

PRACTICAL FARMERS OF IOWA 2015 ANNUAL CONFERENCE

MAPPING OUR FUTURE

JANUARY 23-24, 2015 • IOWA STATE CONFERENCE CENTER, SCHEMAN BUILDING • AMES, IOWA



DAN WILSON

TY & BOBBIE
GUSTAFSON

MARTHA MCFARLAND

ANN FRANZENBURG

ETHAN BOOK

FEATURING



Who gets the farmland? A play by Mary Swander

PRE-CONFERENCE SHORT COURSES
January 22-23, 2015, Oakwood Road Church, Ames

- Healthy Soil for Healthy Crops
- Tell Your Story: The Farm Legacy Letter

40+ CONFERENCE SESSIONS, INCLUDING: GRAZING
with Jim Van Der Pol

GET THE DIRT ON SOIL ECOLOGY
with Jill Clapperton & Blake Vince

NOSE-TO-TAIL COOKING AND DINING
with Ty & Bobbie Gustafson & Ethan Book

CROP AND MARKET DIVERSITY FOR A PROFITABLE FARM
with Todd Nichols

EXHIBIT HALL with professionals to share expertise and products to improve farms...and much more



PRACTICALfarmers
of Iowa

SCHEDULE

THURSDAY, JANUARY 22, 2015 SHORT COURSES

Oakwood Road Church in Ames
Noon-1 pm Short Course registration
1-7 pm Short Courses

FRIDAY, JANUARY 23, 2015 SHORT COURSES

Oakwood Road Church in Ames
8-11:30 am Short Courses continue

FRIDAY, JANUARY 23, 2015 ANNUAL CONFERENCE

Iowa State Center,
Scheman Building, Ames

11 am Conference registration opens

11 am Exhibit Hall opens

12:30 pm Silent Auction opens

12:30-4:30 pm Workshops
Includes networking break in the Exhibit Hall from 2-3 pm. Support our sponsors and exhibitors!

4:45-5:30 pm Practical Farmers Update

5:30-6:30 pm "Map of My Kingdom" performance

7-10 pm PFI Potluck
CPMI Event Center

SATURDAY, JANUARY 24, 2015

7:30-8:45 am Registration and breakfast meetings

8 am Exhibit Hall opens

9-11 am Round I Workshops

11-11:30 am Break in Exhibit Hall.
Support our sponsors!

11:30 am-12:30 pm Round II Workshops

12:45-1:45 pm Lunch and Networking
Featuring foods from PFI members

1:45-3:15 pm Round III Workshops

3:30 pm Silent Auction closes

3:30-4:30 pm Round IV Workshops:
U-Pick

PRACTICAL FARMERS UPDATE

Join us at 4:45 pm Friday for the latest on Practical Farmers' programming, finances, staffing and more (before the "Map of My Kingdom" performance at 5:30 pm).

PRACTICAL FARMERS POTLUCK

A FREE festive event to catch up with old friends and meet new ones. **Please bring food and/or beverages to share.** Note: There are limited outlets for crockpots, but refrigeration will be available starting Friday morning. Practical Farmers will provide bratwurst (plus condiments), water and tableware. Thank you to Niman Ranch for donating bratwurst. Potluck Party Hosts: Donna Prizgintas and Lonna Nachtigal from the "DonnaLonna Kitchen Show."

Held at CPMI Event Center, 2321 North Loop Drive in Ames (just a few blocks from Best Western Hotel)

BREAKFAST MEETINGS

Join us for a FREE Saturday breakfast, along with stimulating discussion on a variety of topics.

MAPPING OUR FUTURE

Where are we? Where do we want to go?

In this spot on Earth called Iowa, soil maps reveal some of the highest quality topsoils in the world. Rainfall charts and physical maps show plentiful water (usually) that others envy. But on other maps our fingers follow routes of unsustainable erosion levels from uncovered soil and tile lines. Still other maps show rapidly declining biodiversity.

We need to draw Iowa's map anew, so that – from the Mississippi to the Missouri – our state is filled with an agriculture that supports farms prized for their diversity of crops and livestock, food that is celebrated, and communities alive with diverse connections between farmers and friends of farmers.

The 2015 Annual Conference will foster discussion on longer crop rotations, cover crops, pollinator habitat, weather resiliency, soil preservation, perennial crops, diverse crop mixes and irrigation. We will also explore how to tackle low profit margins and volatile market prices, and how to chart a profitable future. Learn from discussions between beginning farmers navigating future farming careers, and experienced farmers helping them reach their destinations through farm succession, mentorship and education.

