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.
2021 Virtual Conference Schedule

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

Thursday, Jan. 21

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30–10 a.m.</td>
<td>Virtual Tradeshow</td>
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<tr>
<td>10–11 a.m.</td>
<td>General Sessions Farmer-to-Farmer Conversations Roundtables</td>
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<tr>
<td>11:10 a.m.–12:10 p.m.</td>
<td>General Sessions Farmer-to-Farmer Conversations Roundtables</td>
</tr>
<tr>
<td>Afternoon activities - always open!</td>
<td>Virtual tradeshow Curated, archived PFI content to view whenever you want Recordings of earlier sessions Attendee chat Meeting rooms (attendees can reserve)</td>
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<tr>
<td>6–9 p.m.</td>
<td>Happy Hour (more on page 8) Movie Night - “Livestock on the Land” (more on page 9) Q&amp;A</td>
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Friday, Jan. 22

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

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<tr>
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<tr>
<td>10–11 a.m.</td>
<td>General Sessions Youth Sessions Farmer-to-Farmer Conversations Roundtables</td>
</tr>
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<td>Afternoon activities - always open!</td>
<td>Virtual tradeshow Curated, archived PFI content to view whenever you want Recordings of earlier sessions Attendee chat Meeting rooms (attendees can reserve)</td>
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<tr>
<td>6–8:10 p.m.</td>
<td>Happy Hour (more on page 8) Storytelling (more on page 12), featuring PFI members: Wade Dooley as emcee, Jill Beebout, Jathan Chicoine, Darla and Michael Eeten, John Gilbert Sr. and Lorna Wilson!</td>
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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
Never boasts and doesn't claim to know everything, but rather has an insatiable thirst for knowledge that is contagious. Paul is a long-time soil health and regenerative agriculture advocate, well before it was a hot topic. He's a modest man that searched of an agronomy degree, says Colten Catterton, of Green Cover Seed. "From that first meeting when I heard him teach on 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 Andy Welch, a farmer near Sheridan, Missouri. "Paul has 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. 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. 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."

Home is different for each of us. Over the past two centuries, as our economy has become more industrial, people have increasingly called urban and suburban areas home. Yet while rural areas are often portrayed as dying, there are glimmers of hope and a shifting tide for the rural U.S. Bestselling author and journalist Sarah Smarsh, who grew up on a rural Kansas farm, will share stories of people who are coming - or choosing to stay - home in rural places and small towns. She will reflect on ingenuity of rural residents and the struggles people face in their commitment to making a good life for themselves and their communities. Our rural exodus brought with it exaggerated stereotypes and social dichotomies. Sarah will discuss how a misunderstood rural America drives misleading headlines and dangerous divisions among us - and how this rural homecoming is good news for everyone. Rural, suburban and urban life are intertwined. Sarah will inspire us to set aside our assumptions and bridge the false divides between us, helping us all feel like we belong in the places we call home.

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

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

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**

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**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.

- **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).

