Coming HOME

Virtual Annual Conference
January 21–23, 2021
It is a familiar journey: driving home through the dark, icy chill as your headlights glare into the falling snow. You release held breath as your tires feel the last turn onto the gravel in the January night. Travelling to PFI’s annual conference each year is like visiting family, like being at a reunion where relationships grow and deepen; where we hear new ideas, make new friends and improve our farms. You’ve driven through blizzards, ice and drifted roads not to miss this. But this year, with the risks of COVID-19 we won’t ask you to.

Stay where you are. This year, PFI is **Coming Home**.

For three days of the deep winter, be safe and easy in your home while we gather on PFI’s virtual conference platform to engage with old friends and new, invited speakers and exhibitors. We will bring familiar elements you expect of the conference – like practical, farmer-led sessions, roundtables and moderated panels on the issues that matter to you and your farms. We’ll also have some new offerings, including youth sessions, lightning talks, farmer-to-farmer conversations, a night of storytelling and PFI’s first feature-length film, “Livestock on the Land.” There’s even a virtual potluck.

The platform offers unique opportunities. All talks will be recorded and immediately available to re-watch. You can chat with other attendees, create meet-ups and reserve rooms for ad-hoc meetings. And the conference space is open 24 hours a day, so you can take all the time you need for the afternoon snack break.

Coming Home is about remembering where your soul rests. It’s about finding comfort as you forge new paths and remembering you needn’t make the journey alone. From kitchen tables and coffee tables, Coming Home will be a conference of learning and sharing, relaxing and reconnecting while building resilient farms and communities.

**Welcome to Practical Farmers of Iowa’s 2021 Virtual Annual Conference**

*ONLINE REGISTRATION IS OPEN!*

Register today at [practicalfarmers.org/annual-conference](http://practicalfarmers.org/annual-conference) and network while also providing adequate privacy controls. PFI’s virtual annual conference will be hosted on a Pathable- and Zoom-based platform built by GTR.

Here are a few things to look forward to:

- The session scheduling tool allows you to create a personalized agenda that will add reminders to your conference homepage.
- Create a profile with as much or as little information about yourself as you choose.
- Easily join sessions from your computer or phone (though we recommend a larger screen for movie night!)
- Participate in moderated roundtable discussions with other attendees.
- Message other attendees and exhibitors, or set up video meetings within the platform.
- Share contact information with other attendees and exhibitors.
- Browse the virtual trade show, and interact with vendors and exhibitors via messaging or video meetings.
- Re-watch sessions you loved, or sessions you missed – they’ll be recorded and made available same-day.
- Register multiple people from your household so you can log in on multiple devices (or watch together, if you prefer!)
- Thirty-seven of our general sessions are approved for certified crop advisor CEU credits.
- If you plan your grocery trips right, there should be plenty of coffee and tea during snack breaks!
### 2021 Virtual Conference Schedule

**All times listed in the brochure are Central Standard Time (GMT-6)**

#### Thursday, Jan. 21

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30–10 a.m.</td>
<td>Virtual Tradeshow</td>
</tr>
<tr>
<td>10–11 a.m.</td>
<td>General Sessions Farmers-to-Farmer Conversations Roundtables</td>
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<tr>
<td>11:10 a.m.—12:10 p.m.</td>
<td>General Sessions Farmers-to-Farmer Conversations Roundtables</td>
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<tr>
<td>Afternoon activities - always open!</td>
<td>Virtual tradeshow Curated, archived PFI content to view whenever you want Recordings of earlier sessions Attendee chat Meeting rooms (attendees can reserve)</td>
</tr>
<tr>
<td>6–8:30 p.m.</td>
<td>Happy Hour Movie Night - “Livestock on the Land” (more on page 6) Q&amp;A</td>
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#### Friday, Jan. 22

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<tr>
<td>8:30–10 a.m.</td>
<td>Virtual Tradeshow</td>
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<tr>
<td>9–9:45 a.m.</td>
<td>Business Meeting</td>
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<tr>
<td>10–11 a.m.</td>
<td>General Sessions Farmers-to-Farmer Conversations Roundtables Lightning Talks</td>
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<td>6–8:30 p.m.</td>
<td>Potluck Keynote: “Homecoming” by Sarah Smarsh (more on page 7) Q&amp;A</td>
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#### Saturday, Jan. 23

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<td>6–8:10 p.m.</td>
<td>Happy Hour Storytelling (more on page 8), featuring PFI members: Jill Beebout, Jathan Chicoine, Darla and Michael Eeten, John Gilbert Sr. and Lorna Wilson!</td>
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Register today at [practicalfarmers.org/annual-conference](http://practicalfarmers.org/annual-conference)
when cows leave the farm, the people leave and rural communities begin to crumble. Livestock tie our families and communities together, help us remember our roots and, ultimately, lead us home. This film takes a peek inside the very different farms and lives of PFI farmers from across Iowa whose operations revolve around the animals they care for.

**Film screening followed by panel discussion on the critical role of livestock in rural communities.**

Bust out the (PFI-raised) popcorn!

This is your chance to see the premiere of our first feature-length film with the whole PFI family. Our late co-founder Dick Thompson said that when cows leave the farm, the people leave and rural communities begin to crumble. Livestock tie our families and communities together, help us remember our roots and, ultimately, lead us home. This film takes a peek inside the very different farms and lives of PFI farmers from across Iowa whose operations revolve around the animals they care for.

**This film made possible in part by**

- The members of Practical Farmers of Iowa
- The Cedar Tree Foundation | The McKnight Foundation

Home is different for each of us. Over the past two centuries, as our economy has become more industrial, people have increasingly called urban and suburban areas home. Yet while rural areas are often portrayed as dying, there are glimmers of hope and a shifting tide for the rural U.S. Bestselling author and journalist Sarah Smarsh, who grew up on a rural Kansas farm, will share stories of people who are coming – or choosing to stay – home in rural places and small towns. She will reflect on ingenuity of rural residents and the struggles people face in their commitment to making a good life for themselves and their communities.

Our rural exodus brought with it exaggerated stereotypes and social dichotomies. Sarah will discuss how a misunderstood rural America drives misleading headlines and dangerous divisions among us – and how this rural homecoming is good news for everyone. Rural, suburban and urban life are intertwined. Sarah will inspire us to set aside our assumptions and bridge the false divides between us, helping us all feel like we belong in the places we call home.

Sarah Smarsh is an author, speaker and journalist who focuses on socioeconomic class and rural America. Her book, “Heartland: A Memoir of Working Hard and Being Broke in the Richest Country on Earth,” examines economic inequality through her upbringing among the working poor on a Kansas farm and was a New York Times bestseller and finalist for the National Book Award.