Find your way to Practical Farmers' 2015 Annual Conference, settle in and set your path.

WANTED

POSTERS

Bring a poster about anything that will interest members: Share your farm, your research and demonstration projects, your lessons learned! No proprietary products, please.

SILENT AUCTION DONATIONS

Please donate baked goods, farm-raised products, hand-crafted items, books, farm supplies and more!

FARM PHOTOS

This conference will feature a photo display of PFI members' farms. Please email photos – of crops, animals, machinery, pets, kids, food, gardens and more – to tamsyn@practicalfarmers.org by January 5.



PLAY PERFORMANCE



Fifty-six percent of Iowa farmland is owned by people over the age of 65, according to a report by retired Iowa State University economist Mike Duffy, "Farmland Ownership and Tenure Report in Iowa 2012." Thirty percent of Iowa farmland is owned by those more than 75 years old.

Who's going to get the farm? And what are they going to do with it? Will your future plans for your land create harmony or strife for your family? Or have you even started to think that far ahead? "Map of My Kingdom," a play commissioned by Practical Farmers of Iowa and written by Iowa's Mary Swander, tackles the critical issue of land transition. In the play, Angela Martin, a lawyer and mediator in land transition disputes, shares stories of how farmers and landowners she has worked with over the years approached their land successions. Some families almost came to blows, struggling to resolve the sale or transfer of their land, dissolving relationships. Others found peacefully rational solutions that focused not only on the viability of the family, but also of the land.

The former Poet Laureate of Iowa, **Mary Swander** is the co-founder of AgArts, a national organization designed to imagine and promote healthy food systems through the arts. She has published widely in all genres, with 13 books to her credit. Her plays include *Driving the Body Back*, *Dear Iowa*, *Farmscape* and *Vang* which have toured the country and appeared on public television. She performed *Farmscape* at the request of Secretary of Agriculture Tom Vilsack at the USDA headquarters. Swander lives in an old Amish schoolhouse where she grows all her own food. She is the descendant of Irish immigrants who homesteaded in Iowa and handled four generations of land transition.

SHORT COURSES

Short Courses run January 22, 1-7 pm and January 23, 8-11:30 am

TELL YOUR STORY: THE FARM LEGACY LETTER

Come document what matters most about your farm. You will leave this course having written or recorded a "farm legacy letter," capturing farm memories along with your values and hopes for your farm's future. Hear two PFI members share their letters, then use yours to help guide your legal and financial farm transition. Limited to 20 participants. Led by PFI staff and the PFI farm transitions committee.

Vic Madsen, his wife Cindy and son Eric raise field crops, beef cattle, hogs, chickens and aronia berries. They have farmed in Audubon County since 1975.

Chris Henning lives in Cooper and is the farm manager of 320 acres of farmland she owns in Greene County. She has a 50-50 crop share arrangement on about 165 acres of the farmland; the rest is in timber, a pond and the Conservation Reserve Program (CRP).



CHRIS HENNING



SUZAN EREM

HEALTHY SOIL FOR HEALTHY CROPS

Soil health describes the capacity of a soil to function as a vibrant living ecosystem that sustains plants, animals and humans. We'll explore the dynamic components of healthy soils: stability and support, nutrient cycling, water regulation and biodiversity. Navigate ways to assess your soils and manage your land to improve soil function. Discover how to optimize crop production now while building soil for the future!

Cindy Cambardella is a soil scientist at the USDA National Laboratory for Agriculture and the Environment.

Mike Castellano is an agronomy professor at ISU. His research focuses on biogeochemical cycling and nutrient transport within soil.

Rick Cruse is an assistant agronomy professor at Iowa State University (ISU). His research involves field and laboratory research in soil and crop management, applied soil physics and soil fertility.

Andrew Hoiberg oversees research and product development for Calcium Products, focusing on product evaluation and developing a science-based soil amendment recommendation system.



VIC & CINDY
MADSEN



MORGAN HOENIG

FRIDAY IN-DEPTH WORKSHOPS

12:30-4:30 pm

Registration begins at 11 am. There is a one-hour break from 2-3 pm

GET THE DIRT ON SOIL ECOLOGY

Can you tell if soil is healthy by looking at it? To understand soil, we need to look beyond surface features and dig deeper. In this session, we'll explore soil health from above *and* below. Learn from Jill Clapperton about the science of soil as habitat, managing soil health from this vantage and how the results of on-farm research can lead to improved environmental and food quality. Then hear farmer Blake Vince's perspective on how cover crops can improve soil health, and what he believes is the biggest barrier to adding cover crops: fear of change.

