

## ALTERNATIVE ENERGY

### **Saturday 11:00 – 12:00: Earth, Wind, and Fire: Renewable Energy Options**

There are many opportunities to apply renewable energy technologies on small farms. Come and learn about wind power, solar power, and geothermal applications, and find out what works best in Florida.

*Moderator: Susan Kelly, UF-IFAS Sumter County Extension Director*

*Speaker: Mike Morris, National Center for Appropriate Technology (NCAT), Durham, NC*

### **Saturday 1:30 – 3:00: Southeastern US Renewable Energy Policy – What Pays**

What does a Renewable Portfolio Standard for southern states mean for small farmers? Can you get paid for incorporating renewable energy applications on your farm? Come and learn about the policies and programs in place for renewable energy applications for crops and contraptions in this lively and timely session.

*Moderator: Clay Olson, UF-IFAS Taylor County Extension Director*

*Speaker: Andrew Walmsley, Assistant Director, Agricultural Policy Division, Florida Farm Bureau Federation*

### **Saturday 4:30 – 6:00: Combined Heat and Power Options for the Small Farm**

In this session we'll explore combined heat and power options for the small farm including gasification technology for greenhouse heating, powering irrigation and generating electricity. Find out why this WWII technology is experiencing a comeback!

*Moderator: Clay Olson, UF-IFAS Taylor County Extension Director*

*Speaker: Wayne Keith, Rancher, Inventor, Springville, AL*

## ALTERNATIVE ENTERPRISES

### **Sunday 9:00 – 10:30: Agritourism**

This session will present a variety of options to consider including horse camping, bird watching, hunting and fishing, and educating schoolchildren. Learn about the rights and responsibilities of both proprietors and farm guests as we explore options to diversify your farm income while engaging the community in the joy of farming.

*Moderator: **Robert Halman**, UF-IFAS Collier County Extension Director*

*Speakers:*

***Helen Koehler**, Chair, Levy County Tourist Development Council and President, The Goethe Trail, Inc.*

***Mike Weston**, Senior Forester, FDACS, Division of Forestry*

***Martha Pierce**, Camp Director, Riverside Retreat*

***Suzy Hassett**, Educator, Lee County School District*

### **Sunday 11:00 – 12:30: Aquaponics and Aquaculture**

In a recent review article in the prestigious journal Science, aquaculture and aquaculture were named among the most important agricultural production systems needed to advance sustainability all over the globe. Join us for this inspiring overview of aquaculture and aquaponics as we discuss the various systems, products, and markets possible.

*Moderator: **Roy Beckford**, UF-IFAS Lee County Extension*

*Speakers:*

***Jorge Pang**, Farm Manager, Royal Tila, Inc.*

***R. LeRoy Creswell**, Florida Sea Grant Agent, UF-IFAS St. Lucie County Extension*

**Sunday 2:30 – 3:00: Specialty Fruit Production**

Our subtropical climate provides many opportunities for producing high quality fruits suitable for niche markets. To diversify your farm offerings, join us for a look at variety selection and production methods for pomegranates, persimmons, and Satsuma oranges.

*Moderator: **Crystal Snodgrass**, UF-IFAS Manatee County Extension*

*Speakers:*

***Dr. Jonathan Crane**, Tropical Fruit Specialist, UF-IFAS Tropical Research & Education Center*

***Steve Cucura**, Manager, Tree House Nursery, Pine Island, FL and Member Caloosa Rare Fruit Exchange Club*

**BUSINESS AND MARKETING**

**Saturday 11:00 – 12:00: Florida MarketMaker: Connecting Producers with Viable New Markets**

Spend some time with us to learn how to use the power of the Florida MarketMaker (a FREE on-line marketing portal) to: identify markets, find specific businesses, create your profile so buyers can find you, buy and sell from other MarketMaker participants, and to keep up with the latest food industry blogs.

*Moderator: **Teresa Olczyk**, Director, UF-IFAS Miami-Dade County Extension*

*Speakers:*

***Dr. Allen Wysocki**, UF-IFAS Food and Resource Economics Department*

***Linda Landrum**, Regional Specialized Marketing Agent, UF-IFAS NFREC- Suwannee Valley*

**Saturday 1:30 – 3:00: Are Your Records a “Wreck”? - Financial Planning is the Solution**

Get the tools you need and learn about basic organizational principles for your finances. Learn how to integrate and manage your personal and farm finances. Find out how to keep

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these records distinct for planning purposes. We will discuss how to organize your financial records and use them for benchmarking.