Sarah has written for numerous publications, including The Guardian, The New York Times, The New Yorker, Harper’s and many others. She is also a regular commentator in national media and has spoken internationally on poverty, rural issues and cultural divides at venues ranging from small-town libraries to the Sydney Opera House. A former English professor and grant writer for social service agencies, Sarah aims for all of her work to have a backbone of civic responsibility.
Storytelling | Saturday at 7 p.m.

The concluding evening of the 2021 annual conference will feature true stories, performed live, from a selection of PFI farmers. If you enjoy bending your ear toward a lively, soberingly powerful or particularly well-narrated farmer tale, this storytelling event is just for you.

Featured storytellers

Jill Beebout
Darla and Michael Eeten
Jathan Chicoine
John Gilbert
Lorna Wilson

New this year!

Session Formats

- **General Sessions**
  General sessions are webinar-style sessions with a presentation by one or several speakers or panelists. Q&A will be facilitated through a chat box, similar to PFI’s farminars. All general sessions will be recorded and available on the platform for later viewing.

- **Spanish Interpretation / Interpretación en español**
  In addition to two sessions presented bilingually, a selection of sessions will be offered with Spanish interpretation. Además de dos sesiones presentadas en un forma bilingüe, se ofrecerá una selección de sesiones con interpretación en español.

- **Farmer-to-Farmer Conversations**
  During farmer-to-farmer conversations, two farmers will spend 40 minutes conversing together on selected topics or shared experiences, and then take questions from the audience via the chat box. This format is similar to a podcast, but with the benefit of a video component and live Q&A.

- **Roundtables**
  Roundtables are facilitated conversations on a specified topic, where attendees are able to interact with one another in a live video meeting. Rooms are capped at 30 participants to allow for deeper attendee engagement. Depending on content and structure, some roundtables will be recorded for later viewing, others will not.

- **Lightning Talks**
  Lightning is powerful, focused, illuminating – and over quickly. This conference, we are introducing lightning talks to our session offerings. As the name suggests, lightning talks are short, focused and hopefully exciting to watch. We know many farmers are evaluating new practices or have figured out a process that would be useful to share with others. Each lightning talk round will feature six talks, each 8 minutes long, prepared and presented by farmers.

- **Youth Sessions**
  PFI is excited to offer Saturday morning sessions tailored to PFI’s younger audience. Sessions for younger children will be led by Blue Morningsnow, known as “Miss Blue” in her role as lead preschool teacher and director of Prairie Flower Children’s Center in Ames. Sessions for older youth and teens will feature a virtual show-and-tell of independent, on-farm 4-H and National FFA Organization projects.

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Thursday Sessions

- General Session
- Spanish Interpretation / Interpretación en español
- Farmer-to-Farmer Conversation
- Roundtable
- Lightning Talk
- Youth Session

THURSDAY SESSION 1
10-11 a.m.

Kevin Dietzel and Lois Reichert

Listen in to some cheesy chatter! Kevin Dietzel of Lost Lake Farm in Jewell, Iowa, and Lois Reichert of Reichert’s Dairy Air in Knoxville, Iowa, will jump into a conversation about their cheese-making experiences. The artisans’ exchange is sure to be a delight for foodies and farmers alike!

Lois Reichert is the former owner and operator of Reichert’s Dairy Air, a small-scale goat cheese operation in Knoxville, Iowa. For 11 years, Lois handcrafted small, daily batches of cheese and has received several national awards. Now retired, Lois continues to milk goats for pleasure.

Kevin Dietzel owns and operates Lost Lake Farm along with his wife, Ronae, in Jewell, Iowa, where they launched a small, grass-fed dairy that produces artisanal cheese in 2016. The farm includes 80 acres of pasture and hay, 350 cows, and the cattle are rotated through the pastures twice daily.

Building Community Around Wool

Wool production can be a profitable enterprise with certain niche markets. In this session, Regina Frahm will share how her new business, Esther & Company, is more than just a place to sell wool from her farm – it’s also a place where she finds community. While raising sheep and selling their wool, Regina has found joy in processing and dyeing these fibers to share with others. Learn about this modern-day mercantile and joy in processing and dyeing these fibers to share with others. Learn about this modern-day mercantile and joy in processing and dyeing these fibers to share with others.

Regina Frahm owns and operates Esther Purl Fibers, raising registered white Corina breeding stock and colored Corino sheep. She recently opened Esther & Company, her modern-day mercantile featuring local fibers and foods. Together with her family, Regina helps run Frahm Farms in Newton, Iowa, raising sheep, beef, cattle, corn, soybeans and hay.

Two for One: Cover Crop Seeding Equipment to Save Passes

Coupling cover crop seeding with another equipment pass offers a promising way to cut application costs and scale up acres. Learn from these panelists about the innovative ways they are modifying their machinery: an air seeder mounted onto a vertical tillage implement, a Gandy box mounted on a combine head and the Drill Combine.

Max Pitt is associate professor of business at Graceland University’s C.H. Sandage School of Business. Max grew up on a family farm in the Loess Hills of western Iowa, and is focused on improving soil and water quality to improve profitability for farmers.

Ray McCormick is a fourth-generation farmer from Knox County, Indiana. Ray never tills, and he runs cover crops on his 2,200 acres of non-GMO corn and soybeans. He also manages 2,000 acres of wetlands and woodlands for conservation habitat.

Ryan Corrie raises corn and soybeans on his farm in Schuyler County, Illinois. Ryan has used cover crops to improve soil health since 2013.

Using Precision Ag to Find Opportunities for Wildlife Habitat

Precision agriculture technology is used to make a variety of management decisions on farms, such as identifying underperforming acres. In these low-yielding areas, conservation can improve profitability and result in increased return on investment. Tune in to this session to learn more about precision agriculture and conservation opportunities to improve wildlife habitat, build soil health, increase water quality and improve sustainability.

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A Fresh Vision for Ecker’s Apple Farm

Returning to the family orchard after working away from agriculture, sisters Sara and Jess Ecker brought a new passion for local food and customer engagement to Ecker’s Apple Farm. During this session, they will discuss their experiences of coming home to the farm, designing their business for the next generation and what they’re learning along the way.

Sara and Jess Ecker are the orchard and marketing managers at Ecker’s Apple Farm, where they work alongside their mother, Mary, in the heart of the Driftless Region near Trempealeau, Wisconsin. In addition to stewarding 25 acres of apples, peaches and blueberries, the orchard is diversifying with new enterprises including a bake shop, orchard market, outdoor event spaces and a local beer garden, Hy’s Back Brew Farm.

Stock Cropping: Raising Crops and Livestock Simultaneously in the Same Field

Stock cropping is a regenerative agricultural system that raises row crops with livestock simultaneously in the field. In this session, you’ll learn how Zack Smith raises pigs, sheep and goats in a mobile, autonomous barn that has unique attributes, including catching rainwater for animal use. The barn moves through 20-foot strips of cover crops planted between rows of corn and soybeans, followed by a flock of poultry. The following year, row crops are planted where the livestock grazed.