Jill Clapperton is principal scientist at and co-founder of Rhizoterra Inc., and a well-known international lecturer and advocate for practices promoting soil health. Jill was the rhizosphere ecologist for 16 years at Agriculture and Agri-Food Canada's Lethbridge Research Centre in Lethbridge, Alberta.

Blake Vince is a fifth-generation farmer who raises corn, soybeans, winter wheat and cover crops near Merlin, Ontario. He is also director of the Innovative Farmers Association of Ontario.

BEGINNING ORGANIC: TRANSITIONING, CERTIFYING AND Q&A

Have you considered transitioning to organic but don't know where to start? This session is for you! Hear panelists from both sides of the process share transition stories and expertise; then get your questions answered on starting an organic rotation, agronomic aspects, crops to grow in transition years, inputs, breaking CRP land, starting with row-cropped land and more!

Scott Shriver grows organic corn, soybeans and wheat near Jefferson in Greene County.

Morgan Hoenig grows organic vegetables on her 3-plus-acre farm, Mogo Organic, which she started near Mount Pleasant in 2008.

Jack Knight has decades of experience evaluating and inspecting transitioning farms as an organic inspector with the International Organic Inspectors Association.

Joe Lally is a certified crop adviser and independent technical service provider in Denison; he has experience with organic transition plans.

MULTI-SPECIES GRAZING WITH COWS AND PIGS

Grazing different species together can have multiple benefits, from pest control to better animal performance. It's more common to see ruminants mixed together – but adding a non-ruminant like pigs can have unique benefits. Learn from Jim Van Der Pol how grazing cattle and brood sows on the same pastures can cut bloat risk, control flies and lead to more pound of animal per acre grazed. Jim will also cover some tools needed and the economics of feeding sows when they have access to pastures.

Jim Van Der Pol grew up on his family farm near Kerkhoven, Minnesota. He and his wife have farmed there since 1977, and currently farm in partnership with their son, daughter-in-law and grandchildren. The farm is home to a hog farrow-to-finish operation as well as free-range chickens and a seasonal cattle grazing business.

CARDS ON THE TABLE: PUTTING FARM FINANCIAL STATEMENTS IN CONTEXT

Learn how different farmers have created plans for success. Presenters Melissa Dunham and Craig Chase will analyze and discuss three years of financial data from several PFI members' farms. The farmers will participate in the discussion, providing context to the documents and explaining details, from financial decision-making to farm business goals.



JILL CLAPPERTON



BLAKE VINCE



CRAIG CHASE



STEVEN GUYER



**TODD NICHOLS
(ON LEFT)**

Melissa Dunham runs Grinnell Heritage Farm, an 80-acre certified organic vegetable farm in Grinnell, with her husband, Andy. She has an accounting degree.

Craig Chase leads the Marketing and Food Systems Initiative Research Program at the Leopold Center. He has 27 years of experience in extension programs as a farm management specialist focusing on applied economics, food crops, niche markets and alternative agricultural enterprises.

CROP AND MARKET DIVERSITY FOR A PROFITABLE FARM

Imagine this scenario: a farm so diverse it raises 1,000 different types of fruits and vegetables – 240 varieties of apples and pears, 80 varieties of tomatoes, 25 types of melon and more – and successfully markets to 30 high-end restaurants, 16 farmers markets and 26 CSA drop sites. Unrealistic vision? Not for Todd Nichols and his family. Hear how they use crop and market diversity to stay successful in a competitive environment – and get inspired to start on your own path to market diversification.

Todd Nichols manages his family's 400-acre fruit and vegetable farm. Nichols Farm serves farmers markets, restaurants and CSA members in the Chicago area. The farm was started in 1978 as a 3-acre hobby farm, and has grown into a successful family business with three generations working on the farm.

NOSE-TO-TAIL COOKING AND DINING

Have you ever wondered what to do with unusual cuts of meat you receive in a meat bundle? Don't miss out on great culinary opportunities! Learn the best ways to use the whole animal from Story City Locker owners Ty and Bobbie Gustafson; their chef, Brian Malone; Brett McClavy, head cheesemonger and manager of The Cheese Shop; and farmer Ethan Book. The presenters will share tips, recipes – and of course, delicious samples!

