



ON COMMON GROUND

Practical Farmers of Iowa Annual Conference
January 19-21, 2023

ON COMMON GROUND

Where does common ground exist? In ideas? Experiences? In ecosystems? In the physical spaces where we live and farm? Perhaps common ground exists wherever we make space for it - wherever we recognize the opportunity for connection, and wherever we acknowledge our shared impact on our land, water and communities.

At this year's annual conference, we are On Common Ground. We know common ground may be less visible than our differences. Take time to look for it, think about it and choose to enter those common ideas and conversations. We invite you to enter that space - the gaps in the apparent and visible - to "fill in the blank" and explore being On Common Ground.



SCHEDULE

• THURSDAY, JAN. 19

12:30-1:30 p.m. Short Courses Check-in
1:30-6:30 p.m. Short Courses

• FRIDAY, JAN. 20

8-11:30 a.m. Short Courses Continue
11 a.m. Conference Registration Opens
Exhibit Hall Opens
12:30-1:30 p.m. Concurrent Session 1
2-3 p.m. Concurrent Session 2
3:30-4:30 p.m. Concurrent Session 3
4:45-5:30 p.m. PFI Business Meeting
Award Presentation
5:30-6:30 p.m. Keynote Address
7-11 p.m. PFI Dinner + Pickles & Preserves
Potluck!

• SATURDAY, JAN. 21

7:30 a.m. Breakfast & Exhibit Hall
9-10 a.m. Concurrent Session 1
10:30-11:30 a.m. Concurrent Session 2
11:30 a.m.-1 p.m. Lunch & Exhibit Hall
1-2 p.m. Concurrent Session 3
2:30-3:30 p.m. Concurrent Session 4
3:45-5 p.m. Storytelling

REGISTRATION IS OPEN!

Register by Nov. 30 to be entered to

**WIN A SUNSET PLANE RIDE OVER IOWA,
COURTESY OF STOTT AERIAL!**



Registration information on pg. 30.



About the PFI Annual Conference

Since our founding, the annual conference has been a keystone event for sharing knowledge, building connections and celebrating agriculture in Iowa (and good food!). As our conference grows to nearly 1,000 attendees, we are pleased to offer 60-plus sessions on a wide variety of agricultural topics, 70-plus exhibitors, locally sourced meals and a spirit of curiosity and community. We hope to see you there!

About Practical Farmers of Iowa

Practical Farmers of Iowa is a non-profit, founded in 1985 as an organization for farmers, led by farmers. Rooted firmly in farmer-to-farmer knowledge-sharing, network-building and farmer-led research, we have expanded our work in what we call "farm viability" - offering multiple cost-share opportunities, farm business coaching programs, landowner and farm transition support and first-generation farmer mentoring.

PFI's Vision

An Iowa with healthy soil, healthy food, clean air, clean water, resilient farms and vibrant communities.

PFI's Values

- Welcoming everyone
- Farmers leading the exchange of experience and knowledge
- Curiosity, creativity, collaboration and community
- Resilient farms now and for future generations
- Stewardship of land and resources

CONFERENCE DETAILS

Conference Dates & Location

Jan. 19-21, 2023 (Short Courses – Jan. 19-20; Conference Jan. 20-21)

Scheman Building at the Iowa State Center

1805 Center Drive, Ames, Iowa

Lodging

Practical Farmers has reserved blocks of rooms at three hotels near Scheman and CPMI (the PFI dinner venue). These are the **Best Western Plus University Park Inn & Suites**, the **Radisson Hotel Ames Conference Center** and the **Gateway Hotel Ames**. Visit our conference website, practicalfarmers.org/annual-conference, for rates, direct links to room blocks and reservation deadlines.

PFI Shuttle

Can we help you with a lift to or from the parking lot? Look for the PFI shuttle cruising the lot in the mornings, and embarking from Scheman throughout the day.



Livestream

We know there are people who will be unable to travel to the PFI annual conference this year. To make the conference as accessible as possible while working with the limits of our staff and technology capacity, PFI will livestream all sessions from Benton Auditorium at no cost to viewers. These 10 sessions will also be recorded and available for post-conference viewing on PFI's YouTube channel. The list of sessions to be livestreamed will be posted to the annual conference website closer to the conference date. No other sessions at the conference will be livestreamed or recorded. To register for the livestream, visit practicalfarmers.org/annual-conference.

COVID-19

PFI will continue to follow CDC guidelines for mask-wearing, which may include recommending universal indoor mask-wearing during "high" community levels of COVID-19 transmission.

SAVE POSTAGE & REGISTER ONLINE!

practicalfarmers.org/annual-conference
or by calling the office at (515) 232-5661.

Certified Crop Advisors

77 of our sessions are approved for CCA credits, including short courses.

Lightning Talks ⚡

Lightning is powerful, focused, illuminating – and over quickly. 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 – but may not need 60 minutes to do so. Each lightning talk round will feature six talks, each 8 minutes long. Interested in giving a lightning talk during the conference? Contact Liz Kolbe at liz.kolbe@practicalfarmers.org. (Priority for lightning talk presentations will be given to farmers.)

Roundtables ●

Roundtables are facilitated conversations on a specified topic, where attendees actively participate in the conversation during the session. Look for them throughout the conference!

Farmer-to-Farmer Sessions ▲

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. This format is similar to a live podcast, and it generates some really fun interactions!

Pre-Conference Short Courses

Ahead of the official conference festivities, we are pleased to offer three “short courses.” Short courses are in-depth explorations of a specific topic that our members have expressed interest in learning more about. Running Thursday afternoon and Friday morning, a short course is a unique opportunity to expand your conference learning experience and gain more detailed knowledge about topics that interest you.

Because space is often limited for short courses, pre-registration is strongly encouraged, and short course attendance is charged per person. See pg. 30 for the registration form, or visit practicalfarmers.org/annual-conference.



“This conference encourages and supports the farmer for the future. Valuable aspects include networking and bouncing ideas off of one another. [2018] was my first PFI conference, and I will definitely return next year!”

YOU'RE INVITED

Year in Review & PFI Annual Meeting Friday | 4:45 p.m.

Practical Farmers' mission is to equip farmers to build resilient farms and communities. Join us for our annual meeting as we review how our mission guided our work in 2022 and where we are headed in 2023. Come learn about PFI and meet the slate of board candidates up for election this year.

PFI's 2023 Sustainable Agriculture Achievement Award

Join us during the business meeting as we present Dean and Judy Henry of Berry Patch Farm with PFI's 2023 Sustainable Agriculture Achievement Award!



Dean & Judy Henry

PFI Dinner + Pickles & Preserves Potluck Friday, 7-11 p.m. | CPMI Event Center

PFI will provide the main and side dishes, but the potluck contributions make this a truly festive event!

What is a "pickles & preserves potluck," you ask?

Can it wait in your car during a January day? Can it sit out for a couple of hours in the evening? Is it cheese? Jam? Pickles? Summer sausage? Kraut? Does it go on pork? Does it go on bread? Is it beer? If the answer to any of these questions is "yes," bring it to the potluck with a serving utensil. *Free with your conference registration; free-will donations for dinner are accepted.*

Practical Farmers' Breakfast Saturday | 7:30 a.m.

Join us early at Scheman for a free breakfast and networking.

"Of all the winter meetings, shows, expos and conferences I have a chance to go to each year, the PFI conference is the one I always get the most information and ideas that I can take home and put to use. It has the most practical information for us smaller family farmers to profit from."



PRE-CONFERENCE SHORT COURSES

GETTING STARTED WITH FARM TRANSITION

Thursday | 1–6:30 p.m. *CCAs: 4.5 CEU credits approved*

Friday | 8–11:30 a.m. *CCAs: 3.0 CEU credits approved*

Farm succession planning can take several years to complete, but the hardest part is getting started. In this course, we will identify the steps of a farm succession process, including how to clarify your goals and vision for the future, how to recognize and value the assets being transferred and how to determine the ways you can transfer those assets through trusts, land contracts and gifting.

We will also look at considerations for retirement and discuss strategies for maintaining relationships and talking with stakeholders who may or may not share your goals. This course will allow time for attendees to think through and apply discussed strategies to their farm and circumstances.

This course is designed for any farmer or non-operating landowner, whether you are considering selling to your tenant, gifting to a nonprofit, negotiating with siblings or farming with the next generation. You will leave this course with a solid plan for completing the steps of your farm transfer and resources to take action.

Session #1:

Understanding the Process and Communicating With Stakeholders

Session #2:

Assessing Your Financial Needs and Tax Options

Session #3:

Evaluating the Pros and Cons of Land Transfer Methods

Session #4:

Q&A with Legal and Financial Experts



Martha McFarland,
farmland viability
coordinator at Practical
Farmers of Iowa



Kitt Tovar, staff attorney
at the Center for
Agricultural Law and
Taxation



Ed Cox, partner at Craver,
Grothe & Cox, LLP



Stacy Mullinex, program
manager for Advance
Iowa

ORGANIC NO-TILL IN ROW CROP SYSTEMS

Thursday | 1-6:30 p.m. *CCAs: 4.5 CEU credits approved*

Friday | 8-11:30 a.m. *CCAs: 3.0 CEU credits approved*

High-producing organic no-till has long been identified as the Holy Grail of soil health. During this short course, we'll hear from a variety of farmers and experts about making organic no-till work in a field crop system. Learn about successful adoption, the latest research, the necessary equipment and when organic no-till does and doesn't work for farmers. Whether you are strongly considering transitioning to organic no-till, are already in the process or are just curious, this short course is for you.

Session #1:

Organic No-Till Q&A: Where We Are and What's to Come?