Zack Smith, farms in Winnebago County, Iowa, where he has raised corn and soybeans using strip-till and cover crops since 2014. Recently, Zack and his business partner, Sheldon Steenwerker, developed an innovative system they call “stock cropping” that combines livestock and row crops in the same field space. The system has potential to increase farm profitability and soil health, lessen a farm’s carbon footprint and expand economic opportunities for rural communities.

Josh Divon is the Iowa precision ag and conservation specialist for Pheasants Forever. Raised on a farm in Winnebago County, Iowa, Josh collaborates with producers, retailers, crop advisors, lenders and others to implement precision conservation and help farmers be profitable and successful.

Facilitating Farm Transition with the Sustainable Iowa Land Trust

This session focuses on a dual need: Iowa landowners and farmers need savvy strategies for transferring their farms, while new and beginning farmers require access to affordable acres for regenerative farming. Landowner Lyle Luzum and farmers Will Lorentzen and Adrian White will describe their farm transfer experiences with the Sustainable Iowa Land Trust, a nonprofit intended to keep land in affordable, sustainable food production in perpetuity. Joe Klingelhochez, SILT Farm specialist, will moderate the session.

Lyle Luzum is a PFI member and landowner who donated his 170-acre heritage farm near Decorah, Iowa, to the Sustainable Iowa Land Trust in 2017 after investigating other options including sale, conservation easements and other nonprofits.

Will Lorentzen and Adrian White co-own and operate Jupiter Ridge Farm near Garber, Iowa. As part of a group lease with SILT, Will and Adrian rent their farm at a discounted rate while building equity in infrastructure and enterprise. They grow 75-plus crops, including shitake mushrooms.

Interpretación disponible: Esta sesión se presentará en inglés con interpretación disponible en español.

This session will be presented in English with Spanish interpretation available.

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Iowa, al Fondo de Tierras Sostenibles en Iowa en 2017 después de 70 cultivos, incluidos hongos shittake. Laura Krouse and Margaret Smith acumulan capital en infraestructura y equipos. Cultivan más de 70 cultivos, incluidos hongos shittake.

John Hogeland and Martha White son copropietarios y operan junto a Maryse Fink en Fredericksburg, Iowa. Comparten una situación similar a la de Martha McFarland, un productor de carne de bisonte y vaca en Hawkeye Buffalo Ranch, y tienen en mente los retos de tomar el negocio.

Laura Krouse and Margaret Smith have known each other since college, where they met in the hall of the Liberal Arts dorm. Laura Krouse and Margaret Smith are both food engineers and have been working in the food industry for over 15 years. They share the taqueria experience through training and education reform. He served for 10 years with the University of Wisconsin-Madison as an Extension Specialist and now as retail business specialist. He works with communities of color on agricultural topics.

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Joe Klingelhutz es un especialista agrícola en Sustainable Land Trust. Joe tiene una amplia gama de experiencias relacionadas con la conservación y la agricultura. Joe consulta con los propietarios de tierras sobre la producción sostenible de alimentos y la forma de proteger sus granjas permanentemente.

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Nitrogen Management With Cover Crops

Understanding basics of the nitrogen cycle can help address questions surrounding fertilizer management in cover cropped systems. In this session, Eileen Klavdivko will highlight how the decomposition of various cover crop species alters nitrogen availability and what that means for fertilizer applications in the following cash crop. Eileen will also discuss how cover crops reduce nitrate leaching to drainage waters and recycle the nitrogen within your soil.

Eileen Klavdivko is a professor at Purdue University. Her research program centers on linking soil management with improved environmental quality and soil health in agricultural systems. Eileen is a founding member of the Midwest Cover Crops Council.

Growing the Next Generation of Farmers Through Grazing Cover Crops

Robert Jewell has been farming alongside his dad his whole life, and is now implementing new ideas on the family farm. Inspired by YouTube videos, Robert decided to start strip-grazing cover crops three years ago and quickly realized the economic benefits. He’s planning to custom graze cover crops on other local farms using the Midwest Grazing Exchange website to locate additional acres. Robert is also a videographer and will show drone footage of moving cattle through cover crops with temporary fencing. Join this session to learn how Robert is improving his farming career – and the farm – through innovation.

Robert Jewell is a fifth-generation farmer who works alongside his father on their century farm near Decorah, Iowa. The Jewells raise organic turkeys, beef cattle, pasture hogs and crops. He began grazing cover crops in 2018 after realizing the advantages of doing so from both an economic and soil health perspective.

Assess & Plan for Success: Uplifting Farm and Food Enterprises / Evaluar y Planificar Para el Éxito: mejorar las empresas agrícolas y alimentarias

Bilingual: This session will be hosted bilingually in English and Spanish. Nothing is more critical to a food and farm business than a good business plan. Victor Oyervides will share how using a business model canvas tool can help you to better visualize your business plan, focus on the key elements and understand how business concepts can create a return on investment. Daisy and Berenice Valderrabano, operators of taqueria Mr. Burrito in Ames, Iowa, will share how they are working with Victor for a year to implement the first three phases of the canvas tool increased business sales by 20%. Learn from Victor, Daisy and Berenice about how to implement this tool for your farm business.

Victor Oyervides has been with ISU Extension and Outreach during five years – initially as Latino community liaison and now as retail business specialist. He works to strengthen local retail economies with a focus on the linkages between food producers, processors and retailers. Berenice and Daisy Valderrabano are dueñas de Mr. Burrito, una taquería en Ames, Iowa, desde diciembre de 2010. Berenice y Daisy, junto con sus padres, Nancy Valderrabano y su difunto esposo, Fred Valderrabano, han recibido y extendido una base de clientes leales. Comparten la experiencia de la taquería a través de recetas familiares tradicionales arregladas de la región mexicana de Puebla.

CCAs: 1.0 CEU credit approved

Interpretation available: This session will be presented in English with Spanish interpretation available.

To develop an African focus for the core purpose of Sankofa Community Farm at Bartram’s Garden, co-directors Chris Bolden-Newsome and Ty Holmberg have engaged in many conversations with the community gardeners, students and local leaders. The farm is committed to living the praxis of Sankofa, a West African concept that teaches we must go back to our roots in order to move forward. Through this constant “remembering,” individuals are nourished by active engagement with the shared African-American narratives in America. Part of this engagement is a community practice of seed keeping. During this session, Ty will share their processes of learning and experiences with community engagement, and will discuss ways white people can meaningfully engage with communities of color on agricultural topics.

