



Coming HOME

Virtual Annual Conference
January 21-23, 2021

Program



Coming HOME



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

Visit our website for the online version of the conference schedule, session and speaker information and more!

practicalfarmers.org/annual-conference

Registered attendees will receive an email with their login information and access to the conference platform beginning Monday, Jan. 18.

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Civility Commitment

Our commitment is to learn from each other. We acknowledge differences in beliefs, values, politics, culture, interests and experiences.

We commit to:

- Listening respectfully to each other
- Creating an environment free from language that is hostile, intimidating or abusive of others
- Recognizing and respecting different levels of understanding
- Actively seeking common ground

THANK YOU TO OUR LEVEL A SPONSORS!





2021 Virtual Conference Schedule



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

Thursday, Jan. 21			
8:30–10 a.m.	Virtual Tradeshow		
10–11 a.m.	General Sessions	Farmer-to-Farmer Conversations	Roundtables
11:10 a.m.–12:10 p.m.	General Sessions	Farmer-to-Farmer Conversations	Roundtables
Afternoon activities - always open!	Virtual tradeshow Curated, archived PFI content to view whenever you want Recordings of earlier sessions Attendee chat Meeting rooms (<i>attendees can reserve</i>)		
6–9 p.m.	Happy Hour (<i>more on page 8</i>) Movie Night – “Livestock on the Land” (<i>more on page 9</i>) Q&A		

Friday, Jan. 22				
8:30–10 a.m.	Virtual Tradeshow			
9–9:45 a.m.	Business Meeting (<i>more on page 10</i>)			
10–11 a.m.	General Sessions	Farmer-to-Farmer Conversations	Roundtables	Lightning Talks
11:10 a.m.–12:10 p.m.	General Sessions	Farmer-to-Farmer Conversations	Roundtables	Lightning Talks
Afternoon activities - always open!	Virtual tradeshow Curated, archived PFI content to view whenever you want Recordings of earlier sessions Attendee chat Meeting rooms (<i>attendees can reserve</i>)			
6–8 p.m.	Potluck (<i>more on page 8</i>) Keynote: “Homecoming” by Sarah Smarsh (<i>more on page 11</i>) Q&A			



2021 Virtual Conference Schedule



Saturday, Jan. 23				
8:30–10 a.m.	Virtual Tradeshow			
10–11 a.m.	General Sessions	Youth Sessions	Farmer-to-Farmer Conversations	Roundtables
11:10 a.m.–12:10 p.m.	General Sessions	Youth Sessions	Farmer-to-Farmer Conversations	Roundtables
Afternoon activities - always open!	Virtual tradeshow Curated, archived PFI content to view whenever you want Recordings of earlier sessions Attendee chat Meeting rooms (<i>attendees can reserve</i>)			
6–8:10 p.m.	Happy Hour (<i>more on page 8</i>) Storytelling (<i>more on page 12</i>), featuring PFI members: Wade Dooley as emcee, Jill Beebout, Jathan Chicoine, Darla and Michael Eeten, John Gilbert Sr. and Lorna Wilson!			

Extra Details:

Potluck Party Continues!

Join fellow attendees and speakers for virtually ambulatory happy hours and potlucks each night of the conference. More information on page 8.

Certified Crop Advisor

We are excited to offer continuing education credits (CEUs) at several sessions this year. QR codes for CEUs are available during the conference. Eligible sessions are noted throughout this program book.

Conference Evaluation

Your feedback is important to us! We read each evaluation we receive, so tell us what you think. The evaluation form will be available through the PFI website and conference platform. If you happen to miss it there, we'll send you the link!

Web and Social Media

Share the experience! Use #PFI21 to post social media updates on your favorite social media site.



Making the Most of Your Virtual Conference Experience



You've registered ... now what?

STEP 1

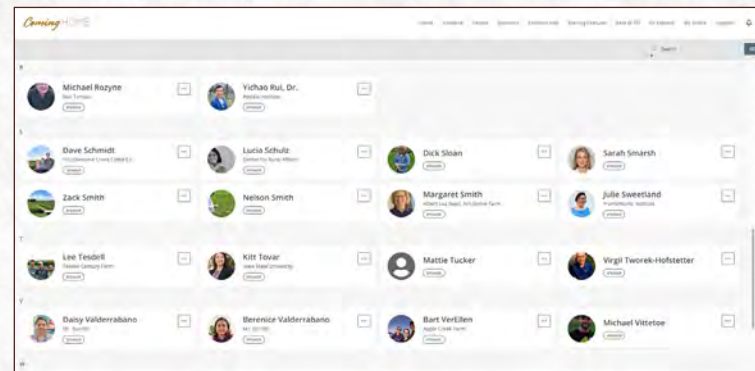
Access the conference platform

On Monday, Jan. 18 (the Monday before the conference), you will receive an email with your unique login to access the conference platform. This login will be unique to your registration and email address. Feel free to log in a few days early and explore the platform!

STEP 2

Make a profile

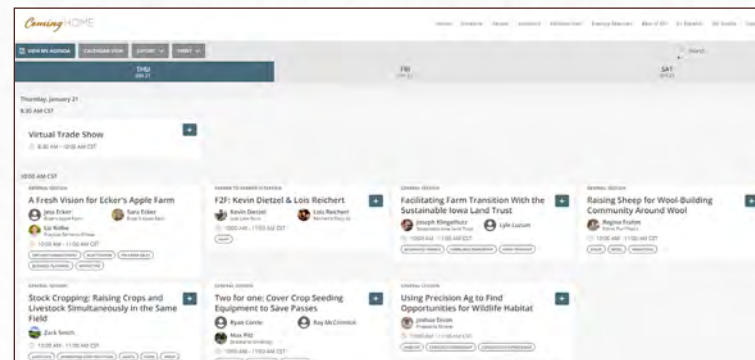
After you log onto the conference web platform, use the “My Profile” tab to add information about yourself and your farm or organization. Add some of our tags, or make your own to communicate to others what you're interested in. When your profile is complete, you can connect with other attendees and participate in discussions.



STEP 3

Build your personal schedule

No more flipping through the program to find the room number or remember where you wanted to go! By visiting the “Schedule” tab on the conference platform and adding sessions you're interested in attending to “My Agenda,” you can build a personalized conference schedule. Sessions you add to “My Agenda” will also display at the bottom of your conference homepage for quick access.



STEP 4

Engage and enjoy!

We hope you will show up to the PFI conference like you always do: excited to greet old friends and new, eager to exchange experiences and knowledge, and prepared to contribute to a conference atmosphere of learning, networking and being in community.

- Engage with speakers and panelists during 50+ sessions and roundtables
- Post and engage on the public message boards
- Chat with other attendees in private conversations
- Plan or participate in video meetings with other attendees
- Meet and visit with exhibitors (see page 33 for more on how to interact with exhibitors)
- Attend the virtual happy hours and virtual potluck
- Re-watch sessions, or watch what you missed!