Session #2:

Equipment Essentials in Organic No-Till

Session #3:

Making Organic No-Till Work - The Latest From Western Illinois University Research

Session #4:

Farmer-to-Farmer: Successes, Challenges and Opportunities With Organic No-Till

Session #5:

Roller-Crimper Panel:
Latest Research and Discussion



Rick Clark, Clark Land and Cattle in Warren County, Indiana



Loran Steinlage, FLOLO Farm in West Union, Iowa



Joel Gruver, associate professor of soil science and sustainable agriculture at Western Illinois University



Michael O'Donnell, farm certification manager at Living Prairie Family Farms in Wolcott, Indiana



Andy Klemp, Klemp Family Farm in Wheatfield, Indiana



Dr. Erin Silva, associate professor and extension specialist at University of Wisconsin-Madison



Léa Vereecke, organic consultant at Rodale Institute Midwest Organic Center in Madison, Wisconsin



Kathleen Delate, professor and extension organic specialist at Iowa State University

PRE-CONFERENCE SHORT COURSES

GROWING AND SELLING CUT FLOWERS IN THE MIDWEST

Thursday | 1–6:30 p.m. *CCAs: 4.5 CEU credits approved*

Friday | 8–11:30 a.m. *CCAs: 3.0 CEU credits approved*

One of the hottest trends in specialty crops in Iowa and across the country is flower farming. Excitement for locally grown cut flowers has grown, along with the number of current and aspiring flower farmers. PFI is excited to host a flower farming short course that addresses some of the biggest questions Iowa's flower growers face and (we hope!) strengthens the network of people growing and marketing these very special, diverse crops.

Session #1:

Making Mother's Day: Extending the Flower Season

Session #2:

Pricing Flowers: What's Possible, What's Fair?

Session #3:

Grower Roundtable: Flower Variety and Cultivar Favorites

Session #4:

Three Years, 20 Weeks, 3,300 Bouquets: Telling Your Story to Grow Your Flower Farm Business

Session #5:

Processes, Tools and Supplies for Post-Harvest Handling of Flowers



Liz Graznak, Happy Hollow Farm in Moniteau County, Missouri



Liz Dwyer, Dancing the Land Farm in Central Minnesota



Anna Hankins, Over the Moon Farm & Flowers LLC in Coggon, Iowa



Calvin Franzenburg, Pheasant Run Farm in Van Horne, Iowa

KEYNOTE ADDRESS

Friday | 5:30 p.m.

SEEDTIME AND HARVEST: Using Common Ground to Preserve Our Future

Donna Pearson McClish

As we look back over the impact of our food and farm systems, from technological advances in the early 20th century to more recent impacts of COVID-19 and food system disruptions since 2020, there is a lot to reflect on. As we each share our stories, we can realize most of life's resources come from a seed. Every seed has the potential to multiply into a great harvest. As we relate to farmers and farming, what does our harvest look like at this present time? What are we doing to bring in bumper crops for the next generations?

In this keynote, Donna Pearson McClish will tell her story, one of family and urban farming. She will share how she is sowing seeds of a new food system, one that is helping urban and rural farms grow fresh food to feed their communities. Donna will articulate her tale of founding Common Ground Producers and Growers, along with its seven years of service providing fresh produce to the food desert and food insecurity areas of Wichita, Kansas, and surrounding communities.



Donna Pearson McClish

is founder and CEO of Common Ground Producers and Growers Mobile Market and Mobile Food Hub based in Wichita, Kansas. The mission of Common Ground is “All are fed. No one is hungry!” She is a multi-generational urban farmer. Donna holds a Bachelor of Science in human resources management and services from Friends University and a Master of Education in curriculum and instruction from Southwestern College of Professional Studies.



STORYTELLING

Saturday | 3:45 p.m.

Storytelling is back! To close out the conference on Saturday afternoon, all conference attendees will come together to hear 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 for you.

STORYTELLERS



Jill Beebout - Emcee



DaQuan Campbell



Kathy Dice & Tom Wahl



Arlyn Kauffman



Margaret Smith

FRIDAY SESSIONS

FRIDAY SESSION 1
12:30–1:30 P.M.

Staying Profitable and Keeping Customers as Prices Rise

CCAs: 1.0 CEU credit approved

Inflation is at historic levels, and food and farm businesses are feeling the pain as record prices for feed, inputs and labor eat into profit margins. Let's talk about what's causing inflation, whether your various enterprises are still making money in the face of increased expenses and some basic strategies to increase your own prices and profits without losing customers.

In his role with the University of Wisconsin's Food Finance Institute, **Andy Larson** works with small-business owners, including farmers. He loves to get to know his clients in-depth and provide critical consulting in areas key to farm financial and organizational health. Andy's areas of expertise include strategic farm business and marketing planning; farm financial statements and projections; agricultural credit and loan structure; loan guarantees and credit enhancements; farm succession and intergenerational transition; and grantsmanship.



Building Soil Biology With On-Farm Compost

CCAs: 1.0 CEU credit approved

On-farm composting approaches like the Johnson-Su method are gaining traction in row crop systems as a way to affordably build a reservoir of high-quality soil biology. Compost extract can be applied in large quantities, in furrows, with equipment most farms already have. Hear from Kyle Schnell and Ryan Gibbs about how they built aerobic on-farm compost systems, how they apply the compost on their row crop ground and what benefits they are seeing.

Kyle Schnell operates a diversified farm near Newton, Iowa, that includes alfalfa, rye, soybeans, corn, oats, buckwheat, cattle and poultry, along with a mix of organic and conventional acres and, for the past four years, use of no-till. He also operates a cover crop seed business and in 2020 participated in PFI's cover crop business accelerator program.



Ryan Gibbs of Worthington, Iowa, raises feeder-to-finish cattle, pigs, corn, soybeans, rye, buckwheat and cover crop

seed. He is also a cover crop seed dealer for Iowa Cover Crop. For three years, Ryan has been 100% no-till and in 2022, most of his fields were certified regenerative. As part of his commitment to land stewardship, Ryan is working to decrease his use of herbicide and liquid salt fertilizer.



Managing Herbicide Residuals Before Cover Crops

CCAs: 1.0 CEU credit approved

Herbicides in conventional systems with cover crops must be carefully managed to avoid costly carryover. Hear from Meaghan Anderson about managing herbicides and watching out for residuals that could limit cover crop germination. Get the most out of your cover crop with good herbicide management practices!

Meaghan Anderson is the central Iowa field agronomist and field specialist for Iowa State University Extension and Outreach. Her expertise includes cover crops, weed biology and management, corn and soybean management and integrated pest management.



Farm the Best, Leave the Rest: Precision Conservation With Pheasants Forever

CCAs: 1.0 CEU credit approved

Precision conservation is used to apply conservation practices in the right place at the right time, in the right conditions. In low-yielding areas, conservation can improve the environment and your farm's profitability, and can result in increased return on investment. This session will explore the tools and strategies you need to start identifying on-farm precision conservation opportunities. You'll learn how to get started, and how to apply precision conservation to improve soil health, increase water quality and improve wildlife habitat.

Josh Divan is the Iowa precision agriculture 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 become profitable and successful.



• Horticulture Show and Tool: Farmers' Favorite Implements, Tools and Supplies

CCAs: 1.0 CEU credit approved

The perfect rubber bands, a versatile hoe, trellising hooks, sturdy pruners, an over-the-shoulder harvest bucket, bird netting and so much more – the right tool makes all the difference. Bring your favorite hand tool or supply to show and share why you love it, how you use it and a source for purchasing it. No gas-powered equipment, chemicals or anything you cannot carry and move yourself. Limit two items per person. Check in your item in the session room upon arriving at the conference.

Thinking About (and Rethinking) Pack Shed Design

CCAs: 1.0 CEU credit approved

In many ways, pack sheds are the heart of the action on a diverse vegetable farm; it's where produce transitions into a customer-ready product. Form must follow function in these spaces, so when Liz Graznak designed her first pack shed at Happy Hollow Farm in 2010, she thought deeply about the flow of operations and designed the space with great care. In 2017, she redesigned it completely. Learn why, how and what to consider in designing your pack shed.

Liz Graznak grows organic vegetables for CSA, farmers markets and wholesale accounts at Happy Hollow Farm in Moniteau County, Missouri. MOSES (now Marbleseed) recognized Liz with the 2021 MOSES Organic Farmer of the Year award for her work raising outstanding organic vegetables while expanding the borders of organic food through her CSA and market stand, her community-building efforts and her engagement with other farmers.



Getting Started With Pasture-Finished Pigs

CCAs: 1.0 CEU credit approved

Thinking of getting into pastured pigs? Dayna Burtness of Nettle Valley Farm will introduce the basics of finishing pigs on pasture, including fencing, infrastructure for food, water and shelter, finding feeder pigs and more. This talk will be geared toward those who currently don't have pigs or those who may raise small numbers but are looking to scale up a bit.

Dayna Burtness (she/her) runs Nettle Valley Farm in Spring Grove, Minnesota. With help from her husband, Nick Nguyen (he/him), Dayna finishes about 75-80 pigs each year



on diverse, pollinator-oriented annual and perennial pastures using a barn-plus-pasture hybrid model. Nettle Valley Farm also has an incubator farm program, pastured egg layers and seasonal brush goats.

Pastured Turkeys - Keeping It Simple

CCAs: 1.0 CEU credit approved

Thanksgiving presents a once-a-year chance for massive turkey sales. In this presentation, Jordan Green will share the steps he uses on his farm to keep the process of raising holiday turkeys simple and sane, from brooding and harvesting to selling these tasty birds.

Jordan Green loved to farm as a child and channeled that passion into apprenticing with Joel Salatin, starting his own farm and coaching aspiring farmers. He and his wife own and operate J&L Green Farm in Virginia's Shenandoah Valley, raising animals ethically, entirely on pasture and forest, and in harmony with nature. They currently offer pasture-raised poultry, forest-fed pork and grass-fed and grass-finished beef.



FRIDAY SESSION 2 2-3 P.M.

Opportunity Assessment for Farm Businesses

CCAs: 1.0 CEU credit approved

Opportunity assessment is an important part of any business, including farms. Julia Shanks will talk about evaluating opportunities from a "back of the envelope" method and from a break-even perspective. She will also introduce the concepts of gross margin, variable costs and cost of production.

Julia Shanks, owner of Julia Shanks Food Consulting, works with food-focused businesses to help them reach financial sustainability. Her company helps businesses streamline operations and maximize profits by using numbers to plan, measure and adapt. Whether writing business plans or developing new menus, her business works with clients to ensure success.



Food-Grade Small Grains From Farm to Mill

CCAs: 1.0 CEU credit approved

Janie's Farm and Janie's Mill in Danforth, Illinois, are successfully operating under a unique business model: growing, processing and direct-marketing their own food-grade grains. In this session, Harold Wilken will

share how he and his team are growing food-grade grains for milling, operating their own mill and making space for their business in Midwest markets.

Harold Wilken is a grain farmer and the owner of both Janie's Farm and Janie's Mill. Alongside his family and other team members, Harold grows and processes grains for sale into a variety of markets in the Midwest and beyond.