*Moderator: **Teresa Olczyk**, Director, UF-IFAS Miami-Dade County Extension*

*Speakers:*

***Dr. Michael S. Gutter**, UF-IFAS Family Youth and Community Sciences Department*

***Nola Wilson**, UF-IFAS Marion County Extension*

***Billie Parker**, Graduate Student, UF-IFAS Family Youth and Community Sciences Department*

**Saturday 4:30 – 6:00: Do your finances say that your operation is a hobby, business, or both?**

Aimed at financial beginners, this session will use the budgets, income statements, and balance sheets discussed in the earlier session to help understand if your business is a money generator or a money pit. In this workshop, we will focus on key ratios lenders consider when making loan decisions. The session links operating decisions to financial outcomes. For maximum benefit, use your own financial data! Send in the data early by email or bring your accountant-created statements with you!

*Moderator: **Teresa Olczyk**, Director, UF-IFAS Miami-Dade County Extension*

*Speakers:*

***Dr. Michael Gunderson**, UF-IFAS Food and Resource Economics Department*

***Dr. Richard Weldon**, UF-IFAS Food and Resource Economics Department*

**Sunday 9:00 – 10:30: Developing your Farm's Future through Business Plans**

Lay a foundation for your business' future by attending this session. Discover why a business plan will help your farm or business. Learn the basics of producing a business plan that you and your lender can use. Find out how to conduct a feasibility analysis on new or current products.

*Moderator: **Teresa Olczyk**, Director, UF-IFAS Miami-Dade County Extension*

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*Speakers:*

**Dr. Allen Wysocki**, *UF-IFAS Food and Resource Economics Department*

**Linda Landrum**, *Regional Specialized Marketing Agent, UF-IFAS NFREC- Suwannee Valley*

**Nola Wilson**, *UF-IFAS Marion County Extension*

**Sunday 11:00 – 12:30: What’s All the Excitement About Social Marketing? – How It Can Help You Market Your Product/Service**

Come join us in this session for an in-depth look at social networking. Learn from network-savvy growers, how to use today’s ever-evolving social media to market locally sourced products and services.

*Moderator: Teresa Olczyk, Director, UF-IFAS Miami-Dade County Extension*

*Speakers:*

**John Matthews**, *Suncoast Food Alliance*

**Brian Lapinski**, *Down to Earth Farm, Jacksonville, FL*

**Louise King**, *President, Tropical Fruit Growers of South Florida*

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*Moderator: Teresa Olczyk, Director, UF-IFAS Miami-Dade County Extension*

*Speakers:*

**Dr. Allen Wysocki**, *UF-IFAS Food and Resource Economics Department*

**Linda Landrum**, *Regional Specialized Marketing Agent, UF-IFAS NFREC- Suwannee Valley*

## HORTICULTURE

### **Saturday 11:00 – 12:30: Expanding Your Fruit Portfolio: Stone Fruit and Muscadine Grapes**

Diversifying your farm operation to include a variety of fruit can help to expand both consumer base and profitability. New varieties have helped to expand the harvest season for both stone fruit and Muscadine grapes. In this session, learn about proper variety choice for your location, sourcing plants, and training young trees and vines.

*Moderator: **Linda Seals**, UF-IFAS Brevard County Extension*

*Speakers:*

***Dr. Mercy Olmstead**, UF-IFAS Horticultural Sciences Department*

***Dr. Pete Anderson**, UF-IFAS North Florida Research and Education Center – Quincy*

### **Saturday 2:00 – 3:00: Techniques for Keeping Fresh Produce Quality High After Harvest**

Fresh fruits, vegetables and herbs can quickly lose quality from the point of harvest until point of sale. These perishable crops are very sensitive to physical damage, such as bruising, cuts and crushing. They are also sensitive to temperature. During this session we will review methods and technologies that can improve handling and extend quality. Examples will be demonstrated.