Chat with PFI staff and board

We have some new people on our staff (and many familiar faces)! Stop by the PFI booth in the virtual exhibit hall to visit with PFI staff and board members. You'll also be able to find us at the happy hours and potluck.

Want more sessions? Visit the “Best of PFI”

Over decades of farmer-to-farmer events, PFI has amassed a vast library of archived content. For the conference, we created a “Best of PFI” tab to showcase some of our favorite PFI videos, workshops, talks and resources from the past several years. Don't worry if you can't watch them all right now – they're always available at practicalfarmers.org!

Thank you
for attending this year's conference!



Happy Hours & Potluck | Nightly at 6 p.m. CST

Happy Hours and Potluck

Join us online for food, camaraderie and celebration

At **6:00 p.m. CST** each evening, head to the virtual happy hours and potluck. We'll be meeting in Wonder, an interactive community space designed as the antidote to Zoom fatigue. Find your friends by their avatar, strike up with the person next to you or join a conversation based on topic areas. No waiting in line for drinks, but plenty of spontaneous conversation!



We're enjoying having our staff meetings in here, but it will be more fun when you're here with us!

Movie Night | Thursday at 7 p.m. CST

Livestock on the Land

Movie Screening

THURSDAY, JANUARY 21 | 7 P.M. CST

featuring
PFI members from across the state

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.

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

This film made possible in part by

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

Annual Business Meeting | Friday at 9 a.m. CST

Annual Business Meeting

This meeting is open to everyone; you don't have to be a PFI member to attend.

Please join us!

Come hear about Practical Farmers' activities and accomplishments in 2020 – a year in which we experienced substantial growth – and learn about our plans for 2021 and beyond.

Board elections

If you are a PFI member, please come and choose the members who will help lead PFI forward.

Flip to page 37 for a financial snapshot of fiscal year 2020.

PFI Sustainable Agriculture Achievement Award Presentation



PLEASE JOIN US as we present Paul Ackley and his late wife, Nancy Ackley, of Bedford, Iowa, with PFI's 2021 Sustainable Agriculture Achievement Award. Paul operates a diversified farm in southwestern Iowa, raising corn, soybeans, hay, winter wheat and a diverse mix of cover crops, as well as hair sheep and cattle, on about 800 acres.

Until her death in December, Nancy was a vital part of the farm operation over the couple's many years farming, helping to keep the books, sort hogs, move cattle, help with planting or whatever other work needed to be done.

The Ackleys have been members of PFI for more than 15 years – but they have served as sustainable agriculture leaders for decades, modeling thoughtful soil stewardship and regenerative farming practices, and serving as inspiration and mentors to countless farmers over the years.

In addition to using cover crops on all their crop acres, they have been completely no-till for many years and practice rotational grazing to help nurture soil health. They have also installed terraces, wetlands, grassed waterways and riparian buffers to minimize erosion and provide wildlife habitat. "Their focus has always been on reducing erosion and improving soil health while reducing cost and increasing profits," says Andy Welch, a farmer near Sheridan, Missouri.

Beyond their willingness to experiment with a range of conservation practices, Paul and Nancy have been generous in sharing their knowledge with other farmers through field days, grazing groups, on-farm research and their enduring spirit of openness to mentoring others.

"Paul Ackley was one of the first farmers I had the privilege of meeting after moving from Maryland in 2008 to the Midwest in search of an agronomy degree," says Colten Catterton, of Green Cover Seed. "From that first meeting when I heard him teach on soil health, to the present-day monthly conversations we have, Paul has become the most influential farmer mentor in my life.

"Paul is a long-time soil health and regenerative agriculture advocate, well before it was a hot topic. He's a modest man that never boasts and doesn't claim to know everything, but rather has an insatiable thirst for knowledge that is contagious."

Keynote Address | Friday at 7 p.m. CST

Homecoming

Sarah Smarsh

Author, speaker, journalist

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 ingenuities 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 Night | Saturday at 7 p.m. CST

Storytelling Night

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



Emcee:
Wade
Dooley



Darla and
Michael
Eeten



Jathan
Chicoine



John
Gilbert



Jill
Beebout



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. You can reserve a place in a roundtable through the conference agenda the week of the conference. 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.

Thursday Schedule At-a-Glance

All times listed are Central Standard Time (GMT-6).

TIME	SESSION	PRESENTER(S)
8:30 – 10 a.m.	Virtual tradeshow	
10 – 11 a.m.	Thursday Session 1	
	Farmer-to-Farmer Conversation	Kevin Dietzel, Lois Reichert
	Building Community Around Wool	Regina Frahm
	Two for One: Cover Crop Seeding Equipment to Save Passes (1 CEU credit)	Max Pitt, Ray McCormick, Ryan Corrie
	Using Precision Ag to Find Opportunities for Wildlife Habitat (1 CEU credit)	Josh Divan
	A Fresh Vision for Ecker's Apple Farm (1 CEU credit)	Sara and Jess Ecker
	Stock Cropping: Raising Crops and Livestock Simultaneously in the Same Field (1 CEU credit)	Zack Smith
	Facilitating Farm Transition With the Sustainable Iowa Land Trust / Facilitando Granja Transición Con El Fondo de Tierras Sostenibles en Iowa (SILT) (1 CEU credit)	Joe Klingelhutz, Lyle Luzum, Will Lorentzen and Adrian White
11:10 a.m. – 12:10 p.m.	Thursday Session 2	
	Farmer-to-Farmer Conversation	John Hogeland, Martha McFarland
	Farmer-to-Farmer Conversation	Laura Krouse, Margaret Smith
	Assess & Plan for Success: Uplifting Farm and Food Enterprises / Evaluar y Planificar Para el Éxito: mejorar las empresas agrícolas y alimentarias (1 CEU credit)	Victor Oyervides, Berenice and Daisy Valderrabano
	Nitrogen Management With Cover Crops (1 CEU credit)	Eileen Kladviko
	Growing the Next Generation of Farmers Through Grazing Cover Crops (1 CEU credit)	Robert Jewell
	Community-Engaged Seed Keeping and the Praxis of Sankofa / Conservación de semillas con participación comunitaria y la práctica de Sankofa (1 CEU credit)	Ty Holmberg
	Challenges to Processing Poultry in Iowa (1 CEU credit)	Ryan Marquardt
Afternoon activities - always open!	Virtual tradeshow	
	Curated, archived PFI content to view whenever you want	
	Recordings of earlier sessions	
	Attendee chat	
6 – 7 p.m.	Happy Hour	
	Meeting rooms (attendees can reserve)	
7 – 9 p.m.	Movie Night - "Livestock on the Land"	
	Q&A	

Thursday Sessions

Session Format Key

See page 13 for session format descriptions

■ General Session

◆ Spanish Interpretation / Interpretación en español

▲ Farmer-to-Farmer Conversation

● Roundtable

⚡ Lightning Talk

✦ Youth Session

THURSDAY SESSION 1

10–11 a.m.

All times listed are CST.

▲ 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, Ranae, in Jewell, Iowa, where they launched a small, grass-fed cow dairy that produces artisanal cheese in 2016. The farm includes 80 acres of pasture and hay; whey-fed hogs; 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 hear how Regina has found community in connecting her farm to consumers.