▲ Farmer-to-Farmer: Wade Dooley and Landon Plagge

CCAs: 1.0 CEU credit approved

Wade Dooley and Landon Plagge will share their experiences starting cover crop seed businesses in this farmer-to-farmer session. Wade operates Dooley Ag Stewardship Inc. and Landon operates Green Acre Seed Co. Both were part of PFI's cover crop business accelerator program in 2020 and 2021.

Anne and Landon Plagge operate Plagge Farms near Latimer, Iowa. Together with family, they raise corn, soybeans, oats, rye and hogs, and use cover crops and no-till on all their acres. They started a cover crop business in 2020 and hope their example can help others in their area adopt cover crops.



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.

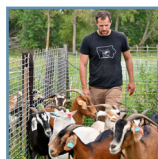


Using Goats to Manage Native Habitat

CCAs: 1.0 CEU credit approved

Livestock grazing can be an effective way to manage native habitat without the use of herbicides and expensive machinery. Livestock can also nicely complement a standard chemical treatment work plan. Adam Ledvina owns and operates Blue Collar Goatscaping, transporting goats all across Iowa to graze on invasive and overgrown vegetation on both public and private lands. Pop into this session to learn how contract grazing can benefit your business and boost profitability.

Adam Ledvina began raising goats in 2014 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.



Medium-Scale Reduced-Tillage Vegetable Production at Dancing the Land Farm

CCAs: 1.0 CEU credit approved

Liz Dwyer's commitment to the land where she grew up is deep. In 2012, she and her husband began operating Dancing the Land Farm on family land in 2012, transitioning it from conventional row crops to a small, diverse and profitable farm. Since then, limited tillage has been key to their framework of practice. With nearly 4 acres in horticultural production, Liz is excited to share their story and hear your questions about making no-till work on a mid-scale farm.

Liz Dwyer runs Dancing the Land Farm, a small family farm on Dakota and Ojibwe lands in central Minnesota, with her husband and their young daughter. Since 2012, they have been rehabilitating former row crop ground and raising produce, flowers, medicinal herbs, wool and mohair, chickens and quails for eggs and heritage meats. The farm markets through a CSA, multiple market locations and by supplying local restaurants and co-ops.



▲ Picking U-Pick: Lessons Learned and Best Practices for Success With U-Pick Production

CCAs: 1.0 CEU credit approved

Among farm types, U-pick operations are special and unique – as are their challenges. Inviting the public into production spaces takes intentional management, special equipment, good communication and, sometimes, adjusted expectations. The Berry Patch Farm in Nevada, Iowa, and Red Fern Farm in Wapello, Iowa, are popular and established U-pick farms. Learn from these veteran growers, and bring your questions and ideas about U-pick!

Dean and Judy Henry realized a dream by establishing the Berry Patch Farm in the early 1970s. Together with their son Mike, they raise strawberries, raspberries, gooseberries, currants, blueberries, apples and pumpkins, and manage five greenhouses. Berry Patch produce is available at markets, through local CSAs and on the farm through U-pick or picked to order, and their production practices include integrated pest management, organic and conventional. An on-farm kitchen enables them to offer snacks, pies, jams, honey, maple syrup and more. They are the recipients of PFI's 2023 Sustainable Agriculture Achievement Award.



Tom Wahl and Kathy Dice launched Red Fern Farm, near Wapello, in 1986 and now grow over 75 species of common and not-so-common fruits and nuts. They are dedicated to educating

consumers and growers, researching fruit and nut trees and shrubs, and practicing perennial polyculture at their farm. In addition to their forest-farm products available through U-pick, they raise hair sheep, which they rotate throughout their farm. Tom and Kathy are lifetime members of PFI and recipients of PFI's 2015 Sustainable Agriculture Achievement Award.

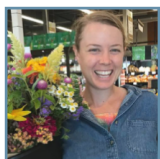


Building Economic Equity Into Your Business and Marketing

CCAs: 1.0 CEU credit approved

When nourishing a community means growing food and making it accessible, how can farms make the profit needed to grow? Farmers Molly Schintler of Echollective Farm and Alice McGary of Mustard Seed Community Farm have explored ways to build community action and food access into their business models by centering economic equity with tactics like sliding-scale CSA shares, payment plans, work shares and implementing electronic benefit transfer.

Molly Schintler has been growing food, flowers and community since 2013. She grew up in Iowa City, Iowa, and now leads CSA and market management for Echollective Farm, as well as the farm's cut flowers. Beyond Echollective, Molly enjoys supporting farm to school and food equity programs. She hopes to encourage more people to center racial and social equity in their ideas about the food system. In the words of Dolores Huerta, "Sí se puede!"



Alice McGary is a hard worker with diverse talents. In addition to founding and operating Mustard Seed Community Farm near Ames, Iowa, she works part-time at Wheatsfield Cooperative, plays old-time fiddle and teaches pottery classes at the Workspace. Alice has lived in several Catholic Worker houses in her lifetime and she holds a long-time passion for farming as well.



Farrow-to-Finish: Keys to a Profitable Pastured Pig Enterprise

CCAs: 1.0 CEU credit approved

Rediscover the mortgage-lifter! In this presentation, Jordan Green will overview the principles and techniques used on his farm to build and grow a pasture-based farrow-to-finish swine operation with low infrastructure costs for direct-to-retail sales.

Jordan Green loved to farm as a child and channeled that passion into apprenticing with Joel Salatin, starting his own farm and coaching aspiring farmers. He and his wife farm in Virginia, raising animals ethically, entirely on pasture and forest, and



in harmony with nature. They currently offer pasture-raised poultry, forest-fed pork and grass-fed and grass-finished beef.

A Bright Future With Solar Grazing

CCAs: 1.0 CEU credit approved

Solar grazing, the practice of commercially grazing livestock beneath solar panel installations, may become a huge opportunity for innovative farmers and ranchers. While the session will include a basic rundown of on-the-ground grazing practices, the primary focus will be big-picture: examining where solar grazing demand is coming from, what customers want and need and how farmers can satisfy them.

Aaron Steele is the founder of Goats On The Go, a national network of targeted grazing service providers who use goats and sheep to sustainably manage vegetation for their customers. The business now licenses a growing portfolio of brands, offering training and support to others while building a community of entrepreneurs who seek to operate profitable farms no matter their entry point or size.



FRIDAY SESSION 3 3:30-4:30 P.M.

▲ Farmer-to-Farmer: Women Raising Pigs - the Challenges and Joys

CCAs: 1.0 CEU credit approved

Iowa is the heart of confinement pig production. It can be daunting to try something different, and doubly so being a woman in a male-dominated industry. Join Kate Mendenhall and Kristten Buttermore as they discuss the challenges and joys of being women farmers, starting farms from scratch and raising hogs on a small acreage. Kate raises pigs on pasture, and Kristten operates a deep-bedding system in an open barn.

Kate Mendenhall raises certified organic pastured pork, chicken and turkeys at Okoboji Organics, her certified organic farm in Okoboji, Iowa. Kate is also executive director of the Organic Farmers Association, which advocates for organic farmers nationwide.



Kristten Buttermore raises pigs, poultry and a few head of cattle at Uncle G's Farm in Ogden, Iowa, with her husband, Garin. They were new to farming when they moved out to the country seven years ago, but they both knew they wanted to raise livestock on a small scale. Since then, they have tried lots of things, endured lots of failures and learned as they went along.



When Will This Purchase Pay for Itself?

CCAs: 1.0 CEU credit approved

Every winter, farmers revisit their wish lists to choose which upgrades, equipment or major repairs they want to invest in. But how do you balance the impulse to buy something just because you want to? Let's explore a simple spreadsheet tool that can help us think through how this purchase will change costs and income on the farm. This partial budget analysis will help determine the bottom-line question: How quickly will this purchase pay for itself?

Ellen Polishuk is a farm consultant and workshop leader. She draws on her 35 years of biological vegetable farming experience to help growers around the country achieve more satisfaction and better profitability from their farm businesses. Ellen was co-owner of Potomac Vegetable Farms in Virginia and is a co-author of the book "Start Your Farm: The Authoritative Guide to Becoming a Sustainable 21st Century Farm."



Land Easements: A Strategy for Conservation and Preservation of Sustainable Agriculture

CCAs: 1.0 CEU credit approved

How can you ensure the next generation will preserve and protect your land? A conservation easement is a legal document that attaches specific land uses to a land deed. Hear from Jim Petersen, farmer and PFI member who purchased land with an easement attached, and learn how the Sustainable Iowa Land Trust, the Iowa Natural Heritage Foundation and Whiterock Conservancy each use easements to protect land in Iowa.

Suzan Erem is the executive director of the Sustainable Iowa Land Trust, which is dedicated to permanently protecting land for ecological table food farming. SILT reduces or removes land debt from a farmer's equation, creating a more resilient farm economy for those who grow food.



Erin Van Waus is Iowa Natural Heritage Foundation's conservation easement director. INHF is a nonprofit conservation organization that works with private landowners and public agencies to protect and restore Iowa's land, water and wildlife.



James Petersen farms with his wife and sons near Knoxville, Iowa. They raise 1,000 sheep, 400 stock cows and organic and conventional crops. In 2022, Jim received an Iowa Farm Environmental Leader Award and



was recognized as Iowa Soil Conservation Farmer of the Year for Region 6. Jim has farmed with an easement since 2016.

Carissa Shoemaker is the director of land stewardship for Whiterock Conservancy, a nonprofit land trust that stewards 5,500 acres of cropland, pasture, native habitat and 40 miles of trails near Coon Rapids, Iowa. In 2021, Whiterock launched a conservation easement program focusing on soil health.



Roundtable: Addressing Barriers to Food-Grade Field Crops in the Midwest

CCAs: 1.0 CEU credit approved

What barriers keep farmers from growing food-grade crops? How can a farmer break into food-grade markets? What would make food-grade crops and markets more feasible? Join the conversation in this roundtable to discuss the ideas, questions and challenges of food-grade field crops in the Midwest and what changes farmers want to see on the landscape.

Incorporating Perennial Ground Covers in Row-Crop Production

CCAs: 1.0 CEU credit approved

Wouldn't it be great if you didn't have to terminate a cover crop and could grow your own nitrogen? Ever considered how your farm would operate if your row crops were planted into perennial companion legumes? Join this session to learn about the latest research from the Land Institute and its work to develop legume crops that can be interseeded between rows of grains in diversified cropping systems.