*Moderator: **Dr. Mercy Olmstead**, UF-IFAS Horticultural Sciences Department*

*Speaker: **Dr. Steve Sargent**, UF-IFAS Horticultural Sciences Department*

### **Saturday 4:30 – 6:00: Exploring Hydroponic Growing Systems**

In this session, growers will learn about advantages and disadvantages of different hydroponic systems and nutrient management in a hydroponic system. Hear from a successful farmer in South Florida who produces a variety of vegetables in a vertical hydroponic system.

*Moderator: **Robert Hochmuth**, Multi-County Extension Agent, UF-IFAS North Florida Research and Education Center - Suwannee Valley*

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*Speakers:*

**Dr. George Hochmuth**, UF-IFAS Soil and Water Science Department

**Emil Belibasis**, Beli Farms, Wellborn, FL

**Natalie Parkell and Kevin Osburn**, Vertical Horizon Farm, Hobe Sound, FL

**Sunday 9:00 – 10:30: Using High Tunnels to Extend the Season and Reduce Costs**

Learn about using high tunnels to extend the growing season. Also, reduce pest problems. A representative from NRCS will talk about the high tunnel (EQUIP) cost-share program.

*Moderator: **Linda Seals**, UF-IFAS Brevard County Extension*

*Speakers:*

**Steve Boetger**, State Agronomist, Natural Resource Conservation Service

**Dr. Alto Straughn**, Straughn Farms, Waldo, FL

**Andy Chen**, UF Alumni, Finance

**Sunday 11:00 – 12:00: It's Cold Out Here! - Protecting Your Plants During Frost Events**

This past winter has brought the importance of cold protection and its impact on Florida crops to the forefront. In this session, learn about what methods are available for frost protection, why they work, and how they can be adapted for your small farm. We will also highlight the Florida Agricultural Weather Network (FAWN) and its cadre of tools available to aid in the decision process of frost protection.

*Moderator: **Juanita Popenoe**, UF-IFAS Lake County Extension Director*

*Speakers:*

**Dr. Clyde Fraisse**, UF-IFAS Agricultural and Biological Engineering Department

**Chris Oswalt**, UF-IFAS Polk County Extension

**Sunday 2:00 – 3:30: Specialty Vegetables for Direct Marketing**

Learn about the latest high-demand specialty crops--potatoes, heirlooms, microgreens. Hear from one farmer who has been very successful by growing a variety of specialty vegetables.

*Moderator: **Gary England**, UF-IFAS Sumter County Extension*

*Speakers:*

***Hank Scott**, Long and Scott Farms, Zellwood, FL*

***Gabrielle Marewaski**, Paradise Farms, Homestead, FL*

***Charlie Andrews**, Hammock Hollow Farms, Island Grove, FL*

**LIVESTOCK**

**Saturday 11:00 – 12:00: Pasture Management**

Pastures are the chief source of nutrition in an economically-viable livestock operation. Learn about stocking rates for sustainable pastures, fertilization and rotational grazing to increase productivity, and systems approaches to pasture and grazing management to have a more productive and economical sustainable operation.

*Moderator: **Joe Walter**, UF-IFAS Brevard County Extension*

*Speakers:*

***Dr. Yoana Newman**, UF-IFAS Agronomy Department*

***Dr. Maria Silveira**, UF-IFAS Range Cattle Research and Education Center, Ona, FL*

***Dr. Joao Vendramini**, UF-IFAS Range Cattle Research and Education Center, Ona, FL*

**Saturday 1:30 – 3:00: Weed Management.**

Weeds are the primary competitors for nutrients and space in pastures for a livestock operation. When pastures become unhealthy, weeds take over and crowd out the desirable grasses and legumes for animal nutrition. In this session, learn how to maintain a healthy and

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productive pasture by preventing and controlling weeds including common invasive, noxious and poisonous weeds.

*Moderator: **Dennis Mudge**, UF-IFAS Orange County Extension*

*Speaker: **Dr. Brett Sellers**, UF-IFAS Range Cattle Research and Education Center, Ona, FL*

**Saturday 4:30 – 6:00: Grass Fed Beef: How Do We Get There?**

Grass fed/finished beef is more than just turning cattle out on a pasture, waiting till they get fat, and expecting to sell them at higher prices. Learn how to improve your bottom line with selected genetics, cattle management and nutrition, health management, selecting a processing facility to work with, and developing a definitive marketing plan to be successful.