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<tr>
<th>TIME</th>
<th>SESSION</th>
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<tr>
<td>8:30 – 10 a.m.</td>
<td>Virtual tradeshow</td>
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<td>10 – 11 a.m.</td>
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<td></td>
<td>Farmer-to-Farmer Conversation</td>
<td>Kevin Dietzel, Lois Reichert</td>
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<td>Building Community Around Wool</td>
<td>Regina Frahm</td>
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<td>Two for One: Cover Crop Seeding Equipment to Save Passes (1 CEU credit)</td>
<td>Max Pitt, Ray McCormick, Ryan Corrie</td>
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<td>Using Precision Ag to Find Opportunities for Wildlife Habitat (1 CEU credit)</td>
<td>Josh Divan</td>
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<td>A Fresh Vision for Eckert's Apple Farm (1 CEU credit)</td>
<td>Sara and Jess Eckert</td>
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<td>Stock Cropping: Raising Crops and Livestock Simultaneously in the Same Field (1 CEU credit)</td>
<td>Zack Smith</td>
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<td>Facilitating Farm Transition With the Sustainable Iowa Land Trust / Facilitando Granja Transición Con El Fondo de Tierras Sostenibles en Iowa (1 CEU credit)</td>
<td>Joe KlagesBatz, Lyle Louzan, Will Lorentzen and Adrian White</td>
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<td>11:10 a.m. – 12:10 p.m.</td>
<td>Thursday Session 2</td>
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<td></td>
<td>Farmer-to-Farmer Conversation</td>
<td>John Hogeland, Martha McFarland</td>
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<td></td>
<td>Farmer-to-Farmer Conversation</td>
<td>Laura Kruse, Margaret Smith</td>
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<td>Assess &amp; Plan for Success: Uplifting Farm and Food Enterprises / Evaluar y Planificar Para el Exito mejorar las empresas agrícolas y alimentarias (1 CEU credit)</td>
<td>Victor Oyervides, Berenice and Daisy Valderramano</td>
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<td>Nitrogen Management With Cover Crops (1 CEU credit)</td>
<td>Eileen Kladivko</td>
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<td>Growing the Next Generation of Farmers Through Grazing Cover Crops (1 CEU credit)</td>
<td>Robert Jewell</td>
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<td>Community-Engaged Seed Keeping and the Praxis of Sankofa / Conservación de semillas con participación comunitaria y la práctica de Sankofa (1 CEU credit)</td>
<td>Ty Holmberg</td>
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<td>Challenges to Processing Poultry in Iowa (1 CEU credit)</td>
<td>Ryan Margaardt</td>
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<td>Insuring Specialty Crop Production (1 CEU credit)</td>
<td>Emma Johnson</td>
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<td>Attendee chat</td>
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<td>Meeting rooms (attendees can reserve)</td>
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<tr>
<td>6 – 7 p.m.</td>
<td>Happy Hour</td>
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<td>Movie Night - “Livestock on the Land” Q&amp;A</td>
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Thursday Sessions

**THURSDAY SESSION 1 10 – 11 a.m.**

- **Kevin Dietzel and Lois Reichert**

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

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

  Kevin Dietzel owns and operates Lost Lake Farm along with his wife, Karen, 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. Kevin runs a small family farm in the Loess Hills of western Iowa, and is focused on improving soil and water quality to improve profitability for farmers.

- **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 Coromo breeding stock and colored Coromo 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.

- **Using Precision Ag to Find Opportunities for Wildlife Habitat**

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

- **Two for One: Cover Crop Seeding Equipment to Save Passes**

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

Max Pitt is associate professor of business at Graceland University’s C.H. Sundage 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.
Thursday Sessions

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

A Fresh Vision for Ecker’s Apple Farm

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

Sara and Jess Ecker are the orchard and marketing managers at Ecker’s Apple Farm, where they work alongside their mother, Mary, in the heart of the Driftless Region near Trempealeau, Wisconsin. In addition to stewarding 35 acres of apples, peaches and blueberries, the orchard is diasporizing with new enterprises including a bike shop, orchard market, outdoor event spaces and a local beer garden, Hug’s Back Brew Farm.

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

Stock cropping is a regenerative agricultural system that raises row crops with livestock simultaneously in the field. In this session, you’ll learn how Zack Smith raises pigs, sheep and goats in a mobile, autonomous farm 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 Winneshiek County, Iowa, where he has raised corn and soybeans using strip-till and cover crops since 2014. Recently, Zack and his business partner, Sheldon Steermer, 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)

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

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 acreage for regenerative farming. Landowner Lyle Luzum and farmers Will Lorenzten 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 the farms they own.

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 Lorenzten and Adrian White co-own and operate Jupiter Ridge Farms near Garber, Iowa. As part of a 200-year lease with SILT, Will and Adrian rent their farm at a discounted rate while building equity in infrastructure and equitable management and pollinator habitat, and without the use of synthetic pesticides.

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

Will Lorenzten and Adrian White will share how working with Victor for a year to implement the first three phases of the canvas tool increased farm 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.

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 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 sales by 20%. Learn from Victor, Daisy and Berenice about how to implement this tool for your farm business.

Bilingual: This session will be hosted bilingually in English and Spanish.
Growing the Next Generation of Farmers Through Grazing Cover Crops

Robert Jewell has been farming alongside his dad his whole life, and is now implementing new ideas on the family farm. Inspired by YouTube videos, Robert decided to start strip-grazing cover crops three years ago and quickly realized the economic benefits. He's planning to customize 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.