Brandon Schlautman is the lead scientist for perennial legumes at the Land Institute, and currently resides in Lindsborg, Kansas. In 2012, he graduated with a bachelors degree in biology from Nebraska Wesleyan University, and in 2016 he earned a doctorate in plant breeding and plant genetics from the University of Wisconsin-Madison.



Planning, Planting and Managing Prairie: Lessons From On-Farm Experience

CCAs: 1.0 CEU credit approved

With the right planning, CRP can produce excellent habitat for birds and pollinators. Since 1998, the Tallgrass Prairie Center has focused on seed mix design, planting and site preparation and the practical details to establish prairie that succeeds on multiple

levels. Join this session with Laura Jackson to hear about her work with farmers and landowners, restoring prairie habitat and conducting on-site research to address each site's unique challenges.

Laura Jackson has served as director of the Tallgrass Prairie Center at University of Northern Iowa since 2013. She received a bachelors degree in biology from Grinnell College and a doctorate in plant ecology from Cornell University. Laura has been a UNI biology faculty member since 1993, teaching courses in conservation biology, applied ecology and environmental studies.



● Roundtable: Q&A on Precision Conservation

CCAs: 1.0 CEU credit approved

Implementing conservation practices can be challenging in the beginning to those unfamiliar with the array of federal programs available. Join this audience-driven roundtable session for advice and ideas about on-farm precision conservation planning and practices. This session is a follow-up to the "Farm the Best, Leave the Rest" session hosted by Josh Divan. Bring your questions, experience and stories.

Sarah and Nathan Anderson, PFI lifetime members, own and operate Bobolink Prairie Farms near Aurelia, Iowa, raising corn, soybeans, cattle, small grains and hay. Nathan, Sarah and family have worked to grow their cattle herd while improving grazing management and incorporating cover crops through on-farm research. Nathan is also a PFI board member.



Is the Price Right for Scaling Up?

CCAs: 1.0 CEU credit approved

In this interactive gameshow-meets-vegetable-farm mashup, hosts Dan Fillius and Sam Oswald Tilton will guide the audience through the intricate decisions around right-sizing your vegetable farm. Build your understanding of the costs and benefits of different scales of growing – and maybe even leave with fabulous prizes! Just like on the real "The Price is Right," contestants will place bids and compete for a vegetable-farm inspired showcase showdown!

Dan Fillius is the commercial vegetable and specialty crop specialist with ISU Extension and Outreach. Prior to this role, Dan spent more than 12 years managing vegetable farms in Michigan, Minnesota and Iowa. He brings a wealth of practical knowledge and vision to commercial horticulture in Iowa.



Sam Oswald Tilton is a horticulture instructor at Lakeshore Technical College near Sheboygan, Wisconsin. He has a background in vegetable farming and a masters degree from Michigan State University with a focus on precision weeding tools. Sam has designed weeding machines for KULT-Kress and visited farms throughout Europe and the U.S., and he organizes the Midwest Mechanical Weed Control Field Day.



Communicating Production Practices to Consumers

CCAs: 1.0 CEU credit approved

You've taken special care in raising your animals and now you have a great product. How do you convey everything that went into raising your livestock – and why it should matter to a consumer? We'll learn about connecting with consumers, pushing back against misconceptions and breaking through the noise.

Amanda Severson and her husband, Knute, own and operate Grand View Beef near Clarion, Iowa. They use intensive rotational grazing to raise 100% grass-fed beef and sell directly to consumers through their website, farmers markets and wholesale partnerships. Amanda is responsible for the farm's marketing, sales, finances and shipping program.



Jordan Green loved to farm as a child and channeled that passion into apprenticing with Joel Salatin, starting his own farm and coaching aspiring farmers. He and his wife farm in Virginia, raising animals ethically, entirely on pasture and forest, and in harmony with nature. They currently offer pasture-raised poultry, forest-fed pork and grass-fed and grass-finished beef.



Laura Tidrick is a passionate foodie who started farming to feed her family the highest quality food possible. Along with her husband and two daughters, she raises organic-fed and pastured heritage pork and poultry at Mossycup Farms near Clear Lake, Iowa. She sells lard soaps and other value-added products through an on-farm store, local grocery stores and restaurants.



SATURDAY SESSIONS

SATURDAY SESSION 1
9-10 A.M.

• **Successful Land Leases for Horticulture Production: Considerations for Landowners and Tenants**

CCAs: 1.0 CEU credit approved

Buying or leasing acres for horticulture production requires unique considerations for a landowner and tenant. What's a fair rental rate? How can you plan for crops that may take several years to produce? If tenants invest in infrastructure or perennial crops, what's a fair leasing term? Join landowners and producers to discuss how to be successful when buying and leasing land for horticulture production.

Nancy Brannaman is a sixth-generation farm owner who is actively working to bring young farmers to her Illinois farmland. Throughout her career, Nancy was a pioneer for women in agriculture. Her roles spanned topics and the globe, from ISU Extension and Outreach, to agricultural development in post-Soviet Ukraine and Russia, to multiple roles at the U.S. Department of State Foreign Service in seven countries.



Amber Mohr farms with her family at Fork Tail Farm, a vegetable, fruit and poultry farm near Avoca, Iowa. Amber also serves as project director of Avoca Main Street, whose mission is to promote, preserve and enhance the downtown district as an economic, cultural and social center of the community. Amber is also one of PFI's Iowa farmland navigators.



Monika Owczarski is a central Iowa native who was once a social worker and is now an accidental first-generation farmer. She is committed to social justice and equity in our food system, and lives and farms in Des Moines' River Bend neighborhood where she and her husband raise their three children. Monika is also one of PFI's Iowa farmland navigators.



Alternative to Rye? Testing Winter Camelina in the Field

CCAs: 1.0 CEU credit approved

Hear from farmer Emery Davis and conservation agronomist Ruth McCabe about ongoing winter camelina trials and what to know about growing camelina in Iowa. Winter camelina is gaining traction

as a winter oilseed cover crop or double crop, and is an alternative to rye ahead of corn.

Emery Davis farms near ISU's Southeast Research and Demonstration Farm in rural Crawfordsville, Iowa, where he raises corn, soybeans and small grains using practices such as no-till, cover crops and reduced inputs. Emery has participated in PFI's Cooperators' Program and enjoys trying new things. He is also a conservation agronomist with Heartland Co-op covering eastern Iowa, where he works with farmers and landowners on projects that benefit soil health, wildlife and water quality.



Ruth McCabe is a certified professional agronomist, an Iowa certified crop advisor and a conservation agronomist with Heartland Co-op. She works directly with farmers to implement in-field and edge-of-field conservation practices to benefit soil health, water quality and wildlife.



Successfully Planting Into Cover Crops

CCAs: 1.0 CEU credit approved

What disk-openers should I use? How much down-pressure do I need? When and how are others terminating a cover crop? What if I'm organic and need to till? These are among the questions farmers ask when considering planting corn or soybeans following a cover crop. Hear from Jacob Bolson and Mike Crow about their methods for planting cash crops into cover crops in the spring in both conventional and organic systems.

Jacob Bolson lives with his wife, Lindsay, and their four children on an acreage outside Hubbard, Iowa. Last year, the couple used PFI's Find A Farmer program to rent their first farm. Jacob and Lindsay maintain full-time careers and are actively engaged with Lindsay's family farm in Hardin and Wright counties.



Mike Crow farms in Blairstown, Iowa, where he grows corn and soybeans, and plants green into rye covers. Mike has been no-till for nearly a decade and has planted cover crops for the last five years. Mike precision-plants cover crops and has used cover crops to reduce his nitrogen rates.



How Can Farmers Help Beekeepers? Lessons From STRIPS Research

CCAs: 1.0 CEU credit approved

Beekeepers suffer stunning losses when colonies do not survive the winter. Several factors contribute to these losses, including pathogens, pesticides and poor forage. Research suggests poor forage may be contributing more to bee health than people suspect, and a recent survey of beekeepers, farmers and landowners by ISU suggests a strong consensus to make beekeeping more sustainable in Iowa. This session will discuss how farmers can contribute to making honeybees more productive, with input from beekeepers.

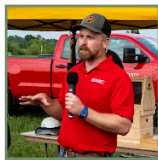
Matt O'Neal is a professor at ISU whose goal is to develop pest management programs that are economically and environmentally sustainable. His lab explores how conservation practices and pesticide use impact the abundance and diversity of beneficial insects.



Philip Ebert is a beekeeper in Lynnville, Iowa. He started with two bee colonies in 1980 that grew into nearly 2,000 colonies in 2021. What started as a fun hobby for his family became a full-time career over 25 years. Today, Philip and his family produce and sell honey and beeswax to over 70 regional stores. They produce 100,000 pounds of honey per year, making them one of the largest honey producers in Iowa. Every spring, Philip rents his hives for pollination services all across the U.S.



Randall Cass joined ISU in 2017, becoming the institution's first bee extension specialist in over 70 years. In his role, he coordinates bee research, manages the university's apiary, lectures and develops outreach programming for beekeepers, farmers and landowners.



Dean Coleman operates a 35-colony apiary in central Iowa. He has grown his operation to provide honey in several forms (whipped, comb) and wax products. His store, Sweet Endeavors Honey, was an award winner finalist in the "Best New Local Store" category by Cityview's Best of Des Moines for 2022.



After the Gold Rush: Balancing High Tunnel Soil Chemistry Over Consecutive Years of Production

CCAs: 1.0 CEU credit approved

Consecutive years of intense vegetable crop production under high-tunnel conditions can have a detrimental effect on soil chemistry. What is a grower to do after the "gold rush" of those early

years of productivity, when nutrient excesses often result? Allen Philo will address special challenges that can arise in high tunnels and how to troubleshoot challenges of specific vegetables grown under cover.

Allen Philo is chief agronomy officer for BioStar, responsible for the sales and distribution of the company's OMRI-listed organic liquid fertilizer, SuperSix. Allen has worked with fellow farmers at Midwestern Bio-Ag and has a decade of experience in crop fertility and organic farming production. He holds a bachelors degree in soils from the University of Wisconsin and has expertise in managing large organic farms and serving as a trusted crop consultant.



How to Get the Most Out of QuickBooks Without Adding More Work

CCAs: 1.0 CEU credit approved

QuickBooks is a powerful tool that helps track sales, expenses and cash flows. But it can do so much more! Poke around the reports list to discover all kinds of valuable information. You're already doing the hard work of data entry; now move to the next level of using that data. In this interactive workshop, we'll discuss how to get the most from your items list in QuickBooks Online, how to set up and use the classes feature and how to customize reports.