*Moderator: **Pat Hogue**, UF-IFAS Okeechobee Extension*

*Speakers:*

***Brantly Ivey**, River Ridge Land and Cattle Company, LCC, Independence, VA*

***Troy Platt**, Deep Roots Meat, Madison, FL*

***Dr. Matt Hersom**, UF-IFAS Animal Sciences Department*

**Saturday 11:00 – 12:30 and 2:30 – 4:00: Live Animal Exhibits**

See live animals raised successfully on Florida Small Farms. Exhibits will give the participant a hands-on experience and provide a great opportunity for learning.

*Exhibitors:*

***Jennifer Walter** - Poultry*

***Devon Kann**, Heart of Christmas Farms - Milking Goats*

***Terri Lenoci**, Raven Rest Farm - Meat Goats*

***Dennis Mudge**, UF-IFAS Orange County Extension, and **Joe Walter**, UF-IFAS Brevard County Extension - Toxic Plants*

***Julie Testerman**, Good Shepards Farm - Suffolk Sheep*

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*Kim Clark - Heritage Breed Chickens*

*Lisa Dreggors, Sunshine State Llamas - Llamas and Goats*

*Ann Winkler, Indian Hill Farm - Goats and Sheep*

*Carol Postley, Fairmeadow Farms - Hair Sheep*

*Jean Riley, Land of Green Ginger Alpacas – Alpacas*

**Sunday 9:00 – 10:30: Poultry Management**

Whether you want to be a locally grown pastured poultry and egg producer or just have a small poultry flock for your own use and possibly a few sales, breed selection and management are important. You will learn about poultry management for pastured poultry production, local sales, and general flock management (selection, health and nutrition).

*Moderator: Elena Toro, UF-IFAS Suwannee County Extension*

*Speakers:*

*Brad Burbaugh, UF-IFAS Duval County Extension*

*Elena Toro, UF-IFAS Suwannee County Extension*

*Joe Walter, UF-IFAS Brevard County Extension*

**Sunday 11:00 – 12:30: Liability Issues of Livestock Ownership**

With livestock ownership comes responsibility, including ethical responsibility, ensuring compliance with applicable laws and regulations, and the responsibility of being a good neighbor. Learn about the Florida Fence Law, Green Belt and Right to Farm laws, and liability issues associated with the ownership of livestock. We will also present solutions to common disagreements with neighbors and regulators.

*Moderator: Christa Kirby, UF-IFAS Manatee County Extension*

*Speaker: Marty Smith of Bond, Arnett, Phelan, Smith, and Craggs Attorneys*

**Sunday 2:30 – 3:30: Small Ruminant Management**

Small ruminant demand and production is rapidly increasing in Florida. Come learn the latest research-based management techniques to help you keep your herd healthy and profitable. Learn which medications you can legally use in your production practices.

*Moderator: **Angela Jakes-McKenzie**, Small Ruminant Program Leader, FAMU*

*Speaker: **Dr. Thomas Peterson DVM**, Extension Veterinarian, FAMU*

**Sunday 11:00 – 12:30 and 2:30 – 4:00: Live Animal Exhibits**

Visit exhibits of live animals successfully raised on Small Florida farms. View exhibits of things such as toxic plants that may kill your livestock.

*Exhibitor:*

***Jennifer Walter** - Poultry*

***Dianne Kann**, Heart of Christmas Farms - Milking Goats*

***Terri Lenoci**, Raven Rest Farm - Meat Goats*

***Dennis Mudge**, UF-IFAS Orange County Extension, and **Joe Walter**, UF-IFAS Brevard County Extension - Toxic Plants*

***Julie Testerman**, Good Shepards Farm - Suffolk Sheep*

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***Ann Winkler**, Indian Hill Farm - Goats and Sheep*