Community-Engaged Seed Keeping and the Praxis of Sankofa

Emma Johnson and her husband, Marcus, operate Buffalo Ridge Orchard near Central City, Iowa, with Emma’s parents, Mary and Vernor 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.

Challenges to Processing Poultry in Iowa

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.

Insuring Specialty Crop Production

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 insure specialty crop operations to share your experiences with WFRP and other programs, and to learn more about risk management options on diverse farms.

Nitrogen Management With Cover Crops

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

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 afroamericano para el propósito central de Sankofa Granja Comunitaria en Bartram’s Garden, los codirectores Chris Golden-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 este de Philadelphia.
Friday Schedule

**At-a-Glance**

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

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<tr>
<th>TIME</th>
<th>SESSION</th>
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<tr>
<td>8:30 - 10 a.m.</td>
<td>Virtual tradeshow</td>
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<td>9 - 9:45 a.m.</td>
<td>Business meeting</td>
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<td>Farmer-to-Farmer Conversation</td>
<td>Danielle Myer, Jordan Scheibel</td>
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<td>Interseeding Covers: Weed Management Considerations in Narrow- and Wide-Row Corn (1 CEU credit)</td>
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<td>Global Threats to Pollinators: Climate Change and Pesticides (1 CEU credit)</td>
<td>John Wallace</td>
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<td>REKO Rings: A Direct-Market Model from Scandinavia / Anillos REKO: Un Modelo de Mercado Directo de Escandinavia (1 CEU credit)</td>
<td>Scott Hoffman Black</td>
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<td>Rethinking Farmland Leasing: Payment Structures and Conservation Provisions (1 CEU credit)</td>
<td>Rebekka Bond</td>
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<td>Reframing Food and Farming Narratives</td>
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<td>Developing a Pasture-Raised, Iowa-Based Meat Company (1 CEU credit)</td>
<td>Matt Leidyous, Caleb Baker, Wendy Johnson, Nick Wallace</td>
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<td>Farmer-to-Farmer Conversation: Carbon on the Farm</td>
<td>Jasmine Dillon, Dave Schmidt</td>
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<td>Migrant and Seasonal Farmworkers: Worker Rights and Experiences (1 CEU credit)</td>
<td>Melissa Garcia, Stacey Robbins, Andrea Rasmussen</td>
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<td>Increase Income Through Diversification / Aumentar Los Ingresos Mediante La Diversificación (1 CEU credit)</td>
<td>Lisa Kissinger</td>
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<td>Choosing the Right Oat Varieties - Breeding to Buying (1 CEU credit)</td>
<td>Mac Ehrhardt, Chad Ingels, Melanie Caffe</td>
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<td>Neonicotinoid Seed Treatments: Agronomics and Environmental Impacts (1 CEU credit)</td>
<td>Nick Sloan, Matt O’Neal</td>
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<td>Iowa’s Diverse Farming History - Sac and Fox Tribe (1 CEU credit)</td>
<td>Joshuaan L. Buflalo</td>
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<td>Working Lands Conservation Programs Tips and Tricks</td>
<td>Bruce Carney, Chad Hensley</td>
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**Afternoon activities — always open!**

Virtual tradeshow

Curated, archived PFI content to view whenever you want

Recordings of earlier sessions

Attendee chat

Meeting rooms (attendees can reserve)

**6 - 7 p.m.**

Potluck

**7 - 8 p.m.**

Keynote - “Homecoming” by Sarah Smarch

Q&A

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**Friday Sessions**

**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**

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 crop-based and 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**

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**

REKO rings were first developed in Finland in 2011. Using closed Facebook groups, producers and customers in a REKO ring can communicate for weekly orders, with a shared pick-up location and interpretation available. This session will be presented in English with Spanish interpretation available.

REKO rings are an innovative model for direct-to-consumer sales, allowing farmers to connect with local customers and protect pollinators.
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 Saran, Norway, near Oslo, where she farms organic vegetables at Såkrogen 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 Saran, Noruega, cerca de Oslo, donde cultiva verduras orgánicas en Såkrogen Jardín Orgánico y es la administradora del anillo Lillestrøm REKO.

