team of farmers, agricultural service providers, and researchers.



## Research

Small Producers Needs Assessment (2017-19). Top challenges from 184 producers:

71%

Lack of access to capital

68%

Aversion to acquiring debt to finance their operation

66%

Financing

64%

Organic certification requirements

64%

Costs of regulations & permits

## Publications

- "Evaluating Success Factors and Challenges Among Small-Scale Agricultural Producers: A Texas Case Study," Journal of Rural Social Sciences
- "What Makes a Small Farm Successful? A Review of Success Factors, Needs, and Challenges," Journal of Extension

## Continued Research

- Soil, Plant, Animal Health Research Continuum (SPAHR) Laboratory
  - Fee-based soil, plant, and animal tissue testing, expected 2022
- Texas State University Graduate Student Research

## Outreach & Extension

- Southern Family Farmers & Food Systems Conference:
  - Crop & Livestock Production Sessions
  - Business, Finance & Marketing Sessions
  - Research & Technology Sessions
  - \*Annual scholarships to underserved producers
- SPI-AMP:
  - Bookkeeping Classes
  - Marketing Workshops
  - Grant & Loan Mentorship
  - 1-on-1 Financial Consultations
- RReSSEED
  - On-farm soil health and cover crop demonstrations
- Workshops & Webinars

## SPI Team

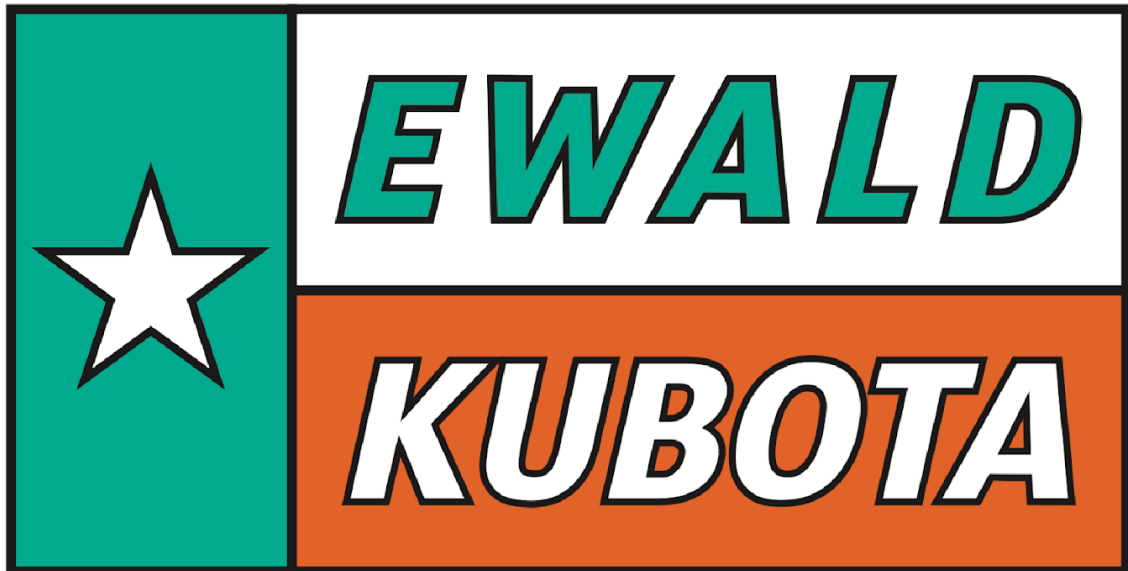
- Dr. Ken Mix, SPI Program Director, Associate Professor of Soils and Crop Science
- Dr. Pratheesh Omana Sudhakaran, Co-PI (SPI-AMP, ) Assistant Professor of Agricultural Business & Economics
- Katie Tritsch, Grant Coordinator
- Collin Hayes, Soils Lab Supervisor
- Rebecca Tasker, Graduate Research Assistant
- Kailyse Besse, Graduate Research Assistant
- Our collaborators include: AgriLife Battleground to Breaking Ground, Black Gold Resourcing, Council for Healthy Food Systems, Farm and Ranch Freedom Alliance, Holistic Management International, Kitchen Table Consultants, Pecan Street, National Center for Appropriate Technology, Texas Organic Farmers & Gardeners Association, Texas Small Farmers & Ranchers CBO, and United States Department of Agriculture

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The 2022 Southern Family Farmers and Food Systems Conference is partially supported by the Office of Partnerships and Public Engagement grant #AO202501X443G003 entitled Small Producer Initiatives Agriculture Mentoring Program (SPI-AMP).



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By Pamela Walker

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