Regina Frahm owns and operates Esther Purl Fibers, raising registered white Cormo breeding stock and colored Cormo 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

CCAs: 1.0 CEU credit approved

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 uses 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

CCAs: 1.0 CEU credit approved

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.

Josh Divan 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.



■ A Fresh Vision for Ecker's Apple Farm

CCAs: 1.0 CEU credit approved

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 Trempealeu, Wisconsin. In addition to stewarding 35 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, Hog's Back Brew Farm.



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

CCAs: 1.0 CEU credit approved

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 Stevermer, 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.

■ Facilitating Farm Transition With the Sustainable Iowa Land Trust / Facilitando Granja Transición Con El Fondo de Tierras Sostenibles en Iowa (SILT)

CCAs: 1.0 CEU credit approved

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

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 Klingelhutz, SILT farm specialist, will moderate the session.

Joe Klingelhutz is a farm specialist with the Sustainable Iowa Land Trust. A graduate of Iowa State University, Joe has a wide range of experiences related to conservation and farming. Joe consults with landowners about sustainable food production and how to permanently protect their farms.



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 20-year lease with SILT, Will and Adrian rent their farm at a discounted rate while building equity in infrastructure and equipment. They grow 70-plus crops, including shiitake mushrooms.



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

Esta sesión se centra en una doble necesidad: los propietarios y los agricultores de Iowa necesitan estrategias inteligentes para la transferencia de sus granjas, mientras que los nuevos agricultores y principiantes necesitan acceso a acres asequibles para la agricultura regenerativa. Terrateniente Lyle Luzum y agricultores Will Lorentzen y Adrian White describirán sus experiencias de transferencia de granja con El Fondo de Tierras Sostenibles en Iowa (SILT), una organización sin fines de lucro destinada a mantener la tierra en la producción de alimentos asequibles y sostenibles. Joe Klingelhutz, especialista agrícola con SILT, moderará la sesión.

Joe Klingelhutz es un especialista agrícola en Sustainable Iowa Land Trust. Un graduado de la Universidad Estatal de Iowa, 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.

Lyle Luzum es un miembro de PFI y propietario de tierras que donó su granja herencia de 170 acres cerca de Decorah, Iowa, al Fondo de Tierras Sostenibles en Iowa en 2017 después de investigar otras opciones, incluida la venta, las servidumbres de conservación y otras organizaciones sin fines de lucro.

Will Lorentzen y Adrian White son copropietarios y operan Jupiter Ridge Farm cerca de Garber, Iowa. Como parte de un contrato de arrendamiento de 20 años con SILT, Will y Adrian alquilan su granja a un precio reducido mientras acumulan capital en infraestructura y equipos. Cultivan más de 70 cultivos, incluidos hongos shiitake.

THURSDAY SESSION 2 11:10 a.m.-12:10 p.m.

All times listed are CST.

▲ John Hogeland and Martha McFarland

Martha McFarland, a bison and cattle farmer near Fredericksburg, Iowa, and John Hogeland a cattle farmer near Lovilia, Iowa, both left Iowa to follow careers in education and the culinary arts, respectively. After years away, Martha and John each returned to Iowa to take over their family farms. During this session, Martha and John will share a candid conversation about coming home and navigating the challenges of taking over.

Martha McFarland farms with her father, Dan, in Fredericksburg, Iowa. They operate Hawkeye Buffalo Ranch on 250 acres of pasture and timber where bison and cattle graze. Martha gives educational tours to provide historical information about bison, the prairie and the history of their homesteading family who settled in Iowa over 150 years ago.



John Hogeland moved back to Lovilia, Iowa, from California with his wife, Beth Hoffman, to take over the family farm. John and Beth are transitioning the 540 acres to an organic, grass-fed cattle operation. They use rotational grazing practices and plan to add goats to their system soon.



▲ Laura Krouse and Margaret Smith

Laura Krouse and Margaret Smith have known each other since college, where they met in the hall of the ISU Agronomy building. Despite their conventional

education, both were drawn to sustainable and regenerative agricultural systems. Join these long-time friends for a discussion about the evolution of their conservation ethic and how that influences their current roles and decisions on their farms.

Laura Krouse operates Abbe Hills Farm on 72 acres near Mt. Vernon, in Linn County, Iowa, where she and her crew grow vegetables for a large CSA and a handful of other local markets. The farm is managed with crop rotation, cover crops, integrated pest management and pollinator habitat, and without the use of synthetic pesticides.



Margaret Smith is a forage agronomist for Albert Lea Seed with previous experience working for ISU Extension and the ISU Department of Agronomy. She and her husband, Doug Alert, operate Ash Grove Farm, a diversified, certified organic crop and livestock operation near Hampton, in Franklin County, Iowa.



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

CCAs: 1.0 CEU credit approved

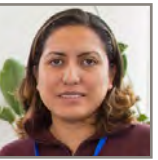
Bilingual: This session will be hosted bilingually in English and Spanish.

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, owners of taqueria Mr. Burrito in Ames, Iowa, will share how 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 for five years – initially as Latino community liaison and now as retail business specialist. He works to strengthen local retail economies with a primary focus on the linkages between food producers, processors and retailers.



Berenice and Daisy Valderrabano have owned Mr. Burrito, a taqueria in Ames, Iowa, since December 2010. Berenice and Daisy, along with their parents, Nancy Valderrabano and her late husband, Jose Valderrabano have



welcomed and retained a loyal customer base. They share the taqueria experience through traditional family recipes rooted in the Puebla region of Mexico.



Bilingüe: Esta sesión se presentará de forma bilingüe en inglés y español.

Nada es más crítico para un negocio agrícola y de alimentos que un buen plan de negocios. Victor Oyervides, compartirá cómo la herramienta, Business Model Canvas puede ayudar a visualizar mejor su plan de negocios, enfocarse en los elementos clave y comprender cómo los conceptos comerciales pueden generar un retorno de la inversión. Daisy y Berenice, propietarias de la taquería Mr.Burrito en Ames compartirán cómo después de un año trabajaando con Víctor han implementado con éxito las tres primeras fases de la herramienta Canvas, lo que ha resultado en un aumento del 20% en las ventas de sus negocios. Aprenda de Victor, Daisy y Berenice sobre cómo puedes implementar esta herramienta para su negocio agrícola.

Victor Oyervides ha estado con ISU Extension and Outreach durante cinco años – inicialmente como enlace con la comunidad latina y ahora como un especialista en negocios minoristas. Victor trabaja para fortalecer las economías minoristas locales, con un enfoque principal en los vínculos entre los productores de alimentos, los procesadores y los minoristas de alimentos.

Berenice y Daisy Valderrabano son 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, José Valderrabano, han recibido y retenido una base de clientes leales. Comparten la experiencia de la taquería a través de recetas familiares tradicionales arraigada de la región mexicana de Puebla.