- **Reframing Food and Farming Narratives**
  
  Resilient food and farm systems provide widespread benefits for all. And effective communication can create social change that makes good farming practices more possible, more profitable, better understood and more widespread. The Food and Farming Narrative Project aims to create a narrative that advances public understanding of food and farming practices, leading to more sustainable food systems. Learn about the research this multi-year project has undertaken, and, 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 Futral** has been involved in food and sustainable agriculture in Iowa and nationally, working in distribution, sales and marketing. She is the author of “Good Apples – Behind Every Bite,” a non-fiction introduction about commercial apple production. She is also director of marketing for Red Tomatoes, a nonprofit working with fruit and vegetable growers and regional food systems.

  - **Julie Sweetland** is a sociologist and senior advisor at the FramWorks 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**
  
  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 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 southeast Iowa.

  - **Wendy Johnson** and her husband, Johnny Rufkin, own Joia Food Farm, a regenerative, organic farm producing humanity-raised meat and eggs near Charles City, Iowa. Wendy is also PPI’s current board president.

  - **Nick Wallace** is a farmer, entrepreneur and lifetime member of PPI with 15 years experience in various forms of pasture-raised and grass-fed meat marketing. Nick owns and operates Wallace Farm, an Iowa operation, 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 Doug Burtens**
  - **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 Joked! with Mary Swander**

- **Migrant and Seasonal Farmworkers: Worker Rights and Experiences**
  
  Migrant and seasonal farmworkers serve as an essential labor force on Iowa farms. As farmworkers navigate through contracts, they prefer working directly with an employer rather than with a farm labor contractor. Hear Melissa discuss how farmers can employ migrant and seasonal workers through the Agricultural Recruitment System. Stacey will share

   - **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 Amy Schmidt own TroubleTree 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 his own Troublemaker Creek Cattle Co near 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.

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Friday Sessions

B&B in Wisconsin, completely powered by renewable energy.

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; and the Fair Labor Standards Act and the Migrant and Seasonal Agricultural Workers Act. She also works with agricultural employers in all stages of the hiring process to fill their seasonal workforce needs.

Melissa Garcia

Friday Sessions

Neonicotinoid Seed Treatments: Agronomics and Environmental Impacts

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 neonic treatments.

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

Johnathan Buffalo will share the story of the Sac and Fox Tribe of Iowa-Ta council, and “Rushmore.”

Sac and Fox Tribe of Iowa-Ta council, and “Rushmore.”

Johnathan 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.

COVID Impact: Farm Changes You’re Keeping

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 Brockbill

• Food box meal kit pilot with Jan Libbey

• Crop washer with T.D. Holub

• The role of PFIs’ farmer–network in conservation practice adoption with Lauren Asproth

CCAs: 1.0 CEU credit approved

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

Saturday Sessions

**Saturday Session 1**
10 – 11 a.m.

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

Wade Dooley is a sixth-generation farmer in Marshall County, Iowa, who operates Glenswood 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 Greene 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**
In these sessions, the director and forest school preschool teacher at Prairie Flower Children’s Center, Blueberry Morning snow (known as “Miss Blue” to her students), will share names, maps, stories, poems and drawings as time allows.

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**
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 800 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**
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.

**Saturday Session 2**
11:10 a.m. – 12:10 p.m.

**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**
Mattie Tucker, Rachel Findling, Carson Allred, Elizabeth Findling, Regan Peters

**Mapping Our Special Places in Nature**
Blue Morningsnow

**Cover Crop-Based Organic No-Till Systems**
Yichao Rui

**Diversifying Farms With Integrated Agroforestry**
Jacob Grace, Jacob Marty, Jonathan Hendricks

**Winter Production in the Hoop House: Producción de invierno en invernaderos del Aro**
Bill Warner

**DonnaLenna Kitchen Live**
Lenna Nachtigal, Donna Prigintzas

**Navigating Land Access / Navegando el Acceso Agrario**
Virgil Tzwork-Hofsvetter, Justino Borja, Lucia Schultz

**Conservation and Collaboration**
Lee Tesdell, Maggie McCuash, Clark Porter, Carole Reichardt, Chris Henning

**Youth Session**

**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 Morning snow (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.