Julia Shanks, owner of Julia Shanks Food Consulting, works with food-focused businesses to help them reach financial sustainability. Her company helps businesses streamline operations and maximize profits by using numbers to plan, measure and adapt. Whether writing business plans or developing new menus, her business works with clients to ensure success.



- **Roundtable: Impact and Discussion of the Local Food Purchasing Assistance Program**

CCAs: 1.0 CEU credit approved

Launched in September 2022, the Local Food Purchasing Assistance Program has just completed its first pilot phase, purchasing local products directly from farmers for immediate local distribution. This roundtable is an opportunity to learn about the program's progress to date and how to get involved. You'll also hear from farmers participating in the program and have a chance to share feedback and ideas with program managers. Learn more about the program at iowalfpa.org.

▲ Farmer-to-Farmer: Raising Sheep for Wool

CCAs: 1.0 CEU credit approved

Wool can be an excellent value-added product of raising sheep, but the process requires some extra knowledge and skills to navigate the wool market. In this session, Stacy Dresow and Stennie Nelson will have an open conversation about their journeys toward raising sheep for wool. Stacy has been raising and marketing Cormo and Cormo-cross wool for over 12 years, and Stennie is a beginning farmer getting started on her sheep farming business.

Stennie Nelson currently leases 30 acres in Turin, Iowa, where she raises sheep and continues to create a diversified landscape that is beneficial to the sheep, to wildlife on the land and to the land itself.



Stacy Dresow operates Dresow Family Farm with her husband, Kevin, in Lonsdale, Minnesota. They raise white and colored Cormo and Cormo crossbred fine-fleeced sheep for their squishy, soft fiber qualities. They also raise Hereford cattle, laying hens, Idaho Pasture Pigs, an angora rabbit, dogs, a cat, horses and a small herd of free-range children.



Fencing Techniques for Difficult Terrain

CCAs: 1.0 CEU credit approved

Setting a good fence is crucial to successfully grazing livestock, but the landscape doesn't always make it easy. Tom Beard and Margaret Chamas will discuss their successes and challenges in fencing a variety of terrains, and will share tips and tricks they've picked up along the way.

Growing up on his parent's organic dairy in Decorah, Iowa, **Tom Beard** always knew he wanted to farm. He built upon this farming experience in college, where he studied agriculture. Tom keeps busy caring for cattle, sheep and pigs. In 2021, he and his wife, Maren, were named Iowa Conservation Farmers of the Year for their region.



Margaret Chamas rejoined PFI's team as the livestock viability manager in 2022. She has held a range of positions in the farming realm, particularly those focusing on grazing livestock, soil and natural resource management, and agriculture education and tourism. She and her husband raise a variety of livestock (but mostly goats) on Storm Dancer Farm near Kansas City, Missouri.



SATURDAY SESSION 2 10:30-11:30 A.M.

Global Greens Farmers Share Their Experiences and Visions for the Future

CCAs: 1.0 CEU credit approved

Global Greens is an incubator farm program providing land and business coaching for farmers who came to Iowa as refugees, and whose market vegetable production has outgrown a community garden plot. After completing the Global Greens program, they'll seek new acres in the Des Moines area. Join some of these farmers as they share stories about their experiences growing vegetables from their homelands, how they are developing market strategies and their visions for the future.

Global Greens Farm is an 8.5-acre incubator farm located in West Des Moines, Iowa. The program, run by Lutheran Services in Iowa, provides farmers who came to Iowa as refugees with land access, business development assistance, technical support and continued support for program graduates who go on to rent farms in the Des Moines metro area. Speakers for this session will be selected at a December workshop sponsored by Global Greens.

What's Your Clover Worth? Investigating Nitrogen Credits Ahead of Corn

CCAs: 1.0 CEU credit approved

With high nitrogen prices, cutting input costs is a critical budget consideration. Rachel and Alec Amundson will share how they've managed and grown nitrogen in their rotations. Learn about nitrogen credits from clover and how Alec and Rachel make corn following clover work on their farm.

Rachel and Alec Amundson operate Green Country Farms in Mitchell County, Iowa, where they raise corn, soybeans and rye. The Amundsons use cover crops and no-till and have been relay cropping since 2018.

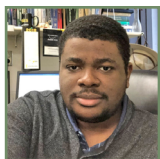


Extending Field Crops Rotations With Black Beans, Sorghum and Sunflowers

CCAs: 1.0 CEU credit approved

Have you thought about shaking up your field crop rotations? Consider crops like black beans, sorghum or sunflowers! Join Dr. Jean Bertrand Contina, research director at the Midwest Organic Center, as he highlights research exploring the use of food crops to extend traditional corn and soybeans rotations.

Jean Bertrand Contina is research director for the Rodale Institute's Midwest Organic Center located in Marion, Iowa. Jean received a doctorate from University of Idaho in 2019 followed by postdoctoral research with Oregon State University. At the Midwest Organic Center, he oversees research at Etzel Sugar Grove Farm and other projects, including how food crops can be used to extend corn and soybean rotations.



PFI's Cost-Share Programs: Outcomes and Opportunities

CCAs: 1.0 CEU credit approved

In the last two years, more than 1,000 farmers have enrolled in PFI's cover crop and small grains cost-share programs, totaling over 500,000 acres. What have we learned through these programs? What are the farmers saying? What are we planning next? Curious how to be involved? Join us to find out!

Lydia English joined the PFI staff in summer 2020. As the field crops viability manager, she oversees cost-share and business development projects that empower farmers to grow more cover crops and small grains in extended rotations.



Neonicotinoid-Treated Seeds: Experience and Thoughts Following On-Farm Research

CCAs: 1.0 CEU credit approved

Neonicotinoids are an effective insecticide, but are they necessary as seed treatments? Join Matt O'Neal and farmers Emery Davis and Sam Bennett as they share their ongoing experiences with neonic-treated seed research at Iowa State University and on their farms, and how this research impacts their practices.

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.



Sam Bennett and his wife, Danielle, raise corn, soybeans and small grains with Sam's family on a 2,000-acre operation in Ida County, Iowa. They use cover crops, no-till and strip-till to work toward their goals of improving soil health, conservation, nutrient management and water quality and creating habitat.



Emery Davis farms near ISU's Southeast Research and Demonstration Farm in rural Crawfordsville, Iowa, where he raises corn, soybeans and small grains using practices such as no-till, cover crops and reduced inputs. Emery has participated in PFI's Cooperators' Program and enjoys trying new things. He is also a conservation agronomist with Heartland Co-op covering eastern Iowa, where he works with farmers and landowners on projects that benefit soil health, wildlife and water quality.



Are Tomatoes Worth It? Evaluating Profitability Crop by Crop

CCAs: 1.0 CEU credit approved

What makes a crop worth growing? As any farmer can attest, some crops are reliable, easily managed profit centers while others take a lot of time and attention for low profit. And every farmer has that crop they just don't like to grow. Enterprise budgets provide helpful answers but may not give the whole picture. Farmer Liz Graznak has a decision framework for evaluating what she can grow, what makes money for her farm and what she really wants to grow.

Liz Graznak grows organic vegetables for CSA, farmers markets and wholesale accounts at Happy Hollow Farm in Moniteau County, Missouri. MOSES (now Marbleseed) recognized Liz with the 2021 MOSES Organic Farmer of the Year award for her work raising outstanding organic vegetables while expanding the borders of organic food through her CSA and market stand, her community-building efforts and her engagement with other farmers.



Mushroom Production on a Chef-Driven Vegetable Farm

CCAs: 1.0 CEU credit approved

Are you growing or considering mushrooms as an enterprise? You should talk to Kevin Novak. A former chef, Kevin has built a farm that caters exclusively to Omaha-area chefs. While he provides microgreens and other produce, mushrooms are his key crop – he sells 500–600 pounds per week. Come hear Kevin's perspectives on mushroom production, from raising diverse species to producing at a range of scales both indoors and outside. He'll also share insights into his unique market stream.

Kevin Novak is the owner of Flavor Country Farms, a chef-inspired produce operation nestled in the Loess Hills of western Iowa. Flavor Country Farms grows seasonal produce with a focus on year-round indoor production of gourmet mushrooms and microgreens.



While restaurants are the farm's main source of revenue, Kevin also markets to grocery stores, CSAs, co-ops and farmers markets.

● Roundtable: Fiber Meet-Up

CCAs: 1.0 CEU credit approved

Calling all fiber producers! Come gather to find out who else is growing fiber. We'll learn what our peers are doing and how they are doing it. We'll also discuss "fibersheds" and their potential in the region. This roundtable is geared toward those already involved in the world of fiber and looking to develop connections and relationships.

Wendy Johnson and Johnny Rafkin own Joia Food & Fiber Farm, a regenerative, diversified organic farm producing humanely raised meat, eggs and fiber near Charles City, Iowa. Wendy is on PFI's board of directors and served as board president from 2019 to 2021.



Grass-Finishing Beef

CCAs: 1.0 CEU credit approved

Raising cattle is always a challenge, but doing so in a rotational system ups the ante. When the aim is to finish cattle on grass, few farmers know how to do it well. Jamie Hostetler, Barney Bahrenfuse and Knute Severson are among the graziers who have established successful grass-finishing livestock operations. Join them as they share their techniques for managing forage, what to look for in cattle to be successful on grass and the difficulties they face in producing a profitable, high-quality product.

Knute Severson and his wife, Amanda, own and operate Grand View Beef near Clarion, Iowa. They use intensive rotational grazing to raise 100% grass-fed beef and sell directly to consumers through their website, farmers markets and wholesale partnerships. Amanda is responsible for the farm's marketing, sales, finances and shipping program.



Jamie Hostetler and his family operate Rolling Meadows Farm in Bellevue, Iowa, raising Red Devon cattle for grass-finishing and as seed stock. Jamie pays close attention to cattle genetics and is trained in linear measurement, which helps to produce tender, high-quality beef. He uses regenerative grazing practices to benefit both the livestock and the land.



Barney Bahrenfuse farms with his wife, Suzanne Castello, and 14-year-old son on land near Grinnell, Iowa. Rotationally grazing for over a decade, they are moving to regenerative farming and have started grass-finishing



as well. The learning curve continues each year, but listening to the land and animals helps them grow and gives them new ideas.