CCAs: 1.0 CEU credit approved

Interpretation available: This session will be presented in English with Spanish interpretation available.
Thursday Sessions

Philadelphia. como director de promoción de la salud y fue director de Asociaciones Comunitarias de la Universidad de Pensilvania. Se desempeñó durante 10 años en el Centro de experimental juvenil, justicia alimentaria y comunidades de color en temas agrícolas. Ty ha tenido una amplia experiencia en desarrollo juvenil, justicia alimentaria y discutirá maneras que las personas blancas pueden involucrarse de manera significativa con las narrativas afroamericanas compartidas en los Estados Unidos. Parte de este compromiso es una práctica comunitaria de mantenimiento de semillas. Durante esta sesión, Ty compartirá su proceso y experiencias con la participación de la comunidad y discutirá que las personas blancas pueden involucrarse de manera significativa con las comunidades de color en temas agrícolas.

Ty Holmberg es codirector de Sankofa Granja Comunitaria en Bartram’s Garden en Philadelphia. Ty ha tenido una amplia experiencia en desarrollo juvenil, justicia alimentaria y reforma educativa. Se desempeñó durante 10 años en el Centro de Asociaciones Comunitarias de la Universidad de Pensilvania como director de promoción de la salud y fue director de la Escuela Comunitaria Sayre, con sede en el lado este de Philadelphia.

Friday Sessions

**FRIDAY SESSION 1** 10–11 a.m.

**Danelle Myer y Jordan Scheibel**

Starting a farm anywhere is a difficult process, but finding your customer base in a rural area can be an added challenge. In this session, Jordan Scheibel and Danelle Myer will have an open conversation about their journeys towards building robust customer networks, as well as some of the challenges that face direct-marketing farmers.

Danelle Myer is the fifth generation to farm her family’s land near Logon, Iowa. At One Farm, Danelle raises vegetables for farmers markets, pop-up farm stands, online ordering, and restaurants and wholesale in Omaha and Des Moines. In November 2020, she opened a pop-up farm store in downtown Logan, population 1,400.

Jordan Scheibel runs Middle Way Farm near Grinnell, Iowa, on the Lucania family farm, where he raises 2 acres of chemical-free vegetables sold primarily through CSA shares and online sales to Grinnell-area residents (population 9,300). Having built his farm reputation through the Grinnell farmers market, in 2020 he chose not to sell at farmers market due to COVID-19, and worked to transition his customers to farm-direct online ordering.

**Interseeding Covers: Weed Management Considerations in Narrow- and Wide-Row Corn**

On-farm field trials in the northeastern U.S. have resulted in inconsistent performance of interseeded cover crops in field corn. In many areas, interseeded cover crops establish but fail to persist through the growing season, resulting in a poor return on investment. This presentation will highlight ongoing research that evaluates the effects of corn row spacing (30-inch vs. 60-inch), corn hybrids and interseeding timing on cover crop performance. Potential herbicide management strategies for interseeding will also be highlighted.

John Wallace is an assistant professor and extension weed specialist for field and forage crops at Penn State University. His program focuses on developing cover crop-based integrated weed management strategies, best management practices for herbicide use in conservation tillage systems and used management in reduced-tillage organic systems.

**Global Threats to Pollinators: Climate Change and Pesticides**

Pollinators face many threats, both local and global. Join noted conservationist Scott Hoffman Black to learn more about current and future threats to pollinators, including pesticide use and climate change. Scott will discuss projects he and the Xerces Society are working on in agricultural and urban landscapes to protect and restore pollinator populations across the U.S.

Scott Hoffman Black is an internationally renowned conservationist and the executive director of the Xerces Society for Invertebrate Conservation. Throughout his career, Scott has worked to protect and restore habitat on millions of acres, adapting conservation to local communities and local places.

**REKO Rings: A Direct-Market Model from Scandinavia / Anillos REKO: Un Modelo de Mercado Directo de Escandinavia**

REKO rings were first developed in Finland in 2011. Using closed Facebook groups, producers and customers in a REKO ring can communicate for weekly orders, with a shared pick-up location and

The majority of farmland in Iowa is farmed under lease. These farmland leases can be worth hundreds of thousands of dollars each year and are critical to building successful relationships between landowners and farmers. In this session, learn more about different lease and conservation practices for protecting Iowa farmland, the payment structures (cash, crop share, flex), common conservation provisions and how to build an equitable lease that benefits both parties.

Mike Downey is an accredited farm manager, an accredited land consultant and certified farm success coordinator with Next Gen Ag Advocates. Mike grew up on a farm in west-central Illinois, and uses his expertise and experiences to help farmers and landowners navigate farm succession and management issues.

Reframing Food and Farming Narratives

Resilient food and farm systems provide widespread benefits for all. And effective communication can create social change that makes good farming practices more possible, more profitable, better understood and more widespread. The Food and Farming Narrative Project aims to create a narrative that advances public understanding of food and farming practices, leading to more sustainable food systems. Learn about the research this multi-year project has undertaken, as well as tools to frame conversations toward positive change.

Michael Rozyne has been a marketer of small-farm products and a trailblazer in the Good Food Movement for more than three decades. He co-founded Equal Exchange, the first U.S. fair trade coffee company; and in 1996, he started Red Tomato, a regional food system distributor and nonprofit. Michael is Red Tomato’s evangelist and lead of new initiatives, and he speaks and writes widely on regional food systems, food narratives and the joys of fresh produce.

For over 40 years, Susan Fulton has been involved in food and sustainable agriculture in Iowa and nationally, working in distribution, sales and marketing. She is the author of “Good Apples – Behind Every Bite,” a non-fiction introduction to the commercial apple industry. She is also director of marketing for Red Tomato, a nonprofit working with fruit and vegetable growers and regional food systems.

Julie Sweetland is a sociolinguist and senior advisor at the FrameWorks Institute, where she leads efforts to help organizations reach new audiences with clear, relevant and effective messaging on issues throughout the nonprofit sector, including public health, childhood education and climate science.

Developing a Pasture-Raised, Iowa-Based Meat Company

Seeking farmer input! Three market-savvy livestock farmers are creating 99 Counties – an Iowa-based meat company focused on pasture-raised meats. Join Matt LeRoux, meat marketing specialist, and three farmer entrepreneurs at the roundtable. This session aims to foster collaboration between livestock producers to guide the business development and product procurement process for 99 Counties.

Matt LeRoux has nearly 20 years of experience serving farms through Cornell Cooperative Extension, nonprofits and consulting. Specializing in market strategy, Matt works with a diverse mix of produce and livestock farmers, and food businesses. Career highlights include developing the Marketing Channel Assessment Tool for produce growers and the Cornell Meat Price & Yield Calculator.