Nitrogen Management With Cover Crops

CCAs:1.0 CEU credit approved

Understanding basics of the nitrogen cycle can help address questions surrounding fertilizer management in cover cropped systems. In this session, Eileen Kladvko 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 Kladvko 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

CCAs:1.0 CEU credit approved

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.



Community-Engaged Seed Keeping and the Praxis of Sankofa / Conservación de semillas con participación comunitaria y la práctica de Sankofa

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, student interns 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 process and experiences with community engagement, and will discuss ways white people can meaningfully engage with communities of color on agricultural topics.

Ty Holmberg is co-director at Sankofa Community Farm at Bartram's Garden in Philadelphia. Ty has had extensive experience in youth development, food justice and education reform. He served for 10 years with the University

of Pennsylvania's Center for Community Partnerships as director of health promotion, and was director of the West Philadelphia-based Sayre Community School.



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

Para desarrollar un enfoque africano para el propósito central de Sankofa Granja Comunitaria en Bartram's Garden, los codirectores Chris Bolden-Newsome y Ty Holmberg han participado en muchas conversaciones con los jardineros de la comunidad, estudiantes en prácticas y líderes locales. Esa finca se ha comprometido a vivir la práctica de Sankofa, un concepto del África Occidental que enseña que debemos volver a nuestras raíces para el poder de seguir adelante. A través de este constante “recuerdo” que las personas se nutren de un compromiso activo 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 maneras 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 oeste de Philadelphia.

Challenges to Processing Poultry in Iowa

CCAs:1.0 CEU credit approved

For small- to mid-sized poultry farmers in Iowa, finding a plant to process their broilers is a significant challenge. Meeting the processing need is difficult, as small processing plants face labor and regulatory barriers, among others. This roundtable discussion aims to spark a conversation about processing barriers and possible solutions. Join this session to share experiences and ideas.

Ryan Marquardt and his wife, Janice, own Wild Rose Pastures near Van Meter, Iowa. They have raised chicken, turkey, beef and eggs for central Iowa customers using sustainable practices since 2017.



Insuring Specialty Crop Production

CCAs:1.0 CEU credit approved

Crop insurance policies that are affordable and cost-effective, even Whole Farm Revenue Protection policies designed to benefit diverse growers, can be very difficult for producers to procure. Join this audience-driven roundtable discussion about insuring specialty crop operations to share your experiences with WFRP and other programs, and to learn more about risk management options on diverse farms.

Emma Johnson and her husband, Marcus, operate Buffalo Ridge Orchard near Central City, Iowa, with Emma's parents, Mary and Vernon Zahradnik. The 80-acre farm includes 5 acres of diversified vegetables (field and high tunnel) and 13 acres of orchard. The farm is covered by a Whole Farm Revenue Protection policy.



Friday Schedule At-a-Glance

All times listed are Central Standard Time (GMT-6).

TIME	SESSION	PRESENTER(S)
8:30 – 10 a.m.	Virtual tradeshow	
9 – 9:45 a.m.	Business meeting	
10 – 11 a.m.	Friday Session 1	
	Farmer-to-Farmer Conversation	Danelle Myer, Jordan Scheibel
	Interseeding Covers: Weed Management Considerations in Narrow- and Wide-Row Corn (1 CEU credit)	John Wallace
	Global Threats to Pollinators: Climate Change and Pesticides (1 CEU credit)	Scott Hoffman Black
	REKO Rings: A Direct-Market Model from Scandinavia / Anillos REKO: Un Modelo de Mercado Directo de Escandinavia (1 CEU credit)	Rebekka Bond
	Rethinking Farmland Leasing: Payment Structures and Conservation Provisions (1 CEU credit)	Mike Downey
	Reframing Food and Farming Narratives	Michael Rozyne, Susan Futrell, Julie Sweetland
	Developing a Pasture-Raised, Iowa-Based Meat Company (1 CEU credit)	Matt LeRoux, Caleb Baker, Wendy Johnson, Nick Wallace
	Lightning Talks	Multiple presenters
11:10 a.m. – 12:10 p.m.	Friday Session 2	
	Farmer-to-Farmer Conversation: Carbon on the Farm	Jasmine Dillon, Dave Schmidt
	Farmer-to-Farmer Conversation	Adam Ledvina, Bart VerEllen
	Migrant and Seasonal Farmworkers: Worker Rights and Experiences (1 CEU credit)	Melissa Garcia, Stacey Robles, Andrea Rasmussen
	Increase Income Through Diversification / Aumentar Los Ingresos Mediante La Diversificación (1 CEU credit)	Lisa Kivirist
	Choosing the Right Oat Varieties - Breeding to Buying (1 CEU credit)	Mac Ehrhardt, Chad Ingels, Melanie Caffé
	Neonicotinoid Seed Treatments: Agronomics and Environmental Impacts (1 CEU credit)	Dick Sloan, Matt O'Neal
	Iowa's Diverse Farming History - Sac and Fox Tribe (1 CEU credit)	Johnathan L. Buffalo
	Working Lands Conservation Programs Tips and Tricks	Bruce Carney, Chad Hensley
	COVID Impact: Farm Changes You're Keeping	
	Lightning Talks	Multiple presenters
Afternoon activities - always open!	Virtual tradeshow	
	Curated, archived PFI content to view whenever you want	
	Recordings of earlier sessions	
	Attendee chat	
6 – 7 p.m.	Meeting rooms (attendees can reserve)	
	Potluck	
	Keynote - “Homecoming” by Sarah Smarsh	
	Q&A	
7 – 8 p.m.		

Friday Sessions

Session Format Key

See page 13 for session format descriptions

■ General Session

◆ Spanish Interpretation / Interpretación en español

▲ Farmer-to-Farmer Conversation

● Roundtable

⚡ Lightning Talk

✦ Youth Session

FRIDAY SESSION 1

10–11 a.m.

All times listed are CST.

▲ Danelle Myer and 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 Logan, 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 Lacina 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

CCAs: 1.0 CEU credit approved

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 weed management in reduced-tillage organic systems.



■ Global Threats to Pollinators: Climate Change and Pesticides

CCAs: 1.0 CEU credit approved

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

CCAs: 1.0 CEU credit approved

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

REKO rings were first developed in Finland in 2013. Using closed Facebook groups, producers and customers in a REKO ring can communicate for weekly orders, with a shared pick-up location and

time. During this session, Rebekka Bond will give an overview of REKO rings in Scandinavia, provide an in-depth look at the operations of REKO rings she administers and explain how marketing works through a REKO ring.

Rebekka Bond began studying and working on REKO rings in Sweden in 2017 while working for the Norwegian Farmers and Smallholders Union. She now lives in Sørum, Norway, near Oslo, where she farms organic vegetables at Sårkroken Organic Garden and is the administrator for the Lillestrøm REKO ring.



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

Los anillos REKO se desarrollaron por primera vez en Finlandia en 2013. Utilizando grupos cerrados de Facebook, los productores y clientes en un anillo REKO pueden comunicarse para pedidos semanales, con un lugar y una hora de recogida compartidos. Durante esta sesión, Rebekka Bond ofrecerá una descripción general de los anillos REKO en Escandinavia, ofrecerá una visión en profundidad de las operaciones de los anillos REKO que ella administra y explicará cómo funciona el marketing a través de un anillo REKO.