SATURDAY SESSION 3 1-2 P.M.

Planting, Cultivating and Harvesting the Seeds of Urban Farming

CCAs: 1.0 CEU credit approved

In this session, participants will dive deeper with keynote speaker Donna Pearson McClish to identify the "seeds" needed to harvest bumper crops for our next generations. Donna will share in more detail about experiences unique to growing in an urban area. She will explain how her mobile market collaborates with a growing network of local producers to provide fresh, locally grown food distributed to food deserts and food-insecure areas in her region.

Donna Pearson McClish is founder and CEO of Common Ground Mobile Market and Mobile Food hub based in Wichita, Kansas. The mission of Common Ground is "All are fed. No one is hungry!" She is a multi-generational urban farmer. Donna holds a Bachelor of Science in human resources management and services from Friends University and a Master of Education in curriculum and instruction from Southwestern College of Professional Studies.

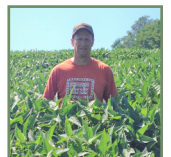


Implementing Conservation Practices: Landowner and Farmland Tenant Perspectives

CCAs: 1.0 CEU credit approved

Are you interested in planting cover crops or implementing other conservation practices on the land but don't know where to start? Join landowner Mike Henning, farmland tenant Jacob Bolson and farmland manager Mollie Aronowitz for a panel discussion on ways landowners and tenants can begin to make changes on the land.

Mike Henning is a retired veterinarian who has loved farming since childhood. Mike bought his first farm in 2001 and has used cover crops and no-till since 2008. He custom-hires to farm his land, located north of Winterset, Iowa, but drills all the cover crops himself. Mike is interested in soil health and makes connections between animal health, soil and water.



Mollie Aronowitz is a licensed realtor, accredited land manager and sustainability director with Peoples Company. Mollie manages and consults on farms across Iowa and oversees sustainability initiatives within Peoples Company with a focus on in-field and edge-of-field conservation.



Jacob Bolson lives with his wife, Lindsay, and their four children on an acreage outside Hubbard, Iowa. Last year, the couple used PFI's Find A Farmer program to rent their first farm. Jacob and Lindsay maintain full-time careers and are actively engaged with Lindsay's family farm in Hardin and Wright counties.



● Roundtable: Beyond Corn and Soy – The Future of Extended Rotations

CCAs: 1.0 CEU credit approved

Ever wondered what you would add to your rotations to give corn and soy a break? This session will give you a chance to discuss what rotations you haven't tried, what you think could work in your system and the benefits or barriers to incorporating something new into existing rotations.

Flame Weeding and Non-Chemical Weed Control Strategies

CCAs: 1.0 CEU credit approved

Looking to cut herbicide use? Just looking to learn more about organic weed control? Learn from Paul Huenefeld about weed control strategies in his organic system. Flame weeding plays a large part in organic weed control on Paul's farm, and is one piece of a multi-faceted approach to non-chemical weed control that sets him up for success in corn and soybeans.

Paul Huenefeld farms in Aurora, Nebraska, with his son, James, raising popcorn, oats, mustard, soybeans, winter wheat and hairy vetch. Their acres have been certified organic since 1987, and over the years they have put a lot of thought into non-chemical weed management strategies like flame weeding and homemade mulching equipment.



⚡ Lighting Talks Round #1

Lightning talks will be selected from proposals submitted this fall, and the final line-up will be published in the conference program. Stay tuned!

Fire and Grazing: How Native Americans Manage the Prairie Landscape

CCAs: 1.0 CEU credit approved

For thousands of years, the Salish and other Tribes of northern Montana have set fire to native grasslands, shaping the plants and animals that call the prairie home. In this session, Michael Durglo will discuss the historical use of fire on the land and how fire was used by Tribes and First Nations to sustain cultural and ecological resources.

Mike Durglo serves as the Tribal historic preservation department head for the Confederated Salish and Kootenai Tribes of Montana, and has been a leader in climate change work for over a decade. He has received the White House Champion of Change award and the Climate Leadership Award for Natural Resources.



● Horticulture Marketing Conversation Café

CCAs: 1.0 CEU credit approved

Whether selling vegetables at the farmers market, flowers via CSA or apples to a wholesale buyer, marketing crops is part of every horticulture farmer's job. This session offers time and space to dig into conversations with peers about what you've learned, what questions you have and what excites you about marketing what you grow.

● Roundtable: Grazing Native Perennials – Small Victories and Large Challenges

CCAs: 1.0 CEU credit approved

For millennia, huge herds grazed the native perennials of the Iowa prairie. Now, cool-season perennials dominate pasturelands. But unlike the summer-adapted prairie plants, these newcomers to the landscape struggle during a summer slump, exactly when native warm-season perennials thrive. Join this roundtable to discuss efforts to establish and graze native perennials as a routine part of management practices.

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 farm's 540 acres to a grass-fed cattle and goat operation. They use rotational grazing practices and are adding native forages to their system.



Parasite Management for Sheep

CCAs: 1.0 CEU credit approved

Sheep are notoriously prone to parasites, a reality that has led to any number of recommendations on how to deal with them. Somewhere between routine drenches and strictly holistic management, does a middle-ground, practical solution exist? Join veterinarian Alyona Michael and farmer Maja Black as they talk about their diagnoses, recommendations and on-the-ground efforts to manage the parasite problem.

Alyona Michael is a veterinary diagnostic pathologist at the ISU Veterinary Diagnostic Laboratory. She previously ran a small flock of Katahdin sheep and currently raises Boer goats, and has a particular interest in small ruminant pathology and diagnostics.



Maja Black farms alongside her sister, Carmen, and several others on Sundog Farm in Solon, Iowa. On their diversified operation they raise vegetables for 200 families, rotationally graze sheep and goats and raise pastured laying hens. They finish lambs on pasture and market them directly to their CSA customers and local community.



SATURDAY SESSION 4 2:30–3:30 P.M.

Reframing the Conversations Around Agricultural Soil Carbon

CCAs: 1.0 CEU credit approved

This session will explore the latest research from long-term experiments exploring changes in soil carbon in diversified cropping systems. Learn how this research can inform soil health decisions on your farm and how different agricultural practices affect soil carbon and greenhouse gas emissions. As curiosity in carbon-based markets increases, make sure you have all of the facts.

Steven Hall is an associate professor in the Department of Ecology, Evolution and Organismal Biology at ISU. His group's research focuses on soil biogeochemical processes in managed and natural ecosystems.



▲ Farmer-to-Farmer: Michael Vittetoe and Lisa Kubik

CCAs: 1.0 CEU credit approved

Lisa Kubik and Michael Vittetoe come from different parts of the state, but both are bringing fresh energy – and new livestock – to their family (and in-law

family) farms. Join them as they chat about grazing cover crops, soil health, raising cattle and more in this farmer-to-farmer session.

Lisa Kubik grew up in Lake Mills, Iowa, on her family's corn and soybean farm and now farms with her husband, Alex, and his family near Traer, Iowa. She and Alex rotationally graze cattle and goats on perennial pasture and cover crops, and they produce grass and alfalfa hay to sell. They also are involved with the family's no-till and strip-till corn and soybean crops. Off the farm, Lisa is an inside sales manager for Agoro Carbon.



Michael Vittetoe farms with his family near Washington, Iowa, growing corn, soybeans, cereal rye, hogs and cattle. The Vittetoes use no-till, cover crops and hog manure on their row crop acres. Through his pasture-based cattle operation, Long Creek Pastures, Michael practices regenerative grazing and direct-markets beef. The family conducts numerous on-farm trials each year to determine how they can best steward their land and profitability.



Mitigating Pesticide Drift to Crops, Livestock and On-Farm Habitat

CCAs: 1.0 CEU credit approved

Being hit with pesticide drift or misapplication is a nightmare scenario for many farmers, especially those with high-value specialty and food crops. Join Rob Faux and Karen Varley as they discuss how to deter drift and how to manage and appropriately document damage if drift occurs. This session will cover the processes for mitigating drift damage on the farm and in a legal setting.

Karen Varley earned a Juris Doctor at Drake University, a masters degree in plant breeding at Cornell University and a bachelors degree in agronomy at Iowa State University. She and her husband, Warren, practice law together and help manage the family farm near Stuart, Iowa.



Rob Faux and his wife, Tammy, operate Genuine Faux Farm, a CSA, produce and poultry operation near Tripoli, Iowa. Since launching the farm in 2005, Rob has been an inquisitive farmer, testing products and concepts on his own and through PFI's Cooperators' Program. Rob also works as an Iowa communications associate with the Pesticide Action Network.



Chestnut Management for Intermediate and Advanced Growers

CCAs: 1.0 CEU credit approved

Achieving chestnut productivity happens in stages. Establishing a grove requires certain steps and attention, but what about after that? Intermediate and advanced growers must address deer management, pesticide drift, market development and ways to productively use space between growing trees. Chestnut gurus Tom Wahl and Kathy Dice of Red Fern Farm will address all this and more in a follow-up to previous programs for chestnut beginners.

Tom Wahl and Kathy Dice launched Red Fern Farm, near Wapello, in 1986 and now grow over 75 species of common and not-so-common fruits and nuts. They are dedicated to educating consumers and growers, researching fruit and nut trees and shrubs, and practicing perennial polyculture at their farm. In addition to their forest-farm products available through U-pick, they raise hair sheep, which they rotate throughout their farm. Tom and Kathy are lifetime members of PFI and recipients of PFI's 2015 Sustainable Agriculture Achievement Award.



Slow Your Bolt: Heat-Tolerant Lettuce Varieties for In-Field Production

CCAs: 1.0 CEU credit approved

Lettuce is an indispensable crop on many veggie farms, with broad appeal to consumers and farmers. But production hits a wall once the weather heats up. Research trials have explored heat-tolerant varieties to crack the mystery of how to meet customer demand for lettuce through the summer. Hear from ISU's Ajay Nair and farmer Jill Beebout about their favorite – and not so favorite – lettuce varieties to withstand an Iowa summer in the field.

Ajay Nair is an assistant professor at Iowa State University working on sustainable vegetable production. His lab focuses on developing strategies that enhance crop production, soil health and profitability in vegetable cropping systems in Iowa.



Jill Beebout runs Blue Gate Farm with her husband, Sean Skeehan. They steward 40 acres of family land in southern Marion County, Iowa, where they raise Certified Naturally Grown produce, hay and alpacas, marketing through CSA and VegEmail custom sales.