Ty and Bobbie Gustafson opened Story City Locker in 2012. Chef Brian Malone joined the Gustafsons soon thereafter, bringing his strong interest in crafting artisan sausages and cured meats.

Ethan and Rebecca Book own and operate Crooked Gap Farm in Knoxville, where they raise pastured pork, beef, lamb, poultry and rabbits.

Chef Brett McClavy is the head cheesemonger and manager at The Cheese Shop of Des Moines.

UP ON THE ROOFTOP: ENERGY CONSERVATION AND SOLAR PV

In this two-part session, PFI farmers partner with energy professionals to discuss energy conservation projects and solar PV on their farms. Martha McFarland and Ashley Craft will discuss the energy audit and weatherization project on Martha's house and chicken coop. Ashley will also discuss common issues seen in older homes, and the

best materials and practices for energy conservation. After the break, Tim Landgraf and his solar installer Steven Guyer will discuss the financing, planning and installation process for PV.

Martha McFarland manages Hawkeye Buffalo Ranch, near Fredericksburg, with her father, Dan.

Ashley Craft is the program director for Green Iowa AmeriCorps, based at the University of Northern Iowa (UNI).

Tim Landgraf runs One Step at a Time Gardens, a CSA farm in Kanawha, with his wife, Jan Libbey.

Steven Guyer is president and founder of GWA International LLC. He is a NABCEP-certified solar PV installer who has designed more than 60 solar PV systems across Iowa. His project experience includes numerous livestock farms, commercial entities and residences.



JAMES FRANTZEN

SATURDAY BREAKFAST NETWORKING CLUSTERS

7:30-8:45 am

Come enjoy a free breakfast sourced from PFI farmers! Sit down with out-of-state speakers for conversation and eggs:

- **Jill Clapperton**, rhizosphere ecologist, Alberta, Canada
- **Todd Nichols**, specialty fruit and vegetable farmer, Chicago area
- **Blake Vince**, corn, soybeans, winter wheat and cover crop farmer, Ontario, Canada
- **Jim Van Der Pol**, livestock farmer and writer, Kerkhoven, Minnesota

Grab a muffin and network with fellow conference-goers about:

- Community Supported Agriculture: Share Plans for 2015
- Non-GMO Crops
- Preserving Food to Savor the Harvest
- In Demand: Opportunities to Sell Meat and Dairy to Wholesale Markets
- Non-Operator Landlords: Increasing Conservation, Helping Beginning Farmers
- Thinking About Renewable Energy?



ERIN WILSON



**PAUL EHRHARDT
& KAY JENSEN**

ROUND 1 9-11 am

GROWING AND MARKETING NON-GMO CROPS

Non-GMO crops offer growers, integrators and end users an opportunity to increase revenue while providing an option many markets are seeking. Farmer Aaron Bloom and seed dealer Wayne Hoener will discuss feeding trial results, end-user demand and available contracts for Iowa growers.

Aaron Bloom grows corn and soybeans near Albert City. Much of his grain is raised and marketed as non-GMO.

Wayne Hoener works for eMerge Genetics, concentrating on non-GMO soybeans and corn.

HOUSING FOR ALL (SPECIES): LIVESTOCK FACILITY OPTIONS AND DESIGNS

James Frantzen and Joe Klein will show innovative livestock facility designs that address natural care, building standards, deep bedding, outdoor and pasture access and more. See layouts, view budgets and get advice on the do's and don'ts of designing and constructing facilities for certified organic swine, beef and dairy production.

James Frantzen owns and operates Riverside Feeds, LLC near Riceville, producing non-GMO and organic feed, and raises hogs with his family.

Joe Klein is a regional pool manager at Organic Valley, and a former Organic Valley dairy pool member. He is also a former organic staff inspector with MOSA.

RECORDKEEPING ANALYSIS PLATFORMS FOR CROP AND LIVESTOCK FARMERS

Learn about two recordkeeping analysis platforms from experts and farmers who use them in their own operations. Kent Vickre and Dan Wilson will talk about the Iowa Farm Business Association. Al Bruderie and Erin Wilson will discuss FINPACK. General recordkeeping philosophies outside these platforms will also be discussed.

Dan and Lorna Wilson farm near Paullina, raising pigs, poultry and organic corn, soybeans, small grains and hay.

Kent Vickre is the state coordinator for the Iowa Farm Business Association.

Erin and Torray Wilson, the next generation farming with **Dan and Lorna Wilson**, farm near Paullina, where they run a flock of 150 ewes with lambs and operate a new grass-based organic dairy.