Rebekka Bond comenzó a estudiar y trabajar en los anillos REKO en Suecia en 2017 mientras trabajaba para la Unión de Agricultores y Pequeños Productores de Noruega. Ahora vive en Sørum, Noruega, cerca de Oslo, donde cultiva verduras orgánicas en Sårkroken Jardín Orgánica y es la administradora del anillo Lillestrøm REKO.

■ Rethinking Farmland Leasing: Payment Structures and Conservation Provisions

CCAs: 1.0 CEU credit approved

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 the pros and cons of different farmland lease 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, accredited land consultant and certified farm succession coordinator with Next Gen Ag Advocates. Mike grew up on a farm in west-central Illinois, and uses his expertise and experience 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 unearthed, 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 head 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 Futrell** 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 introspective about commercial apple production. 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 bring the organization's cutting-edge, evidence-based reframing recommendations to issues throughout the nonprofit sector, including public health, childhood education and climate science.



● Developing a Pasture-Raised, Iowa-Based Meat Company

CCAs: 1.0 CEU credit approved

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 Baker is a beginning farmer in Ringgold County, Iowa, who is transitioning from farming conventional row crops and feedlot 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.



Wendy Johnson and her husband, Johnny Rafkin, 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 Farms near Keystone, 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 how they work on page 13.

- Pastured pigs with the wagon wheel model **with Dayna Burtness**
- What is popcorn? **with Jim Fitkin**
- Lessons learned growing hops **with Keri Byrum**
- Eradicating Canadian thistle in apple orchards **with Chris McGuire**
- Spring time cultivator in row crops **with Nelson Smith**
- Farm Jokes! **with Mary Swander**

FRIDAY SESSION 2
11:10 a.m.-12:10 p.m.

All times listed are CST.

▲ Carbon on the Farm

CCAs: 1.0 CEU credit approved

Join Jasmine Dillon, an animal science professor and researcher, and Dave Schmidt, a beef and sheep

grazier, 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.



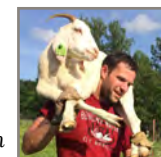
Dave Schmidt and his wife Meg Schmidt own Troublesome Creek Cattle Co near Exira, Iowa. Their goal is to produce high-quality, wholesome meat by ensuring the well-being and long-term health and productivity of their livestock while maintaining the most basic resources: soil, air and water.



▲ 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 Goatscaping. Adam also works for Red Earth Gardens, the Meskwaki 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 Centerville, Iowa, and have off-farm jobs.



■ Migrant and Seasonal Farmworkers: Worker Rights and Experiences

CCAs: 1.0 CEU credit approved

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. Stacey will share

experiences and perspectives from those who work on Iowa farms. Andrea will provide 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 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 Program; 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.



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

CCAs: 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 multiple books on sustainability, food and entrepreneurship. For over 20 years, she and her family have run Inn Serendipity Farm and B&B in Wisconsin, completely powered by renewable energy.



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

¿Aspira a llevar el agroturismo a su granja o buscar otra empresa para ampliar el flujo de caja de su operación? Lisa Kivirist compartirá cómo su familia utiliza con éxito la diversificación a través de su posada, Serendipity. La posada ofrece un mercado para productos alimenticios de valor agregado y otras fuentes de ingresos, como el servicio de alimentos en la granja. Lisa compartirá las mejores prácticas y estrategias de planificación para respaldar positivamente sus resultados con una empresa diversificada.

Lisa Kivirist es autora del libro premiado "Hermanas del Suelo: Un Juego de Herramientas Para Las Agricultoras", y co-autora de varios libros sobre sostenibilidad, alimentación y la actividad empresarial. Durante más de 20 años, ella y su familia ha dirigido la posada Serendipity en Wisconsin, que es completamente impulsado por energía renovable.

■ Choosing the Right Oat Varieties - Breeding to Buying

CCAs: 1.0 CEU credit approved

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 Caffé 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 Fayette 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 Caffé 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," "Natty," "Sumo," "Saddle," "Warrior" and "Rushmore."



■ Neonicotinoid Seed Treatments: Agronomics and Environmental Impacts

CCAs: 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 neonics.

Dick Sloan and his wife, Diana, are lifetime PFI members who farm near Rowley, 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

CCAs: 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.



● Working Lands Conservation Programs Tips and Tricks

CCAs: 1.0 CEU credit approved

Working lands conservation programs like the Environmental Quality Incentives Program (EQIP) and the Conservation Stewardship Program (CSP) are powerful tools farmers and landowners can use

to implement conservation on their farms. Join this audience-driven roundtable session to discuss working lands conservation programs with other farmers and landowners, pick up some tips and tricks and identify potential pitfalls you might encounter.

Bruce Carney is a lifetime PFI member who, with his wife Connie, owns and operates Carney Family Farms near Maxwell, Iowa. Located on 300 acres of pasture that once grew corn and soybeans, Bruce has made use of NRCS working lands programs to fund conservation activities and improve his operation.



Chad Hensley and his wife, Katie, own and operate Big Creek Farms near Lamoni, Iowa. With a diversified fruit, vegetable and livestock operation, Chad has experience using working lands programs including EQIP and CSP to implement conservation programs and improve his bottom line.



● 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.

⚡ Lightning Talks

We are introducing lightning talks to our session offerings! Read more about how they work on page 13.

- Pasture-raised turkeys for beginners **with Tammy Faux**
- Filling nooks and crannies with annual pollinator habitat **with Rob Faux**
- Experimenting with no-till vegetable production **with Jordan Scheibel, Emily Fagan and Hannah Breckbill**
- Food box meal kit pilot **with Jan Libbey**
- Crop washer **with T.D. Holub**
- The role of PFI's farmer-network in conservation practice adoption **with Lauren Asprooth**

Saturday Schedule At-a-Glance

All times listed are Central Standard Time (GMT-6).