***Carol Postley**, Fairmeadow Farms - Hair Sheep*

***Jean Riley**, Land of Green Ginger Alpacas – Alpacas*

## ORGANIC AND SUSTAINABLE FARMING

### **Saturday 11:00 – 12:30: Healthy Schools, Healthy Kids - Florida Farm to School Programs**

Learn how to transform traditional school food systems into educational experiences that enhance the student's knowledge and health, as well as provide valuable market opportunities for producers. Florida Farm to School Programs encompass three components: Farm to cafeteria, Schools to Farms, and Farms to the Classroom. Learn from agency experts who will offer a "How to Guide" approach for connecting farms and schools, and a community leader who has an established farm to cafeteria network in this panel discussion. **\*\*PANEL\*\***

*Moderator: **Vonda Richardson**, FAMU-CESTA*

*Panelists:*

***Rachael Terrin**, Child Nutrition Specialist at Florida Department of Education*

***Lance Rodan**, Bureau of Food Distribution, FDACS*

***Kirk Farquharson**, Senior Program Specialist at USDA, Food and Nutrition Services, Southeast Region, SE Regional Leader, Farm to School*

***Fran Hickman**, Palm Beach County Food Service*

***Lori Dornbusch**, Palm Beach County Schools*

***Paul Allen**, R.C. Hatton Farms, Palm Beach, FL*

***Dee Dee Digby**, Destiny Organics, Forest Park, GA*

### **Saturday 2:00 – 3:00: High-Quality Compost for Organic and Conventional Farms**

Designed to answer the "w" questions about organic and sustainable farming, this session lays the foundation for the development of the art of natural production practices. Attendees will learn where and when organic farming originated and why the industry is growing due to emerging marketing trends and increased land grant university support.

*Moderator: **Allison Beyer**, MS student, Horticultural Sciences*

Speaker: **Dr. Monica Ozores-Hampton**, UF-IFAS Southwest Florida Research and Education Center

**Saturday 4:30 – 6:00: The Nuts and Bolts of CSA's (Community Supported Agriculture)**

Aimed at farmers who either practice direct marketing or who are looking to expand their direct marketing activities: CSA's add another dimension for the direct marketer as well as providing sellers and buyers the opportunity to experience civic agriculture by creating CSAs on public lands. Learn how to organize a CSA, and hear from the experts on what has worked and what has not.

Moderator: **David Nistler**, UF-IFAS Clay County Extension

Speakers:

**Rick Martinez**, Sweetwater Farm, Tampa, FL

**David Nistler**, UF-IFAS Clay County Extension

**Jeb Smith**, Smith Family Farms, Hastings, FL

**Sunday 9:00 – 10:30: Advanced Disease Management for Organic Vegetable Systems**

Tackling topics that every farmer struggles with, this session plunges into the hard questions of how to produce economical crop yields with little or no chemical pesticides. Have insects and diseases ever eaten your lunch? This session will take you down the road of developing a healthy, thriving production system.

Moderator: **Jim DeValerio**, UF-IFAS Bradford County Extension

Speakers:

**Dr. Gary Vallad**, UF-IFAS Gulf Coast Research and Education Center

**Rick Martinez**, Sweetwater Farm, Tampa, FL

**Sunday 11:00 – 12:00: New to Organic? Using Science and Technology to Increase Profits**

Designed to answer the “w” questions about organic farming, this session lays the foundation for the science and art of natural production practices. Attendees will learn about transitioning to organic farming and why the industry is growing due to emerging marketing trends and increased land grant university support. The latest scientific research in organic farming systems and technology to improve the efficiency of organic farming will be presented.

*Moderator: **Dr. Robert Kluson**, UF-IFAS Sarasota County Extension*

*Speakers:*

***Dr. Danielle Treadwell**, UF-IFAS Horticultural Sciences Department*

***Marty Mesh**, Florida Organic Growers and Consumers, Inc.*

***Jordan Brown**, The Family Garden, Bell, FL*

**Sunday 2:00 – 3:30: Beyond Direct Marketing: Developing A Strong Diversified Income Portfolio for Organic Products**

“Toto, I've a feeling we're not in Kansas anymore ...” is a phrase that can be applied to new, workable marketing strategies for fresh market producers. Come join in a panel discussion where representatives from large and local food distribution outlets will describe their protocols for developing relationships with producers and answer your questions in a friendly forum. **\*\*PANEL\*\***

*Moderator: **Dr. Joan Dusky**, UF-IFAS Associate Dean for Extension*

*Panelists:*

***Chris Bell**, Internatural Marketing, Lake Worth, FL*

***Mark Klueber**, Whole Foods*

***Mitch Blumenthal**, Global Organics Specialty Source, Sarasota, FL*

***Sharon Yeago**, Farmers Market Coalition*

## POLICY AND REGULATIONS

### **Saturday 11:00 – 12:30: Advocacy 101**

Many of us are concerned citizens with at least one or two good suggestions for elected representatives. This workshop will provide an overview of how an idea becomes a law, the administrative rule making process and how to communicate effectively with your elected officials.