Getting Started in Bison, From Range Management to Handling Facilities

CCAs: 1.0 CEU credit approved

Bison play a significant cultural and environmental role in the prairie landscape. In this session, Zanen Pitts and Cody Howerton will walk us through the fundamentals of a bison ranching operation, from getting started, to handling, to larger challenges in the industry. He'll also discuss how good bison management impacts the land, and the bison's cultural importance.

Zanen Pitts is the Tribal lands program manager for the Confederated Salish & Kootenai Tribes. Along with working for the Tribes, he is a fourth-generation Montana rancher and a co-owner of Branded Bison.



Cody Howerton is the co-owner of Branded Bison. Working in the agriculture industry for most of his life, he has been designing and building buffalo facilities for the past five years. He is also the sales manager for the 2W Livestock Equipment.



The Journey to a Regenerative System at Organic Compound

CCAs: 1.0 CEU credit approved

When Wil Crombie and his family started on their journey of transforming the homestead where Wil was raised, they sought to do so with integrity and a commitment to regenerative practices. Today, Organic Compound has a diverse agroforestry system with hazelnuts, elderberries, silvopastured poultry and more. The farm is also the site of the first commercially scaled regenerative poultry enterprise in partnership with Tree-Range Farms. Wil credits the farm's success to partnerships like that, along with business relationships, shared investments, generational lands and community support. Learn from Wil as he shares how he worked with his friends and family to invest in a regenerative future.

Wil Crombie and his family steward Organic Compound, a 40-acre regenerative farm in Faribault, Minnesota. Wil is a co-owner of the Tree-Range chicken brand and is the developer of regenpoultry.com, a website dedicated to training people how to grow a regenerative farming business with regenerative poultry production.



⚡ Lightning Talks Round #2

Lightning talks will be selected from proposals submitted this fall, and the final line-up will be published in the conference program. Stay tuned!

● Roundtable: Local Food Policy Discussion

CCAs: 1.0 CEU credit approved

Join fellow local food producers in a shared conversation focused on agricultural issues, concerns and ideas related to producing, processing, adding value and selling local foods in Iowa. Local and state representatives, agency staff and advocacy groups are invited and encouraged to attend and listen in on this farmer-led discussion, facilitated by Carmen Black of SunDog Farm and Tommy Hexter of Iowa Farmers Union.

Sisters **Carmen Black** and Maja Black own and operate SunDog Farm and Local Harvest CSA near Solon, Iowa. On the diversified operation, they raise vegetables for 200 families and graze a small flock of sheep. They also conduct on-farm research through PFI's Cooperators' Program. Carmen is a current PFI board member.



Tommy Hexter is the rural organizer and educator for Iowa Farmers Union. In his role, he works to elevate the voices of experienced Iowa producers to the forefront of local, state and federal conversations about agricultural policy. He is also the co-owner of Grinnell Farm To Table and a commissioner with the Poweshiek County Soil and Water Conservation District.



SAVE POSTAGE & REGISTER ONLINE!

practicalfarmers.org/annual-conference

or by calling the office at (515) 232-5661.

SESSIONS AT A GLANCE

● Roundtables ▲ Farmer-to-Farmer Sessions ⚡ Lightning Talks

Thursday & Friday	Friday	Friday	Friday	Saturday	Saturday	Saturday	Saturday
Th: 1-6:30 p.m. & F: 8-11:30 a.m.	12-1:30 p.m.	2-3 p.m.	3:30-4:30 p.m.	9-10 a.m.	10:30-11:30 a.m.	1-2 p.m.	2:30-3:30 p.m.
SHORT COURSE: Getting Started With Farm Transition	Staying Profitable and Keeping Customers in Times of Rising Prices	Opportunity Assessment for Farm Businesses	When Will This Purchase Pay for Itself?	Successful Land Leases for Horticulture Production: Considerations for Landowners and Tenants	● Global Greens Farmers Share Their Experiences and Visions for the Future	Implementing Conservation Practices: Landowner and Farmland Tenant Perspectives	Reframing the Conversations Around Agricultural Soil Carbon
SHORT COURSE: Organic No-Till in Row Crop Systems	Building Soil Biology With On-Farm Compost	Food-Grade Small Grains From Farm to Mill	Land Easements: A Strategy for Conservation and Preservation of Sustainable Agriculture	Alternative to Rye? Testing Winter Camelina in the Field	What's Your Clover Worth? Investigating Nitrogen Credits Ahead of Corn	● Roundtable: Beyond Corn and Soy-The Future of Extended Rotations	▲ Farmer-to-Farmer Interview: Michael Vittetoe and Lisa Kutbik
SHORT COURSE: Growing and Selling Cut Flowers in the Midwest	Managing Herbicide Residuals Before Cover Crops	Farmer-to-Farmer Interview: Wade Dooley and Landon Plagge	● Roundtable: Addressing Barriers to Food-Grade Field Crops in the Midwest	Successfully Planting Into Cover Crops	Extending Field Crops Rotations With Black Beans, Sorghum and Sunflowers	Flame Weeding and Non-Chemical Weed Control Strategies	⚡ Lightning Talks Round #2
	Farm the Best, Leave the Rest: Precision Conservation With Pheasants Forever	Using Goats to Manage Native Habitat	Incorporating Perennial Ground Covers in Row Crop Production	How Can Farmers Help Beekeepers? Lessons From STRIPS Research	PFI's Cost-Share Programs: Outcomes and Opportunities	Lightning Talks Round #1	⚡ Mitigating Drift for On-Farm Habitat Protection
	Horticulture Show & Tool: Farmers' Favorite Implements, Tools and Supplies	● Medium-Scale Reduced-Tillage Vegetable Production at Dancing the Land Farm	Planning, Planting and Managing Prairie: Lessons From On-Farm Experience	After the Gold Rush: Balancing High Tunnel Soil Chemistry Over Consecutive Years of Production	Neonicotinoid-Treated Seeds: Experience and Thoughts Following On-Farm Research	Fire and Grazing: How Native Americans Manage the Prairie Landscape	Chestnut Management for Intermediate and Advanced Growers
	Thinking About - and Re-Thinking - Pack Shed Design	▲ Picking U-Pick: Lessons Learned and Best Practices for Success With U-Pick Production	Roundtable: Q&A on Precision Conservation	How to Get the Most out of the Quickbooks Without Adding More Work	Are Tomatoes Worth It? Evaluating Profitability Crop by Crop	Planting, Cultivating and Harvesting the Seeds of Urban Farming	Slow Your Bolt: Heat-Tolerant Lettuce Varieties for In-Field Production
	Getting Started With Pasture-Finished Pigs	Building Economic Equity into Your Business and Marketing	Is The Price Right for Scaling Up?	● Roundtable: Impact and Discussion of the Local Food Purchasing Assistance Program	Mushroom Production on a Chef-Driven Vegetable Farm	Horticulture Marketing Conversation Café	● Getting Started in Bison, From Range Management to Handling Facilities
	Pastured Turkeys - Keeping It Simple	Farrow-to-Finish - Keys to a Profitable Pastured Pig Enterprise	Farmer-to-Farmer: Women Raising Pigs - the Challenges and Joys	▲ Farmer-to-Farmer: Raising Sheep for Wool	● Fiber Meet-Up	● Grazing Native Perennials: Small Victories and Large Challenges	● Regenerative Poultry Production at Organic Compound
		A Bright Future With Solar Grazing	Communicating Production Practices to Consumers	Fencing Techniques for Difficult Terrain	Grass-Finishing Beef	Parasite Management for Sheep	● Roundtable: Local Food Policy Discussion

ACKNOWLEDGEMENTS

Thank you to the organizations, businesses and agencies who provide funding for our annual conference:

- ADM
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- McKnight Foundation
- National Fish and Wildlife Foundation and the U.S. Department of Agriculture, under agreement number 2004.22.075401
- National Fish and Wildlife Foundation and the U.S. Department of Agriculture, under agreement number 2004.22.074823
- Oatly
- PepsiCo
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- W.K. Kellogg Foundation
- Walmart
- Walton Family Foundation
- U.S. Department of Agriculture, Agricultural Marketing Service through award number SCBG-1430-1
- U.S. Department of Agriculture, Agricultural Marketing Service through grant 21FMPPIA1012-00
- U.S. Department of Agriculture, under agreement number NR216114XXXXG002
- U.S. Department of Agriculture, under agreement number NR213A750013G024
- U.S. Department of Agriculture, under agreement number AM22LFPA0000C007
- U.S. Department of Agriculture, under agreement number NR226114XXXXG004
- USDA, National Institute of Food and Agriculture, project 2020-03788
- Transitioning Land to a New Generation is supported by a three-year Educational Enhancement grant from the USDA Beginning Farmer and Rancher Development Program. Award# 2020-49400-33257
- Financial support from U.S. EPA under an Assistance Agreement



Cover photo of Emma and Marcus Johnson courtesy of Jessica Rilling (on 1 out of 3 covers).

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REGISTRATION

PFI Members Save Big Money

People make the PFI annual conference a rich knowledge-sharing event, and we believe everyone on the farm contributes to a farm's success now, and in the future. We want our conference to be accessible to everyone, so we strive to keep our registration rates low and offer steep discounts for members.

PFI members who have an **Individual** membership (\$50) or an **Access** membership (\$25) may register themselves for a \$20 discount each day.

Members with a **Farm & Household** (\$60) or **Lifetime** PFI membership may register themselves and all individuals covered under their membership (*their household and farm employees up to 10 people*) with the purchase of just one ticket (*yes, one ticket*).

Members with an **Organizational** membership may register up to three individuals covered under that membership with the purchase of just one ticket.

Not sure about your membership status? Check the mailing label on any publication from PFI (*including this one*) to find your membership expiration date. You may also visit practicalfarmers.org and click the red log-in button in the top right corner to log in and access your membership information, or call the PFI office at **(515) 232-5661**.

*“Learning and seeing friends
- that’s PFI in a nutshell.”*



Other Registration Details

- **Are you a student?**

For individuals currently enrolled in coursework, we have a steeply discounted \$40 ticket to attend both Friday and Saturday sessions. Membership is not required, but a valid student ID is required at check-in.

- **Not a member?**

Join on the back of your registration form and register under the member rate!