Caleb Boker is a beginning farmer in Ringgold County, Iowa, who is transitioning from farming conventional crops and feeding cattle to developing perennial pastures and grass finishing. Caleb is interested in developing an internet marketing platform for grass-finished beef raised by graziers in southwest Iowa.

Warren Johnson and his husband, Johnny Rafter, own Joia Food Farm, a regenerative, organic farm producing humanely-raised meat and eggs near Charles City, Iowa. Wendy is also PFI’s current board president. Nick Wallace is a farmer, entrepreneur and lifetime member of PFI with 15 years of experience in various forms of pasture-raised and grass-fed meat marketing. Nick owns and operates Wallace Farm, a grass-fed farm in Iowa, selling his own meat and other farmers’ meats over the internet.

Lightning Talks

We are introducing lightning talks to our session offerings! Read more about them on page 9.

Friday Session 2
11:00 a.m.-12:10 p.m.

Carbon on the Farm

Join Jasmine Dillon, an animal science professor and researcher, and Dave Schmidt, a beef and sheep rancher, while they talk carbon. They’ll discuss what is happening with carbon on Dave’s farm and how that plays into bigger carbon cycles; stable versus unstable carbon in the soil; how grazing management contributes to carbon sequestration; and if carbon can be quantified.

Jasmine Dillon is an assistant professor in the Department of Animal Sciences at Colorado State University. Jasmine explores carbon and nutrient cycling and how it relates to farm management, profitability and sustainability. She also studies the social impact and role of livestock in our food system.

Dave Schmidt and his wife Meg Schmidt own Troublesome Creek Cattle Co near Exira. Their goals are to produce high-quality, wholesome meat by ensuring the well-being and long-term health and productivity of their livestock while maintaining the most basic resources: soil, air and water.

Migrant and Seasonal Farmworkers: Worker Rights and Experiences

Migrant and seasonal farmworkers serve as an essential labor force on Iowa farms. As farmworkers navigate through contracts, they prefer working directly with an employer rather than with a farm labor contractor. Hear Melissa discuss how farmers can employ migrant and seasonal workers through the Agricultural Recruitment System. Stacy will share experiences and perspectives from those who work on Iowa farms. Andrea provides an overview of the Fair Labor Standards Act and the Migrant and Seasonal Protection Act.

Melissa Garcia is the state monitor advocate for Iowa. She works with a team across the state to supply migrant and seasonal farmworkers with information about available employment. She also works with agricultural employers in all stages of the hiring process to fill their seasonal workforce needs.

Stacey Robles is a foreign labor workforce advisor for the state of Iowa. She provides assistance to employers and their agents seeking foreign labor under H-2A agricultural visas.

Bart VerEllen and Adam Ledvina

Sheep! Goats! Raising these small ruminants is a great way for beginning livestock farmers to get started. Southeast Iowa sheep farmer Bart VerEllen and north-central Iowa goat farmer Adam Ledvina will wander through a conversation that touches on the benefits of each when starting to farm, and corresponding management and market considerations.

Adam Ledvina started raising goats six years ago and has since started two businesses, Iowa Kiko Goats and Blue Collar Gating. Adam also works for Red Earth Gardens, the Meikuski Nation farm located in Tama, Iowa.

Bart VerEllen raises sheep on 188 acres of rented farmland near Blakesburg, Iowa. As the operation hits its next stage of growth, Bart hopes to begin farming full-time and add stocker cattle for diversity. For now, Bart and his wife Trish live in Crossville, Iowa, and have off-farm jobs.

FRIDAY SESSION 2
11:00 a.m.-12:10 p.m.
and H-2B non-agricultural visas. She has a passion for serving the Latino community and advocating for marginalized communities.

**Andrea Rasmussen** conducts compliance actions and outreach initiatives relating to the Fair Labor Standards Act, including child labor provisions; Migrant Seasonal Protection Act; H-2A Programs; Child Labor, Family, and Medical Leave Act; and more. She is an assistant district director for the Wage and Hour Division’s Des Moines District in Omaha, Nebraska.

### Friday Sessions

**Choosing the Right Oat Varieties - Breeding to Buying**

Want to get serious about your oat crop? If so, it’s time to learn about variety selection. Join farmer Chad Ingels, seed seller Mac Ehrhardt and breeder Melanie Caffe as they discuss the ins and outs of choosing the right oat variety for your farming operation and end market.

**Mac Ehrhardt** is president of Albert Lea Seed, located in southern Minnesota. Albert Lea Seed is a third-generation family business that sells organic and non-GMO seed throughout the Upper Midwest.

**Chad Ingels** farms in Fayeette County, Iowa, with his wife and three children. Chad raises corn, soybeans, oats and hogs on 600 acres, and he operates ClearWater Ag Strategies, LLC, which helps farmers with manure management.

**Melanie Caffe** is an associate professor at South Dakota State University. She leads the oat breeding program and has participated in the development and release of varieties “Hayden,” “Nuttly,” “Sumo,” “Saddle,” “Warrior” and “Rushmore.”

### Increase Income Through Diversification / Aumentar Los Ingresos Mediante La Diversificación

**CCEA 1.0 CEU credit approved**

Interpretation available: This session will be presented in English with Spanish interpretation available.

Aspiring to bring agritourism to your farm, or looking for another enterprise to broaden your operation’s cash flow? Lisa Kivirist will share how her family successfully uses diversification through Inn Serendipity, a bed and breakfast. The inn provides a market for value-added food products and other revenue streams, such as on-farm food service. Lisa will share best practices and planning strategies to positively support your bottom line with a diversified enterprise.

**Lisa Kivirist** is the author of the award-winning book “Soil Sisters: A Toolkit for Women Farmers,” and co-author of various books on sustainability, alimentación y la actividad empresarial. Durante más de 20 años, ella y su familia han dirigido la posada Serendipity en Wisconsin, que es completamente impulsado por energía renovable.

**Neonicotinoid Seed Treatments: Agronomics and Environmental Impacts**

**CCEA 1.0 CEU credit approved**

Most conventional soybean seed in Iowa, and almost all conventional corn seed, is sold with neonicotinoid seed coatings. Many farmers are concerned about the environmental impacts of neonic treatments and are questioning whether they improve yields. In this session, learn about on-farm research conducted by PFI lifetime member Dick Sloan, and hear from Matt O’Neal about pest management and the environmental impacts of neonicotinoids.

**Dick Sloan** and his wife, Diana, are lifetime PFI members who farm near Buxley, Iowa, growing corn, soybeans and winter small grains for cover crop seed. In 2014-2015, he and several other PFI member conducted on-farm research investigating whether neonic treatments for soybeans result in higher yields.

**Matt O’Neal** is a professor at Iowa State University whose goal is to develop pest management programs that are economically and environmentally sustainable. His lab explores how conservation practices and pesticide use impact the abundance and diversity of beneficial insects.