TIME	SESSION	PRESENTER(S)
8:30 – 10 a.m.	Virtual tradeshow	
10 – 11 a.m.	Saturday Session 1	
	Farmer-to-Farmer Conversation	Wade Dooley, James Holz
	Mapping Our Special Places in Nature (ages 4-7)	Blue Morningsnow
	Start Shepherding From Scratch (1 CEU credit)	Hannah Bernhardt
	Relay Cropping Rye and Soybeans (1 CEU credit)	Alec Amundson, Michael Vittetoe
	Making Space for Beneficial Insects on Farms (1 CEU credit)	Jake Kundert, Sarah Nizzi, Sarah Foltz Jordan
	Tools for Accessing Land / Herramientas Para Acceder La Tierra (1 CEU credit)	Celize Christy, Mike Parker
	Employee Cultivation for Scaling Up a Vegetable Farm (1 CEU credit)	Tracy Whitehead
	Land Ownership Legal Structures (1 CEU credit)	Kitt Tovar
	Carbon Markets: Exploring the Realities and Asking the Right Questions (1 CEU credit)	Michelle Wander, Cristel Zoebisch
11:10 a.m. – 12:10 p.m.	Saturday Session 2	
	Farmer-to-Farmer Conversation: Getting Creative to Integrate Crops and Cattle	Zak and Emily Kennedy, Bronson Allred
	Lead The Way: An Independent Farm Project Virtual Show-and-Tell (ages 12-16)	Mattie Tucker, Rachel Findling, Conner Allender, Elizabeth Findling, Regan Peters
	Mapping Our Special Places in Nature (ages 8-11)	Blue Morningsnow
	Cover Crop-Based Organic No-Till Systems (1 CEU credit)	Yichao Rui
	Diversifying Farms With Integrated Agroforestry (1 CEU credit)	Jacob Grace, Jacob Marty, Jonathan Hendricks
	Winter Production in the Hoop House / Producción de invierno en Invernaderos del Aro (1 CEU credit)	Bill Warner
	DonnaLonna Kitchen Live	Lonna Nachtigal, Donna Prizgintas
	Navigating Land Access / Navegando el Acceso Agrario (1 CEU credit)	Virgil Tworek-Hofstetter, Justino Borja, Lucia Schulz
Afternoon activities - always open!	Virtual tradeshow	
	Curated, archived PFI content to view whenever you want	
	Recordings of earlier sessions	
6 – 7 p.m.	Attendee chat	
	Meeting rooms (attendees can reserve)	
	Happy Hour	
7 – 8:10 p.m.	Storytelling Night - featuring PFI members: Wade Dooley as emcee, Jill Beebout, Jathan Chicoine, Darla and Michael Eeten, John Gilbert Sr. and Lorna Wilson	

Saturday Sessions

Session Format Key

See page 13 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.

All times listed are CST.

▲ 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 raising cover crop seed. Wade also owns Dooley Ag Stewardship 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 map drawings as time allows.

Materials needed include: 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, Iowa, 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.



■ Start Shepherding From Scratch

CCAs:1.0 CEU credit approved

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 pastured pork and livestock guardian dog puppies.



■ Relay Cropping Rye and Soybeans

CCAs:1.0 CEU credit approved

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 Amundsons use cover crops and no-till, and have been relay cropping since 2018.



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

CCAs: 1.0 CEU credit approved

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



Sarah Nizzi 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 farmers, agencies and partner organizations to promote pollinators on farms and in natural areas.



■ Tools for Accessing Land / ◆ Herramientas Para Acceder La Tierra

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 help you 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.

Celize Christy is the next generation coordinator for Practical Farmers of Iowa. Celize focuses on working with aspiring farmers through PFI's Labor4Learning program, Find A Farmer site and Latino Outreach project.



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 Finding Farmland, el curso en línea Finding Farmland y el sitio Find A Farmer.

Celize Christy es la coordinadora de la próxima generación para los Agricultores Prácticos de Iowa (PFI). El trabajo de Celize se centra en trabajar con agricultores aspirantes del programa de Labor4Learning un programa de PFI, 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 granjas, incluido trabajador agrícola, asociado de marketing de centros de alimentos, gerente de mercado de agricultores, proveedor y escritor.

■ Employee Cultivation for Scaling Up a Vegetable Farm

CCAs: 1.0 CEU credit approved

Building a successful farm team is about more than finding and keeping skilled people (though keeping them is important!). During this session, Tracy Whitehead will share strategies he uses to build a strong employee culture of engagement, and how he adapts JBG's farm systems to make the most of his employees' skills. Over the years, his efforts in this area have improved employee retention and promotion, and have allowed the farm to work with, and for, a wider range of people.

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.



■ 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 latest 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 Wander 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 Zuebisch 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 Consortium for Cultivating Human and Naturally reGenerative Enterprises (C-Change). Omar de Kok-Mercado 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 sizable concepts.

Omar de Kok-Mercado 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 wildlife populations in agricultural working landscapes across the Midwest.



SATURDAY SESSION 2 11:10 a.m.–12:10 p.m.

All times listed are CST.

▲ 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 Kennedys graze or feed cover crops in all phases of cattle production.



Bronson Allred farms corn and soybeans – and occasionally small grains – near Corydon, Iowa. Bronson is an avid cover cropper 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 Morningside 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. She has participated in and holds officer positions in both 4-H and FFA. In spring 2019, Conner and her neighbor, Tom Wind, started a pasture poultry operation on Tom's farm to help build better soil content 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, you can find her working on her livestock projects. Recently, Elizabeth and her sister have started raising their own flock of chickens.



Regan Peters is a junior at MMCRU High School in Marcus, Iowa. Regan's beef cattle herd consists primarily of previous show heifers, and she works to select quality genetics for her calves. Along with show cattle, Regan feeds 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)

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 map drawings as time allows.

Materials needed include: 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 Rodale roller-crimper, a Dawn roller, a flame weeder, a flail mower and a haybine mower with a tedder. In this session, learn how these no-till methods compare with using tillage for cover crop termination, weed control and grain (soybean and corn) yield.

Yichao 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. Jacob Marty

will share how he has begun to integrate agroforestry practices with his livestock enterprises.

Jacob Grace works on grazing and communications projects for the Savanna Institute, a nonprofit supporting agroforestry expansion in the Midwest. He also work with University of Wisconsin-Madison's Center for Integrated Agricultural Systems.



Jacob Marty earned a degree in wildlife ecology from the University of Wisconsin-Stevens Point. In 2015, 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 invierno en Invernaderos del Aro

CCAs: 1.0 CEU credit approved

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

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 Hageman. Together, they manage 13 hoophouses and are known for their "frost-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.



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

En Snug Haven Farm, la temporada de cultivo comienza en septiembre. Las espinacas, las zanahorias y los nabos se siembran en el suelo y la col rizada, las coles y las acelgas se trasplantan a las casas de aro. Los cultivos se cosechan durante todo el invierno, revelando su sensibilidad a las heladas besado. Durante

esta sesión, Bill compartirá las técnicas de la casa de aros de invierno que mantienen sus cultivos y su suelo productivos y saludables durante los inviernos de Wisconsin.

Bill Warner opera Snug Haven Farm en Belleville, Wisconsin, con su esposa, Judy Hageman. Juntos, administran 13 casas de aro y son conocidos por sus "espinacas endulzadas con escarcha". Concentran sus recursos en los cultivos de invierno y primavera y recientemente han agregado otras verduras y tubérculos a su temporada de cultivo de invierno. Incluso en la primavera y el verano, la mayoría de los cultivos se cosechan de sus casas aro.

■ DonnaLonna Kitchen Live

Come into the house of chef Donna Prizgintas and farmer Lonna Nachtigal, pull up a chair and join them as they do a live radio show. Dinner table conversation for the PFI annual conference show will include delicious preparations using all bits of whole-animal-harvest recipes, with an appreciation of farmer-to-consumer local meat production. Consider liver pate, the beauty of a rich stock and how to enjoy tongue or heart meat! The DonnaLonna Kitchen radio show is broadcast live every Tuesday at noon (repeated Tuesday at 7 p.m.) on KHOI-FM 89.1, a Pacifica radio network station based in Ames, Iowa.