**Saturday Schedule At-a-Glance**
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<td>Relay Cropping Rye and Soybeans (1 CEU credit)</td>
<td>Alec Amundson, Michael Viktortse</td>
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<td>Making Space for Beneficial Insects on Farms (1 CEU credit)</td>
<td>Jake Kandert, Sarah Nizzi, Sarah Foltz Jordan</td>
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<td>Tools for Accessing Land / Herramientas Para Acceder La Tierra (1 CEU credit)</td>
<td>Celine Christy, Mike Parker</td>
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<td>Employee Cultivation for Scaling Up a Vegetable Farm (1 CEU credit)</td>
<td>Tracey Whitehead</td>
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<td>Land Ownership Legal Structures (1 CEU credit)</td>
<td>Kitt Tosar</td>
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<td>Carbon Markets: Exploring the Realities and Asking the Right Questions (1 CEU credit)</td>
<td>Michelle Wander, Cristel Zoebisch</td>
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<td>Conceptualizing Large-Scale Livestock and Perennial Plant Integration (1 CEU credit)</td>
<td>Omar de Kok-Mercado, Adam Lisske</td>
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<td>Conservation and Collaboration (1 CEU credit)</td>
<td>Lee Tesdell, Maggie McCuash, Clark Porter, Carole Reichardt, Chris Henning</td>
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<tr>
<td></td>
<td><strong>Afternoon activities</strong></td>
<td>Always open</td>
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<td></td>
<td><strong>Virtual tradeshow</strong></td>
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<td></td>
<td>Curated, archived PFI content to view whenever you want</td>
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<td></td>
<td>Recordings of earlier sessions</td>
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<td></td>
<td>Attendee chat</td>
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<td></td>
<td>Meeting rooms (attendees can reserve)</td>
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<tr>
<td>6 – 7 p.m.</td>
<td>Happy Hour</td>
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<tr>
<td>7 – 8:10 p.m.</td>
<td>Storytelling Night - featuring PFI members:</td>
<td>Wade Dooley as emcee, Jill Beebout, Jathan Chicoine, Darla and Michael Eeten, John Gilbert Sr. and Lorna Wilson</td>
</tr>
</tbody>
</table>
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 Grouse Johnson County, a 5-acre farm based in Iowa City, Iowa, that grows organic produce for hunger relief and farmer education. In 2008, 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 provide 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.

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 important!). During this session, Tracy Whitehead will share strategies he uses to build a strong employee culture of engagement, and how he adapts IBA’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 farm manager at IBA 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 IIBJ, 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.

Kith Tevis is staff attorney at the Center for Agricultural Law and Taxation. She focuses on land use, farm 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 Wonder is a professor and soil scientist at the University of Illinois at Urbana-Champaign. She studies the influence of management (fallow, cover crops, crop rotation and more) on soils, and the valuation of standards and metrics for ecosystem services markets.

Cristel Zeebisch 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 USDA’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 Center for Cultivating Human and Naturally reGenerative Enterprises (C-Change). Omar de Kok-Mercado and Adam Janke will host the session. They want you to share 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.
+ 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 Tucke grew up in Remsen, Iowa, on an organic farm with twin 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. He has participated in and holds officer positions in both 4-H and FHA. 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 MCCBU High School in Maroa, 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 Morningson 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 Morningson, 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

Researchers in Wisconsin, Pennsylvania 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 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

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 discussion 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 Saukanna Institute, a nonprofit supporting agroforestry expansion in the Midwest. He also works with University of Wisconsin-Madison’s Center for Integrated Agricultural Systems.

Jacob Marty earned a degree in wildlife ecology from the University of Wisconsin-Steven Point. In 2015, he returned to his family’s farm, Green Fire Farm, in southern Wisconsin where he now manages pasture 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 el Aro

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 11 hoophouses and are known for their “frost- se candied 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.

+ Navigating Land Access / Navegando el Acceso Agrario

Entering 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.

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

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Saturday Sessions

Lucía Schulz es un proyecto asistente del Centro de Asuntos Rurales. Su trabajo se enfoca en establecer contacto con otros granjeros, educar y liderar.

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

El acceso a la tierra es uno de los principales obstáculos que enfrentan los agricultores principales. Junto con el alto costo de la tierra y la falta de acceso a capital financiero, los prestamos discriminatorios y la dificultad para encontrar pequeñas parcelas de tierra para los agricultores que desean operar a menor escala son cargas adicionales a los desafíos del acceso a la tierra. En esta sesión, aprenderás 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 disfruta de su propia tierra y diversificar su granja.