- **Need financial assistance to attend?**

As funding allows, volunteer opportunities and scholarships may be available. Please call the PFI office to inquire at (515) 232-5661 or email liz.kolbe@practicalfarmers.org or visit the conference website at practicalfarmers.org/annual-conference.

- **Don't forget lunch!**

All lunch tickets must be purchased in addition to conference tickets.

For short course attendees, Friday lunch tickets are available but must be purchased with your registration. Saturday lunch tickets may be available for purchase that day, but keep in mind that tickets sell out some years.

All meals at the PFI annual conference are made primarily with ingredients sourced from PFI member farms.

- **Pre-registration deadline**

Pre-registrations must be received by **Thursday, Jan. 12**. After that date, registration rates increase and all registrations are walk-in only. No refunds will be given after Jan. 12, unless you cannot attend due to you or a household member testing positive for COVID-19 (*with proof of test*). All refunds will be charged an \$8 processing fee.

- **Accessibility accommodations**

We strive to make our conference accessible to everyone. Requests for accommodations should be made at least two weeks prior to the conference (*by Jan. 6*). PFI will make every effort to secure services, but services are subject to availability.

- **Language accessibility**

We have reserved interpretive headsets for the annual conference that are available to use for free. If you know of a group or individual who would like to use an interpretive headset, please connect with Emma Liddle at emma.liddle@practicalfarmers.org or (515) 232-5661 so we can work together to coordinate an interpreter and ensure sufficient transmitter and receiver headsets are available.

- **Disabilities**

Persons with disabilities, including physical disabilities and hearing or vision impairment, who would like to request accommodations or have questions about physical access may contact Emma Liddle at emma.liddle@practicalfarmers.org or (515) 232-5661.

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JOIN PFI OR RENEW YOUR MEMBERSHIP!

I AM JOINING AT THE LEVEL OF:

- Access – \$25 Farm or Household – \$60 Lifetime Member* – \$1,200
 Individual – \$50 Organization – \$110 * See details at bit.ly/PFI-lifetime

PFI Membership Total: \$ _____

► Primary Conference Registrant Contact Information

Name: _____

Farm/Business Name: _____

Address: _____

City: _____ State: _____ ZIP: _____ Phone: _____ Email: _____

1. PLEASE CHECK THE CATEGORY THAT BEST DESCRIBES YOU: (CHOOSE ONE)

- Woman
 Man
 Non-Binary
 Prefer not to answer
 Prefer to self-describe: _____

2. PLEASE CHECK THE CATEGORY THAT BEST DESCRIBES YOU: (CHOOSE ONE)

- Farmer or farm operator
 Not farming yet, but would like to be
 Farmland owner who doesn't actively farm myself
 Other: _____

3. HOW MANY YEARS OF FARMING EXPERIENCE DO YOU HAVE? (CHOOSE ONE)

- 0
 1-5
 6-10
 11 or more

4. WHAT AGRICULTURAL PRODUCTS DO YOU CURRENTLY RAISE AND MARKET? (CHECK ALL THAT APPLY)

- Field Crops
 Horticulture & Specialty Crops
 Livestock
 Other: _____
 Not applicable; I don't currently operate a farm

5. PLEASE CHECK THE CATEGORY THAT BEST DESCRIBES YOU: (CHECK ALL THAT APPLY)

- African American/Black Prefer not to answer
 Asian/Pacific Islander Prefer to self-describe: _____
 Caucasian/White
 Latino/Hispanic
 Native American

6. HOW DID YOU HEAR ABOUT THE PFI ANNUAL CONFERENCE? (CHECK ALL THAT APPLY)

- I was invited by a PFI staffer PFI printed publication
 I was invited by a PFI member PFI social media (Facebook, Twitter, Instagram, etc.)
 Shared with me by a friend or colleague Radio
 Shared with me by another organization Newspaper or news story
 PFI website Other: _____
 PFI email newsletters

PAYMENT - Conference Registration & Membership

PAYMENT SUMMARY: Enter totals from form:

Short Course Total	\$
Member Registration Total	\$
Non-Member Registration Total	\$
Childcare Registration Total	\$
PFI Membership Total	\$
Additional Donation*	\$
TOTAL AMOUNT	\$

* We take great pride in keeping our conference affordable! To help us keep conference registration rates low into the future, please consider adding a donation to PFI to your registration.

- Check or money order is enclosed
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 Credit card
(Visa, MasterCard or Discover only)

Name on Card _____

Number _____

Exp. Date _____ CVC# (3 digits) _____

- Please charge this credit card annually so my membership will automatically renew

► Short Course Registration

Priced **per person**. Due to a limited capacity for short courses, tickets are priced per person for members and non-members. Please write in the name of each person attending, choose the short course each person will attend and enter the dollar amount of the appropriate price (*member or non-member price*) for the short course and optional meals to be calculated in the subtotal. If you're unsure of your membership level or status, please call the PFI office at (515) 232-5661. PFI membership expiration dates are also on the address label of this brochure.

Short Course registration is for: Thursday, Jan. 19: 1:30-6:30 p.m. and Friday, Jan. 20: 8-11:30 a.m.

NAME(S)	SELECT SHORT COURSE FOR EACH ATTENDEE			ENTER MEMBER OR NON-MEMBER PRICE FOR EACH PERSON		FRIDAY LUNCH (OPTION FOR SHORT COURSE ATTENDEES ONLY)	DIETARY REQUESTS
	FARMLAND TRANSITION	ORGANIC NO-TILL	CUT FLOWERS	PFI MEMBER PRICE - \$40	NON-MEMBER PRICE - \$80	\$20	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
SUBTOTAL OF COLUMNS				\$	\$	\$	
SHORT COURSE TOTAL				\$			

► PFI Member Conference Registration

ONE ticket covers **up to 10** members of a Farm/Household or Lifetime membership, **three** members per Organizational membership and **one** person per Individual or Access membership. To upgrade your membership level, please call the PFI office at (515) 232-5661. Please write in the name of each person attending, and enter the dollar amount to be calculated in the subtotal.

Conference registration is for: Friday, Jan. 20: 11 a.m.-6:30 p.m. + dinner and Saturday, Jan. 21: 7:30 a.m.-5 p.m.

NAME(S)	TICKETS		LUNCHESES		DIETARY REQUESTS	
	FRIDAY \$55	SATURDAY \$55	SATURDAY \$15	SATURDAY CHILD \$7		
SUBTOTAL OF COLUMNS		\$	\$	\$	\$	
MEMBER REGISTRATION TOTAL		\$				

Remember, one ticket pays for multiple people if you have a Farm/Household, Lifetime or Organizational membership!

► Non-Member & Student Conference Registration

Priced **per person**. Please write in the names for each ticket being purchased, and enter the dollar amount to be calculated in the subtotal. Students must show a valid student ID at check-in.

Conference registration is for: Friday, Jan. 20: 11 a.m.-6:30 p.m. + dinner and Saturday, Jan. 21: 7:30 a.m.-5 p.m.

NAME(S)	TICKETS			LUNCHES		
	FRIDAY \$75	SATURDAY \$75	STUDENT (FRI & SAT) \$40	SATURDAY \$15	SATURDAY CHILD \$7	DIETARY REQUESTS
SUBTOTAL OF COLUMNS	\$	\$	\$	\$	\$	
NON-MEMBER REGISTRATION TOTAL	\$					

► Childcare Registration

Optional. **Must pre-register for childcare; no drop-ins.** Snack and lunch included. Please write in the names and ages for each ticket being purchased, and enter the dollar amount to be calculated in the subtotal.

NAME(S)	AGE	TICKETS			SNACKS & LUNCH INCLUDED
		SHORT COURSE (THURS: 12:45-6:30 p.m. & FRI: 7:45 a.m.-12 p.m.) \$55	FRIDAY- CONFERENCE (12-6:30 p.m.) \$35	SATURDAY (8:15 a.m.-5:15 p.m.) \$45	DIETARY REQUESTS
SUBTOTAL OF COLUMNS		\$		\$	
CHILDCARE TOTAL		\$			

PLEASE COMPLETE CONTACT INFO FORM AND PAYMENT ON REVERSE SIDE OF THIS PERFORATED INSERT ►

Mail completed form to **Practical Farmers of Iowa, 1615 Golden Aspen Drive, Suite 101, Ames, IA 50010**



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Registration information on pg. 30.

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PFI MEMBERSHIP

In addition to reduced registration rates for PFI's annual conference, membership in PFI offers a host of benefits! Our inclusive organization represents a diversity of farmers, friends of farmers and farmland owners who guide PFI's priorities and lead our programming. Farmers in our network represent a range of experience levels and production practices, raising corn, soybeans, livestock, fruits and vegetables, hay, small grains and more.

We invite you to join our expanding network, and take part in an open exchange of practical information to improve our farms and communities.

Membership Level	Membership For	Annual Fee
Access	Individuals who are current students, retired or beginning farmers, and others on fixed or limited incomes	\$25
Individual	Individuals	\$50
Farm / Household	All members of farm families and any farm employees	\$60
Organization	Non-farming businesses, agencies and departments; benefits cover up to three employees	\$110
Lifetime	Individuals or families who would like to make a lifetime commitment <i>*terminates with the primary members; excludes businesses</i>	\$1,200

MEMBER BENEFITS

- A subscription to our quarterly **magazine**, the Practical Farmer, full of inspiring stories, on-farm research results, innovative projects, member profiles and more
- Invitations to 100+ (virtual and on-farm) **events** annually, with steep discounts to our annual conference and other events
- Eligibility to participate in our members-only **email discussion groups** to share ideas, resources and tools with one-another. Discussion groups include Announcements, Field Crops, Horticulture, Livestock and Perspectives
- Eligibility to participate in our **Cooperators' Program** and to design and conduct on-farm research projects exploring questions you want to answer for your farm
- Eligibility to participate in **Labor4Learning**, our program for aspiring farmers, and our **Savings Incentive Program** for beginning farmers
- Opportunities to **serve as a farmer leader**, with stipends for sharing your knowledge as an event host, speaker or mentor
- The ability for your farm to be listed in our public **Local Foods Directory**, or your organization to be listed in our **Business Directory**, which can help you find new customers and markets for your products
- The chance to become part of a network of people who share our vision for healthy soil, healthy food, clean air, clean water, resilient farms and vibrant communities – and to help guide the focus of our farmer-led organization

To become a member, complete the membership form on the conference registration insert, visit practicalfarmers.org or call (515) 232-5661.



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