Al Bruderie farms corn and soybeans in southwestern Minnesota near Lewisville. Al is skilled in FINPACK and enjoys working with other farmers on business planning.

RECIPE FOR SUCCESS: MAKING QUALITY COMPOST

Many farmers “compost.” Far fewer are willing to say they do it well. Hear how Ron Rosmann uses his hog and cattle manure, mixed with straw, to make some of the best compost around. Then listen in as Ron and Jason Jones, a fruit and vegetable farmer near Des Moines who is experimenting with compost and compost tea production, discuss how Ron’s system can be adapted for use on fruit and vegetable farms.

Ron Rosmann is an organic, diversified crop and livestock farmer near Harlan.

Jason Jones owns and operates Wilted Leaf Farm with his wife, Erin Drinnin, near Cambridge.

IN-FIELD PRACTICES FOR ORGANIC VEGETABLE PRODUCTION

Walk with Paul Ehrhardt through a discussion of in-field practices for soil health and product management used to create delicious food for JenEhr Farm customers in northern Dane County, Wisconsin. The farm includes two almost-grown “kids”; 14 full-time seasonal staff; five four-season high tunnels; 2-plus acres of three-season hay groves; 4 acres of strawberries; 1 acre of blueberries; 25 acres of vegetable production; and 25 acres used to raise 6,000 pastured chickens.

JenEhr Farm is run by farmers **Paul Ehrhardt and Kay Jensen** on 110 acres of certified organic prairie farmland near Sun Prairie, Wisconsin.



JORDAN SCHEIBEL

REAL-LIFE BUSINESS PLAN VETTING

See a candid review of two beginning farmers’ business plans: Jacob Petersen’s dairy sheep business, and Jordan Scheibel’s vegetable farm. Learn the process from the farmers and hear from an expert panel what makes a well-written business plan.

Jacob Petersen grew up and farms on a diversified family farm near Knoxville.

Jordan Scheibel raises fruits and vegetables at Middle Way Farm, located at the Grin City Collective artist residency north of Grinnell.

Kristen Schulte is a farm business management field specialist with ISU Extension and Outreach in Howard County.

Deb Downey, from Indianola, helps entrepreneurs map their start-ups, adapt as they grow and connect with resource partners.

Jim Patton, of Ames, is a retired banker with a 20-year career in banking. He also served as a county and regional ISU Extension education director for 16 years.

INNOVATIVE LANDOWNER- FARMER PARTNERSHIPS

Landowners are key to success for many beginning farmers who cannot or should not purchase expensive farmland when starting out. Learn about two landowner-farmer partnerships – their goals, why they are working together, specifics about their arrangements and advice for others considering similar partnerships.

Kate Edwards farms near Solon, on land owned by Dick Schwab.



STEVE MCGREW

Grant Schultz farms near West Branch, on land owned by Suzan Erem and her husband Paul Durrenberger.

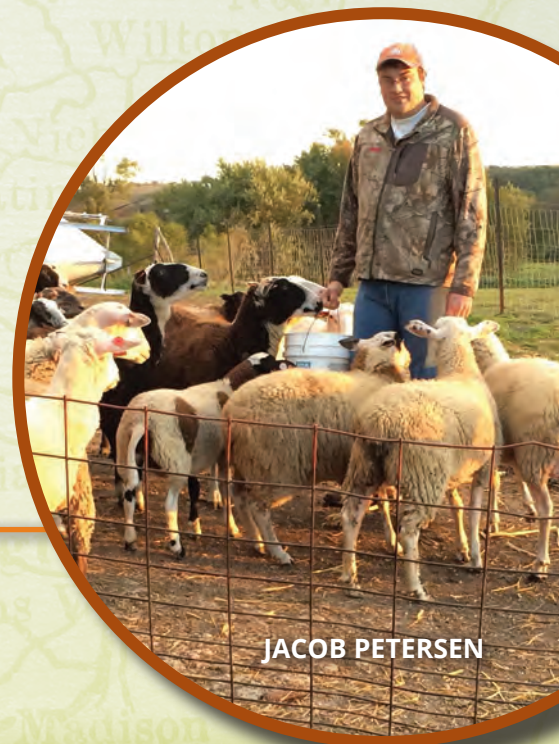
IOWA FARMS IN A CHANGING CLIMATE

As climate becomes less predictable, farmers are entering uncharted territory. Hear a farmer, agronomist and rural sociologist discuss the impacts of a changing climate on agriculture in Iowa and the Midwest.