Virgil Tworek-Hofstetter y su esposa, Mary, han cultivado durante 20 años con su padre, Stanley, cerca de Columbus, Nebraska. Mientras enseñan clases de inglés como segundo idioma conocido a Justino, uno de sus alumnos. Después de una visita a la granja de Virgil, Jostino y su familia aceptaron con entusiasmo la oferta de rentar y operar una parte de la granja. En esta sesión, aprenderás cómo 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 cultivó tomates y jalapeños, servillos y bell peppers. Justino tiene sueño de tener su propio land y diversificar su granja, añadiendo moras, frutas y verduras.

Lucía Schulz es asistente de proyectos del Programa Agrícola y Comunitario del Centro de Asuntos Rurales. Su trabajo se centra en asistir a los agricultores latinos a trabajar establecer contacto con otros granjeros, educar y liderar.

Conservation and Collaboration

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

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

Clark Porter is a landowner and farm manager for Porter Family Farms in Iowa’s Grundy and Tama counties. 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 Consol, 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.

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
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.

Financial Snapshot of Fiscal Year 2020

Prepared by Suzi Howk

1. **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 $1.32 million from fiscal year 2018. Much of this growth is due to grants for continued or expanded programming and additional memberships and donations.

2. **We had 52 different grants operating during fiscal year 2020.** This is up from 49 in fiscal year 2019:
   - a. 24 Foundation (27 in FY19)
   - b. 9 Private Companies (This was tracked within Foundation during FY19)
   - c. 3 State (5 in FY19)
   - d. 16 Federal (17 in FY19)

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

3. **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.

4. **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.

5. **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.
Practical Farmers of Iowa
Upcoming Events

ALL WINTER

Farminar Series
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:
- Introducing 60-inch Corn for Improved ROI
  - Adam Moore
  - The Top 10 Questions About Pastured Finishing Pigs
    - Steve Dohle and Dayna Burtness
  - High Tunnel Storm Protection and Routine Maintenance
    - Kelsey Fleming
  - Using EQIP to Improve Wildlife Habitat on Private Lands
  - Angela Laws and Sarah Nizzi
  - Pollinators & Climate Change: Making an Impact on the Farm
  - Jon Luhman and Jared Luhman
  - Converting Grazing Cover Crops for Winter Feed
  - Tori Jones and Marisa Krick
  - Improve Fruit & Vegetable Production
    - Kelsey Fleming

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

Stay connected with us!
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- facebook.com/practicalfarmers
- youtube.com/pfivideos
- linkedin.com/company/practical-farmers-of-iowa
- instagram.com/practicalfarmer

Visit practicalfarmers.org/join-or-renew for more information.

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: __________________

JOIN OR RENEW

1. THIS ANNUAL MEMBERSHIP IS A:
   [ ] New Membership $100
   [ ] Renewal $50

2. I AM JOINING AT THE LEVEL OF:
   [ ] Student – $20
   [ ] Individual – $50
   [ ] Organization – $10
   [ ] Farm or Household – $60
   [ ] 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

SUSTAIN PRACTICAL FARMERS WITH AN ADDITIONAL DONATION

For the sake of the long-term health and vitality of Practical Farmers of Iowa, we ask you to consider making a donation above and beyond your membership fee. Practical Farmers of Iowa is a 501(c)3 organization. Your gift is tax deductible to the extent allowed by law.

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

[ ] $1,000
[ ] $500
[ ] $250
[ ] $100
[ ] $50
[ ] $5

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.

[ ] Yes, I would like to give $____________ per month
[ ] Yes, I would like to give $____________ per quarter

PAYMENT

Membership Level $____________ per year for ___ year(s) = $____________

Additional Donation $____________ = $____________

TOTAL AMOUNT $____________

[ ] 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 __________________________

By Please fill out form and mail to: Practical Farmers of Iowa, 1815 Golden Aspen Dr, Suite 101, Ames, IA 50010

Office Use Only: Check # _______ Check date _______ Total amount _______ Notes __________________________

Please fill out form and mail to: Practical Farmers of Iowa, 1815 Golden Aspen Dr, Suite 101, Ames, IA 50010