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



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

● Navigating Land Access / Navegando el Acceso Agrario

CCAs: 1.0 CEU credit approved

Bilingual: Justino Borja is a native Spanish speaker who does not speak English. Lucia Schulz will provide English interpretation.

Accessing land is one of the main hurdles beginning farmers face. Beyond the high cost of land and lack of access to financial capital, discriminatory lending and difficulty finding small parcels of land for farmers who wish to operate at a smaller scale can add additional burdens to the land access challenge. In this session, learn how Justino Borja navigated the land access process and built a relationship with Virgil Tworek-Hofstetter, the landowner Justino now leases from.

Virgil Tworek-Hofstetter and his wife, Mary have farmed for 20 years with his father, Stanly, near Columbus, Nebraska. 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 to the offer to lease and operate a portion of the farm.



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



Lucia Schulz is a project assistant for the Farm and Community Program with the Center for Rural Affairs. Her work is centered around encouraging Latino farmers to network, educate and lead.



Bilingüe: Justino Borja es un hablante nativo de español que no habla inglés. Lucia Schulz ayudara con la interpretación en inglés.

El acceso a la tierra es uno de los principales obstáculos que enfrentan los agricultores principiantes. 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, aprenda cómo 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 Justino.

Virgil Tworek-Hofstetter y su esposa, Mary han cultivado durante 20 años con su padre, Stanley, cerca de Columbus, Nebraska. Mientras enseñaba clases de Ingles como segundo idioma conoció a Justino, uno de sus alumnos. Después de una visita a la granja de Virgil, Justino y su familia aceptaron con entusiasmo la oferta de rentar y operar una parte de la granja.

Justino Borja creció en una granja en México que cultivaba maíz, calabazas, sorgo y frijoles. Ha rentado un medio acre de Virgil durante los últimos tres años y cultiva tomates y jalapeños, serranos y pimientos morrones. La esperanza de Justino es ser dueño des su propia tierra y diversificar su granja agregando fresas, cabras y más verduras.

Lucia Schulz es asistente de proyectos para el Programa Agrícola y Comunitario del Centro de Asuntos Rurales. Su trabajo se centra en alentar a los agricultores latinos a trabajar establecer contactos con otros granjeros, educar y liderar.

● **Conservation and Collaboration**
CCAs: 1.0 CEU credit approved

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.

Lee Tesdell owns Tesdell Century Farm near Slater, Iowa. Lee works with his farm tenants, 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 2019 Farmland Owner Legacy Award recipient.



Maggie McQuown 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. Comprising 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 Clive, Iowa. Carole manages family farms in Cerro Gordo, Polk, Madison, Clark and Decatur counties in Iowa, as well as in Mercer County, Missouri. She has much experience working with farmland tenants to achieve goals and implement conservation.



Chris Henning is a landowner from Cooper, Iowa. Chris manages her family farm and works with her tenants on a variety of conservation practices, including no-till, cover crops and buffer strips. Chris also has experience using conservation programs like EQIP and CRP.



Interacting With Exhibitors

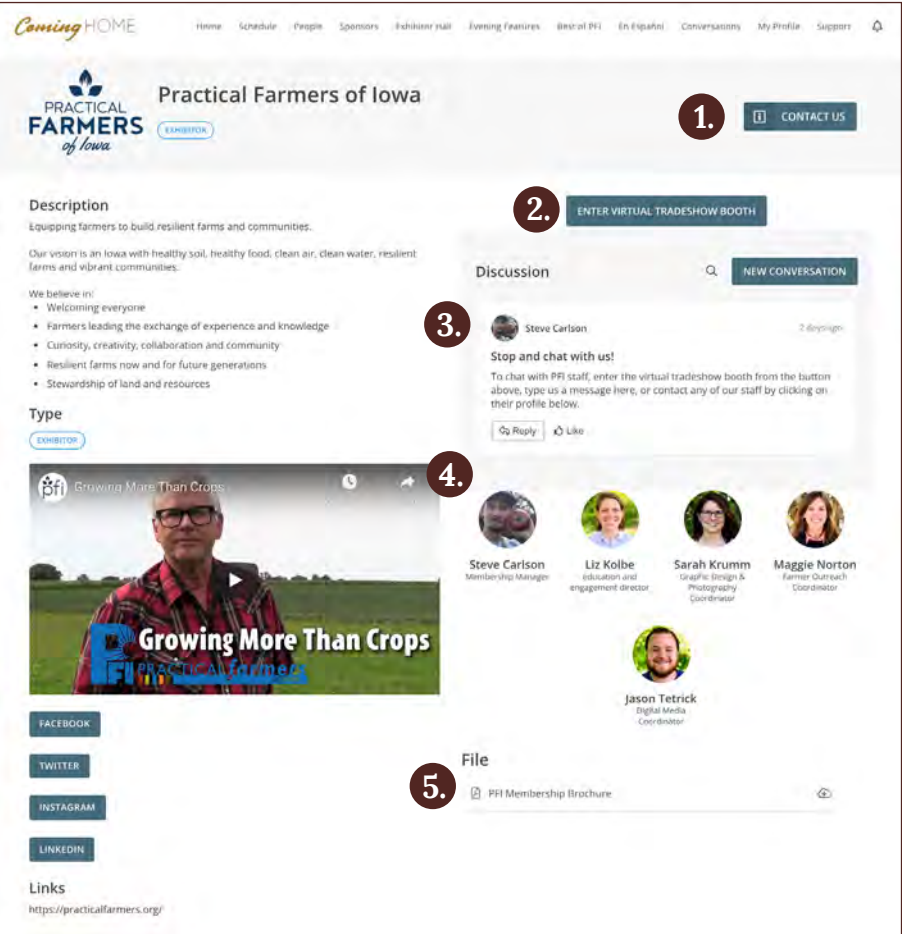
The Virtual Exhibit Hall

The exhibit hall at the PFI conference is always a highlight with our attendees. This year, it will be different – but there are still many ways to connect with the many organizations that support PFI and our farmers. Please take some time to visit these virtual exhibitor booths!

Navigate the Virtual Exhibit Hall

From the virtual exhibitor hall, you can scroll through the exhibitors, or search and filter based on name, company type, or keywords. From the exhibitor's profile, you may:

1. Leave a message and your contact information for the exhibitor to follow-up later
2. Enter the Virtual Tradeshow Booth to video chat with that organization's representatives
3. Post messages or questions to the organization
4. Send a direct message or schedule a meeting with the organization's staff
5. Download handouts, visit the organization's social media accounts and watch videos



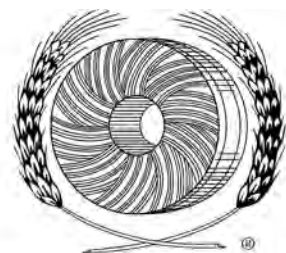
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Practical Farmers of Iowa Financial Snapshot of Fiscal Year 2020

Prepared by Suzi Howk

- Practical Farmers had a \$3.24 million budget in fiscal year 2020.** This is up by about \$445,000 from fiscal year 2019 and up by \$1.12 million from fiscal year 2018. Much of this growth is due to grants for continued or expanded programming and additional memberships and donations.
- We had 52 different grants operating during fiscal year 2020.** This is up from 49 in fiscal year 2019:
 - 24 Foundation (27 in FY19)
 - 9 Private Companies (This was tracked within Foundation during FY19)
 - 3 State (5 in FY19)
 - 16 Federal (17 in FY19)

Each grant comes along with applications, contracts, deliverables, invoicing and reporting.