### Iowa’s Diverse Farming History – Sac and Fox Tribe

**CCEA 1.0 CEU credit approved**

Iowa’s agricultural history is a long one: Native Americans began farming in Iowa 3,000 years ago. The Meskwaki Nation Sac and Fox Tribe of the Mississippi have been farming in Iowa since they arrived in the early 1700s, and are the only remaining federally recognized Native American tribe in Iowa today. Johnathan Buffalo will share the story of the Sac and Fox Tribe’s farming history through the centuries.

**Johnathan L. Buffalo** is the historic preservation director for the Meskwaki Nation. He is a husband, father and grandfather who has lived all his life on the Meskwaki settlement near Tama, Iowa.

### Lightning Talks

We are introducing lightning talks to our session offerings! Read more about them on page 9.

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**COVID Impact: Farm Changes You’re Keeping**

For direct-market producers, COVID-19 forced changes to markets, sales platforms, customer interactions and on-farm practices. Surprisingly, some farmers have found silver linings and unexpected benefits in this difficult situation. Join this roundtable to share a change you were forced to make that worked so well you’ve decided to keep it. You may also glean more “keeper” practices from other farmers who have discovered new techniques that have worked during this unusual time!
Farmer-to-Farmer Conversation

That special place.

Saturday Sessions

Format Key
See page 9 for session format descriptions

General Session
Spanish Interpretation / Interpretación en español
Farmer-to-Farmer Conversation
Roundtable
Lightning Talk
Youth Session

Saturday Session 1
10-11 a.m.

▲ Wade Dooley and James Holz
Beyond the numerous environmental benefits cover crops offer farmers, they can also be a business opportunity. Join Wade Dooley and James Holz for a lively discussion about starting a cover crop seed business and how their businesses improve farm profitability.

Wade Dooley is a sixth-generation farmer in Marshall County, Iowa, who operates Glenwood Century Farm, a diversified crop and livestock operation focused on growing cover crop seed. Wade also owns Dooley Ag Steerment Inc., offering custom cover crop seeding services and seed.

James Holz farms in Green County, Iowa, where he raises corn, soybeans, rye, and cattle. In 2014, James co-founded Iowa Cover Crop, a full-service cover crop business.

▲ Mapping Our Special Places in Nature (ages 4-7)
In these sessions, the director and forest school preschool teacher at Prairie Flower Children’s Center, Blueberry MorningSnow (known as “Miss Blue” to her students), will share names, maps, stories, poems and photos of some of the special and joyful woodland, creek and riverside areas where the students at Prairie Flower love to play. Children attending the session are encouraged to share a photo or piece of nature from their own beloved nature place (this could be a leaf, shell, stick, anything). Some map templates will be provided for printing out, and children will have time to start drawing a map of a place in nature that is special to them. At the end, we will share these maps as time allows.

▲ Start Shepherding From Scratch
Raising sheep can be an ideal way for beginning farmers to get started on land with little to no infrastructure. Hannah Bernhardt will share how Medicine Creek Farm began raising sheep with temporary fencing and minimal equipment on raw land. Learn how Hannah used her passion for marketing to build a customer base, and hear what lessons she has for other beginners who are starting from scratch.

Hannah Bernhardt and her husband, Jason, tend the 160 acres of Medicine Creek Farm in northeastern Minnesota. Their regenerative family farm sells 100% grass-fed lamb and beef, organically fed pasture pork and livestock guardian dog puppies.

▲ Relay Cropping Rye and Soybeans
Curious about combining a small-grain crop and soybeans on the same acres? Join Michael Vittetoe and Alec Amundson as they share their experiences with relay cropping. They’ll walk through what’s worked, what hasn’t and some of the considerations for putting this practice into action.

Alec Amundson operates Green Country Farms in Mitchell County, Iowa, where he raises corn, soybeans and rye. The Amundson use cover crops and no-till, and have been relay cropping since 2008.

Michael Vittetoe farms near Washington, Iowa, growing corn, soybeans, hogs and cattle. The Vittetoes use no-till and cover crops, practice intensive rotational grazing and conduct on-farm trials to determine how they can best steward the land.

▲ Making Space for Beneficial Insects on Farms

Only about 2% of insects are pests. The rest are beneficial insects that are critical for healthy farms and ecosystems by preying on crop pests, eating weed seeds, recycling nutrients, aerating and improving soils and supporting other wildlife in vast food webs. During this session, hear from PFII member and farmer Jake Kundert and biologists from the Xerces Society about creating native beneficial insect habitat like beetle banks.

Jake Kundert is a farmer, PFII member and food systems director at Iowa Valley REC&D. He manages Grace: Johnson County, a 5-acre farm based in Iowa City, Iowa, that grows organic produce for hunger relief and farm education. In 2019, Jake worked with the Xerces Society to establish 1,300 feet of beetle banks.

Sarah Nizi is a farm bill pollinator conservation planner and NRCS partner biologist with the Xerces Society. Sarah works across Iowa to offer technical assistance to landowners interested in pollinator habitat. She also provides pollinator-related training to NRCS staff and partners.

Sarah Foltz Jordan is a senior pollinator conservation specialist with the Xerces Society. Based in Minnesota, Sarah leads Xerces’ Upper Midwest native bee and monarch habitat restoration projects, working closely with federal, state and non-profits to promote pollinators on farms and in natural areas.

▲ Employee Cultivation for Scaling Up a Vegetable Farm
Building a successful farm team is about more than finding and keeping skilled people; you must help them to develop their skills so that they can succeed. As a long-time manager at JBG, Tracy has focused on developing the aspiration of managers and crew across multiple farm sites, and he thrives on working with different personalities and setting people on track to succeed. As a long-time manager at JBG, Tracy has been integral to building company culture and retaining skilled employees.

Tracy Whitehead is the barn manager at JBG Organic Farm in Garfield, Texas. Tracy’s day-to-day duties have him at the intersection of managers and crews across multiple farm sites, and he thrives on working with different personalities and setting people on track to succeed. As a long-time manager at JBG, Tracy has been integral to building company culture and retaining skilled employees.

Mike Parker helps beginning farmers understand financial decisions as they work to access land. He has varied professional experiences in farm direct-marketing, including farmworker, food hub marketing associate, farmers market manager, caterer and writer.

Interpretación disponible: Esta sesión se presentará en inglés con interpretación disponible en español.

Acceder a la tierra en un desafío, hay una variedad de herramientas que pueden ayudarlo a determinar si usted puede pagar un terreno y ayudar a encontrar la propiedad adecuada para satisfacer sus objetivos. Esta sesión mostrará tres herramientas para ayudar en la búsqueda: la calculadora Find Farmland, el curso en línea Finding Farmland y el sitio Find A Farmer.