*Moderator: **Brad Burbaugh**, UF-IFAS Duval County Extension*

*Speakers:*

***Rod Clouser**, UF-IFAS Food and Resource Economics Department*

***Frankie Hall**, Florida Farm Bureau*

***Sharon Spann**, Enterprise Florida, Inc.*

### **Saturday 2:00 – 3:30: Accessing Government Programs**

Learn how new programs and initiatives can benefit your farm operation in this session designed to help you access state and federal programs. Agency experts will discuss the Agri-Lite crop insurance program, EQUIP programs from Natural Resource Conservation Service, and programs offered by Farm Service Agency.

*Moderator: **Steve Gaul**, UF-IFAS Nassau County Extension*

*Speakers:*

***Ken Windsor**, Farm Service Agency*

***Chuck O'Rourke**, Natural Resource Conservation Service (NRCS)*

***Dale Rackley**, Risk Management Agency*

**Saturday 4:30 – 6:00: Direct Marketing Regulations (or, How to Get Your Products to Market Legally)**

Direct marketing has become a highly effective way for small-to-medium sized farms to achieve economic sustainability. This session is designed to help farmers become familiar with Florida regulations associated with direct marketing of farm products. As a result of the session, participants will have an understanding of how to get their products to market legally.

*Moderator: **Les Harrison**, UF-IFAS Leon County Extension*

*Speakers:*

***Mark Moritz**, FDACS Bureau of Ag Dealers' Licenses*

***Serena Stornaluolo**, FDACS Division of Plant Industry*

***Leo Sansoucy**, FDACS Division of Plant Industry*

***Michael Lombardi**, FDACS Environmental Administrator, Division of Food Safety*

**Sunday 9:00 – 10:30: Small-Farm Friendly Approaches to Food Safety**

The primary goal of this session is to educate farmers about on-farm food safety and provide them with an easy-to-use, free tool to help them create their own on-farm food safety plan. It will also provide farmers with a full set of record keeping tools to document their food safety program.

*Moderator: **Les Harrison**, UF-IFAS Leon County Extension*

*Speakers:*

***Dr. Joanne Brown**, FDACS Deputy Commissioner*

***Michael Lombardi**, Environmental Administrator, Division of Food Safety, FDACS*

**Sunday 11:00 – 12:00: Safe Handling of Poultry Products**

As a result of this session, growers will understand how to minimize food safety risks associated with processing poultry products. The session will cover the best practices for egg

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sanitation and proper meat handling. The presenters will also give tips on appropriate technology available for processing poultry products.

*Moderator: **Brad Burbaugh**, UF-IFAS Duval County Extension*

*Speakers:*

***Elena Toro**, UF-IFAS Suwannee County Extension*

***Brad Burbaugh**, UF-IFAS Duval County Extension*

***Dr. Sally Williams**, UF-IFAS Animal Sciences Department*

### **Sunday 2:00 – 3:30: E-Technology Tools to Enhance Farm Business**

As a result of this session, participants will learn about electronic technology to enhance their farm business. An example of topics that will be covered include how to develop a free website; accept payments using PayPal software and build local food connections through Florida FARMLINK. This introductory session will help direct market farmers to think outside the box and attract more customers, increase sales and interact with other farmers via the world-wide-web.

*Moderator: **Brad Burbaugh**, UF-IFAS Duval County Extension*

*Speakers:*

***David Nistler**, UF-IFAS Duval County Extension*

***Steve Gaul**, UF-IFAS Nassau County Extension*

***Laura Morton**, West Coast Resource Conservation and Development Program*

## **Conference Adjourns at 3:30**