- Paying farmers for their time and leadership is one of the ways we directly show our commitment to farmers. **In fiscal year 2020, we paid \$517,238 directly to farmers – or just over 17% of our budget.** This represents a 15.6% increase from what we paid farmers in fiscal year 2019. We paid \$20,118 to farmers to host field days; \$376,676 in small grains and cover crop cost-share; \$63,275 to support mentorship for beginning farmers, and farmers who spoke at events; and \$25,850 to conduct on-farm research.

We also paid \$23,919 in matches to beginning farmers graduating from our Savings Incentive Program, which they will invest in their budding farm businesses; and \$7,400 to trainer farmers to help train a beginning or aspiring farmer worker through our Labor4Learning program. Note that the total money we paid to farmers does NOT include food we purchased from member farmers (\$8,900).

Practical Farmers of Iowa also helped facilitate an additional \$551,320 in cost-share to farmers for implementing cover crops.

- Of our total expenses, 88.39% were program-related, 6.68% fell into the management and general categories and 4.93% were for fundraising. **We are well within the suggested percentage for nonprofits.**
- We are estimating a budget of \$3.46 million for fiscal year 2021.** We have received a large federal grant relating to small grains that will start in early 2021.

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The late Dick Thompson

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Savings Incentive Program Classes and Participants

The Savings Incentive Program is a two-year program that pairs beginning and aspiring farmers with experienced farmer mentors. It provides targeted learning and peer networking opportunities, and offers business planning support and guidance. After participants successfully complete the program, Practical Farmers of Iowa matches their savings dollar for dollar, up to \$2,400, to use toward the purchase of a farm asset.

Class of 2022

Anthony and Mary Battazzi
Jared Dressman
Heidi Eger
Gavin Johnston
Joseph Klingelhutz
Bailey Lutz
Lara Mangialardi and Jacob McGreal
Dustin Potter
Jeremy and Amber Prochnow
Ezionel Shwilima and Evance Ndayahundwa
Natasha Wilson
Margaret and Brad Wolter

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Zach Ritland
Douglas Rooney and Alfonso Valenzuela-Gumucio
Corbin Scholz
Jaron and Liz Wilson
Oscar Zebedee and Sindiyehbura Emeranse


Class of 2020

Beuline Bucumi and Jeremie Habonimana
Eric Jensen and Courtney Roberts
Carly McAndrews and Bryant Mann
Cubwa Rajabu and Nzanirabadyi Marserina
Steve and Crystal Riggins
Molly Schintler
Marissa and Andrew Waldo

Practical Farmers of Iowa

Upcoming Events

▶ ALL WINTER



Farminar Series

Tuesday Evenings

January – March
7-8:30 p.m. | Online
All times listed are CST.

The weekly, evening webinar series will occur Tuesday nights from 7-8:30 p.m. CST and is free for anyone with an internet connection. Farmers and subject-matter experts provide insights and reflections on a variety of production, conservation and business management approaches with ample time for live Q&A.

Topics for winter 2021 include:

- **Interseeding 60-inch Corn for Improved ROI**
Eric Miller
- **The Top 10 Questions About Pastured Finishing Pigs**
Steve Dieble and Dayna Burtness
- **Contract Grazing Cover Crops for Winter Feed**
Jon Luhman and Jared Luhman

- **High Tunnel Storm Protection and Routine Maintenance**
Adam Montri
- **Using EQIP to Improve Wildlife Habitat on Private Lands**
Kelsey Fleming
- **Pollinators & Climate Change: Making an Impact on the Farm**
Angela Laws and Sarah Nizzi

Visit practicalfarmers.org/farminars for a complete schedule of topics and speakers.

Stay tuned to practicalfarmers.org/events for information about PFI’s series of winter and spring events:

- Small Grains Shared Learning Calls
- Workshop Series for Beginning Farmers: Explore, Establish and Expand

- Fruit and Vegetable Farmer Meet-Ups
- “Pop-Up” Spring Cover Crop Field Days
- Regional Grazing Groups

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GROW YOUR FARM WITH PRACTICAL FARMERS. JOIN OR RENEW TODAY!

Want to join or renew online? Visit practicalfarmers.org/join-or-renew.

MEMBER INFORMATION

Contact Name(s)*: _____

Farm or Organization Name: _____

Address: _____

City: _____ State: _____ ZIP: _____ County: _____

Phone 1: _____ Phone 2: _____

Email 1: _____ Email 2: _____

* For Farm or Household membership, please list names of all persons included. For Organization membership, please list one or two contact persons.

JOIN OR RENEW

1. THIS ANNUAL MEMBERSHIP IS A:

☐ New Membership

☐ Renewal

2. I AM JOINING AT THE LEVEL OF:

☐ Student – \$20

☐ Individual – \$50

☐ Farm or Household – \$60

☐ Organization – \$110

☐ Lifetime Member* – \$1,000

* See details at bit.ly/PFI-lifetime

3. I AM JOINING OR RENEWING AS:

☐ An Aspiring Farmer

☐ A Farmer or Grower

☐ Non-Farmer

4. HOW DID YOU HEAR ABOUT PFI?

EMAIL DISCUSSION GROUP SIGN-UP

When you join our email discussion groups, you can network, build community and exchange ideas from anywhere, at any time. Sign up for as many groups as you'd like (and be sure to include your email address above)!

☐ Announcements

☐ Perspectives

☐ Field Crops

☐ Horticulture

☐ Livestock

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I would like to make a one-time, tax-deductible donation to PFI in the amount of:

☐ \$1,000

☐ \$500

☐ \$250

☐ \$100

☐ \$50

☐ \$_____

Or, make a recurring monthly or quarterly donation. This will be automatically charged to your credit card on the first day of each month or quarter.

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☐ per month

OR

☐ per quarter

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☐ Check or money order is enclosed (Please make payable to "Practical Farmers of Iowa.")

☐ Credit card (Visa, MasterCard or Discover only)

Name on card _____

Number _____

Exp. Date _____

CVC# (3 digits) _____

☐ Please automatically charge this credit card annually for membership

Office Use Only: Check # _____ Check date _____ Total amount _____ Notes _____

▶ Please fill out form and mail to: Practical Farmers of Iowa, 1615 Golden Aspen Dr, Suite 101, Ames, IA 50010

PRACTICAL **FARMERS** *of Iowa*

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Ames, IA 50010