Celize Christy is the coordinator of the próxima generación para los Agricultores Prácticos de Iowa (PFII). El trabajo de Celiz se centra en trabajar con agricultores aspirantes al programa de labor4learning aprendiendo un programa de PFII, el sitio Find A Farmer y el proyecto de alcance latino.

Mike Parker ayuda a los agricultores principiantes a comprender las decisiones financieras mientras trabajan para acceder a la tierra. Tiene diversas experiencias profesionales en marketing directo de granja, incluyendo agricultura, asociado de marketing de centros de alimentos, gerente de mercado de agricultores, proveedor y escritor.

Tools for Accessing Land / Herramientas Para Acceder La
CCAs: 1.0 CEU credit approved

Interpretation available: This session will be presented in English with Spanish interpretation available.

While accessing land is a challenge, there are a range of tools that can help you determine if you can afford land, as well as how you help find the right property to meet your goals. This session will showcase three tools to assist in the pursuit: the Finding Farmland Calculator, the online Finding Farmland Course and the Find A Farmer site.
Land Ownership Legal Structures

CCAs: 1.0 CEU credit approved

Choosing a legal structure for a farm business or for land ownership can seem overwhelming to both landowners and farmers. In this session, you will learn about the pros and cons of different land ownership and farm business legal structures.

Kitt Tovar is staff attorney at the Center for Agricultural Law and Taxation. She focuses on lease law, fence and property law, environmental and natural resource law, regulatory law and farm policy.

Carbon Markets: Exploring the Realities and Asking the Right Questions

CCAs: 1.0 CEU credit approved

Farmers and others are increasingly interested in agricultural solutions to climate mitigation and carbon sequestration. Carbon markets – the buying, selling and trading of carbon sequestration credits – are at the forefront of this burgeoning sector. Join this session to learn more about the lastest science and policies related to carbon markets, as well as what questions you should be asking about carbon markets as they relate to your farm.

Michelle Wonder is a professor and soil scientist at the University of Illinois at Urbana-Champaign. She studies the influence of management (tillage, cover crops, crop rotation and more) on soils, and the valuation of standards and metrics for ecosystem services markets.

Cristel Zobisch is a climate policy associate with the National Sustainable Agriculture Coalition in partnership with the Organic Farming Research Foundation. Cristel works on a range of climate and agriculture issues, including carbon markets and NSAC’s Climate Change and Agriculture campaign.

Conceptualizing Large-Scale Livestock and Perennial Plant Integration

CCAs: 1.0 CEU credit approved

What will it take for large-scale integration of livestock and perennials across our landscape? Bring your big ideas to this roundtable session hosted by the Iowa State University Community College. Bronson Allred and Adam Janke will host the session. They want to hear your ideas and feedback on using perennial corridors to connect agricultural lands and habitat; collective land and livestock management and ownership; developing markets for regenerative products; and how to break down the barriers to adoption of these scalable concepts.

Omar de Kok-Mercedo is the STRIPS project coordinator with ISU. Omar coordinates transdisciplinary research and extension activities on prairie strips and their impacts on farmland, farm livelihoods, soil water and wildlife conservation.

Adam Janke is an assistant professor and wildlife extension specialist with ISU. Adam focuses on leveraging research and partnerships to improve knowledge and prospects of wildllife populations in agricultural working landscapes across the Midwest.

Getting Creative to Integrate Crops and Cattle

CCAs: 1.0 CEU credit approved

As a field crop farmer, how can you use the resources you have to integrate livestock into your system? This is the question Bronson Allred will explore with Zak Kennedy. Bronson raises row crops and wants to plant diverse cover crops so he can add cattle to his operation. Zak, an experienced cattle and crop farmer, will answer Bronson’s questions while the two explore the possibility of backgrounding cattle from November to April on cover crops.

Zak and Emily Kennedy, along with Zak’s brother, Mitch, operate Kennedy Cattle Company in Atlantic, Iowa. As fourth-generation farmers, they take steps every year to improve their land and farming system through growing diversified crops and cover crops. The Kennedy’s use cover crops in all phases of cattle production.

Bronson Allred farms corn and soybeans – and occasionally small grains – near Cordyn, Iowa. Bronson is an avid cover crop producer and is looking at ways to integrate livestock into his operation. Bronson has been engaged in the PFI community since participating in the PFI cover crop cost-share program in 2018.

Lead The Way: An Independent Farm Project Virtual Show-and-Tell (ages 12-16)

Providing opportunities for youth to conduct their own farm project gives them a chance to learn about budgeting, how to implement farming practices and how to navigate caring for livestock and crops. As future agricultural educators, both Mattie and Rachel will moderate for our young farmer friends Conner Allender, Elizabeth Findling and Regan Peters while they offer a show-and-tell of their current farm projects.

Mattie Tucker grew up in Remsen, Iowa, on an organic farm with her mother and brother. She recently graduated from Des Moines Area Community College with an associate’s degree in agribusiness and is currently studying agriculture education at Murray State College.

Rachel Findling is from the small town of Royal, Iowa. She grew up working with various species of livestock, such as cattle, sheep, pigs and chickens. She joined 4-H and the FFA right away. Through these opportunities, Rachel was inspired to pursue a career as an agricultural educator.

Conner Allender is a senior at Greene County High School in Jefferson, Iowa. He has participated in 4-H and holds officer positions in both 4-H and FFA. In spring 2019, Conner and his neighbor, Tom Wind, started a pasture poultry operation on Tom’s farm to help build better soil health in his pastures.

Elizabeth Findling is from Royal, Iowa, in the northwest part of the state. She is currently a sophomore at Spencer High School. When she is not hitting the ball on the softball diamond, she can be seen working on her livestock projects. Recently, Elizabeth and her sister have started raising their own flock of chickens.

Regan Peters is a junior at M MCRU High School in Murra, Iowa. Regan’s beef cattle herd consists primarily of progeny from the USDA Beef Improvement Program, as well as some local heifers. Regan farms out performance steers. Aside from beef production, Regan also shows pigs and is extremely involved in her school and community.

Mapping Our Special Places in Nature (ages 8-11)

Lead by Mattie Tucker, this session is designed for young students to show their appreciation for the plants and animals that are special to them. We will have a blank map printout; crayons, markers or colored pencils for drawing; and an object from a special nature place, or representing that special place.

Blue Morningsnow, known as “Miss Blue” in her preschool teacher role, has been the director of Prairie Flower Children’s Center in Ames for four years; she is also a musician and poet. Blue is passionate about outdoor nature-immersed education for children, and helping facilitate the relationship between children and the land.

Cover Crop-Based Organic No-Till Systems

CCAs: 1.0 CEU credit approved

Researchers in Pennsylvania, Wisconsin and Iowa are investigating different no-till methods to terminate winter cover crops like cereal rye and hairy vetch. These no-till methods include a Build-up roller-crimper, a Dawn rollover, a Flame weeder, a fall mower and a haybine mower with a tedder. In this session, learn how these no-till methods compare with using tillage for crop cover termination, weed control and grain (soybean and corn) yield.

Yihao Rui is an environmental scientist at the Rodale Institute in Kutztown, Pennsylvania. His research focuses on biogeochemistry, soil health and microbial ecology under climate change and land use. He works with collaborators around the world to identify and promote management strategies to improve the sustainability and resilience of our environment.

Diversifying Farms With Integrated Agroforestry

CCAs: 1.0 CEU credit approved

Farm-scale agroforestry and silvopasture are gaining attention in the Midwest as a way to diversify feed and income sources. While agroforestry can benefit the soil, habitat biodiversity and water quality, successfully adding agroforestry into existing farm operations can be a challenge. Join this session to hear from Jacob Grace and Jonathan Hendricks on various ways to incorporate agroforestry on your land.
will share how he has begun to integrate agroforestry practices with his livestock enterprises.

**Jacobo Grace** works on grazing and communications projects for the Sasaquilla Institute, a non-profit supporting agroforestry expansion in the Midwest. He also works with University of Wisconsin-Madison’s Center for Integrated Agricultural Systems.

**Jacob Morty** earned a degree in wildlife ecology from the University of Wisconsin-Stevens Point. In 2003, he returned to his family’s farm, Green Fire Farm, in southern Wisconsin where he now manages pastured beef cattle, hogs, hair sheep and poultry, and is experimenting with agroforestry plantings.

**Jonathan Hendricks** serves as the new agroforestry specialist with Sustainable Iowa Land Trust. He is researching ways farmers can cash-flow a variety of agroforestry practices in the Midwest.

### Winter Production in the Hoop House / Producción de invernadero en Invernaderos del Aro

**Bill Warner** operates Snug Haven Farm in Belleville, Wisconsin, with his wife, Judy Hajgman. Together, they manage 13 hoop houses and are known for their “fruit-sweetened spinach.” They focus resources on winter and spring crops and have recently added other greens and root crops to their winter-growing season. Even in the spring and summer, most of their crops are harvested from their hoop houses.

**Bilingual:** Justino Borja es un hablante nativo de español que no habla inglés. Lucía Schultz ayudará con la interpretación en inglés.

At Snug Haven Farm, the growing season starts in September. Spinach, carrots and turnips are seeded in the ground and kale, collards and chard are transplanted into hoop houses. The crops are harvested through the winter, revealing their frost-kissed tenderness. During this session, Bill will share winter hoop house techniques that keep his crops and soil productive and healthy through the Wisconsin winters.

**Bill Warner** operates Snug Haven Farm in Belleville, Wisconsin, with his wife, Judy Hajgman. Together, they manage 13 hoop houses and are known for their “fruit-sweetened spinach.” They focus resources on winter and spring crops and have recently added other greens and root crops to their winter-growing season. Even in the spring and summer, most of their crops are harvested from their hoop houses.

**Lenna Nachtigal** has been growing food at Ossian Creek Farm north of Ames, Iowa, with her husband, Joe Lynch, since 1998. Lenna is an artist, dancer and barn dance caller.

**Donna Przgintas** lives in Ames, Iowa, and has a long history of creating delicious meals for celebrities, youth camps and sustainable organic farms and food organizations. Her culinary career has always been farmer-centric, featuring cooking with seasonal, local products and celebrating farm-to-table eating.

**Bilingual:** Lucía Borja es un hablante nativo de español que no habla inglés. Lucía Schultz ayudará con la interpretación en inglés.

### Navigating Land Access / Navegando el Acceso Agrario

**Virgil Tworek-Hofstetter** and his wife, Mary have farmed for 20 years with his father, Stanly, near Columbus, Wisconsin. While teaching English as a second language classes, he met Justino, one of his students. After a visit to Virgil’s farm, Justino and his family eagerly agreed the offer to live and operate a portion of the farm.

Justino Borja was raised on a farm in México that grew corn, pumpkins, squash and beans. He has leased half an acre from Virgil for the past three years and cultivates tomatoes and jalapeños, serranos and bell peppers. Justino’s hope is to own land and diversify his farm by adding strawberries, goats and more vegetables.

**Bilingual:** Lucía Borja es un hablante nativo de español que no habla inglés. Lucía Schultz ayudará con la interpretación en inglés.

The access to a land is one of the principal obstacles that enfrentan los agricultores principales. Junto con el alto costo de la tierra y la falta de acceso a capital financiero, los prestamos discriminatorios y la dificultad para encontrar pequeñas parcelas de tierra para los agricultores que desean operar a menor escala son cargas adicionales a los desafíos del acceso a la tierra. En esta sesión, aprenderá como Justino Borja navegó a través del proceso de acceso a la tierra y construyó una relación con Virgil Tworek-Hofstetter, el propietario que ahora alquila a Justino.

**Virgil Tworek-Hofstetter** and his wife, Mary have cultivated for 20 years with his father, Stanly, near Columbus, Wisconsin. While teaching English as a second language classes, he met Justino, one of his students. After a visit to Virgil’s farm, Justino and his family eagerly agreed the offer to live and operate a portion of the farm.

### Conservation and Collaboration

Join several PFI landowners for a discussion about conservation on rented or custom-operated farmland. Topics will range from navigating conservation cost-share programs, to working with farmland tenants, to cooperating with neighbors on events and field days. Bring your ideas and questions for this audience-driven discussion.

**Les Deyell** owns Tealdei Farm near Slater, Iowa. Lee works with his farm tenas, Charles and Mike Helland, to address soil conservation, and habitat and water quality issues, by implementing both edge-of-field and in-field practices. Lee was PFI’s 2005 Farmland Owner Legacy Award recipient.

**Maggie McQueen** and her husband, Steve Turman, moved to the farm where she grew up near Red Oak, Iowa, in 2012. Since then, they have worked closely with their farm operators to incorporate conservation practices. Maggie and Steve were PFI’s 2018 Farmland Owner Legacy Award recipients.

**Clark Porter** is a landowner and farm manager for Porter Family Farms in Iowa’s Grundy and Tama counties. He works with a little over 570 acres. Clark’s farm is entirely no- or minimum-till, and Clark hires custom operators to work his farm. Clark also works as a watershed coordinator for the Iowa Department of Agriculture and Land Stewardship.

**Carole Reichardt** is a landowner and farm manager from Clarke, Iowa. Carole manages family farms in Cerro Gordo, Polk, Madison and Clarke counties. In comprising a little over 670 acres, Carole’s farm is entirely no-till. Carole has much experience working with farmland tenants to achieve goals and implement conservation.
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