Fred Abels raises row crops and beef cattle near Holland.

Christopher J. Anderson is assistant director of the Climate Science Program at ISU.

Gabrielle Roesch is a research assistant at ISU working on the Sustainable Corn Project.



JACOB PETERSEN



WADE DOOLEY

ROUND II

11:30 am-12:30 pm

ROTATIONS AND DIVERSITY - HOW TO SHAKE IT UP

Cover crop cocktails, interseeding, living mulches and relay cropping: What plant species are appropriate for corn, beans and winter wheat rotations? How much diversity is needed? How do you know which plant does what? Come prepared with your ideas and goals; this session will explore as many scenarios as possible.

Jill Clapperton is principal scientist at and co-founder of Rhizoterra Inc., and a well-known international lecturer and advocate for practices promoting soil health.

WHAT'S THE DEAL WITH COVER CROPS, LIVESTOCK AND HERBICIDES?

In partnership with Iowa Learning Farms

Your herbicide plan can have a significant impact on the success of cover crops in your operation. Learn research results and what to consider when determining your herbicide plan, as well as information on herbicide livestock grazing restrictions for cover crops.

Bob Hartzler is an extension weed specialist and professor of agronomy at ISU.

Joe Sellers is an ISU Extension beef specialist in central and south-central Iowa.

HE'S A REBEL: GRAZING MANAGEMENT FOR RESILIENCY

Francis Thicke will discuss how pasture and dairy herd management impacts his vision for long-term ecological and financial resiliency.

Francis Thicke owns and operates Radiance Dairy in Fairfield, with his wife, Susan.

WORKING TOGETHER TO REDUCE DRIFT

Pesticide drift has affected the bottom line and health of many Iowa farms. Participate in a discussion, led by farmer Ann Franzenburg, about how together farmers and friends of farmers can have a strong voice and impact in reducing drift incidents in Iowa.

Ann Franzenburg raises corn, soybeans, hogs, medicinal herbs, tomatoes, greens, cut flowers, strawberries, ginger and blueberries with her husband Eric near Van Horne.

TANGLED UP IN DRIP TAPE: IRRIGATION SET-UP AND STRATEGY FOR VEGETABLE CROPS

Are irrigation woes holding you back? Join Laura Krouse of Abbe Hills Farm and ISU's Ajay Nair to learn about types of irrigation systems for vegetable farms, how each fits with production systems and how to decide which type is right for your farm.

Laura Krouse owns and operates Abbe Hills Farm near Mount Vernon. The 72-acre farm produces food for a CSA that supports about 200 families.

Ajay Nair is an assistant professor in the Department of Horticulture at ISU working in the area of sustainable vegetable production.

BACK TO OUR ROOTS - RE-ESTABLISHING ON-FARM PRAIRIE FOR MULTIPLE GOALS

Adding prairie to your farm provides pollinator habitat, and wildlife and plant diversity. Learn how farmer Mike Natvig has added prairie and restored oak savanna for those benefits, plus forage for cattle. Hear from Laura Jackson about different prairie species and the ways prairie can benefit the landscape.

Todd Soukup is a soil scientist who has installed and maintained native vegetation on a variety of landscapes over the past 15 years in Iowa and Illinois.



MIKE NATVIG



FRANCIS THICKE

Laura Jackson is a biology professor at UNI focusing on restoring biological diversity in agriculture and seedling establishment in tallgrass prairie restoration.

**“MAP OF MY KINGDOM”:
FOLLOW-UP DISCUSSION**

Many “don’t talk much about money or anything else ... And land transition takes talk – a lot of talk,” according to playwright Mary Swander. Join Mary and Fred Kirschenmann, who has been through his own land transition, in a follow-up discussion of the Friday evening performance of “Map of My Kingdom.”

Fred Kirschenmann is a Distinguished Fellow at the Leopold Center for Sustainable Agriculture and a North Dakota farmland owner.

Mary Swander is a co-founder of the national group AgArts and the author of 13 books and plays.

ROUND III

1:45-3:15 pm

**AN IOWA PERSPECTIVE
ON COVER CROP SPECIES**

In partnership with Iowa Learning Farms

Choosing the right cover crop species for your operation can be a challenge. Join a panel of Iowa farmers and researchers as they discuss the top 10 Iowa cover crops and share their thoughts on which they recommend and which they would avoid.

Wade Dooley is an integrated crop and livestock farmer near Albion.

Mark Johnson is a field agronomist with ISU Extension and Outreach.

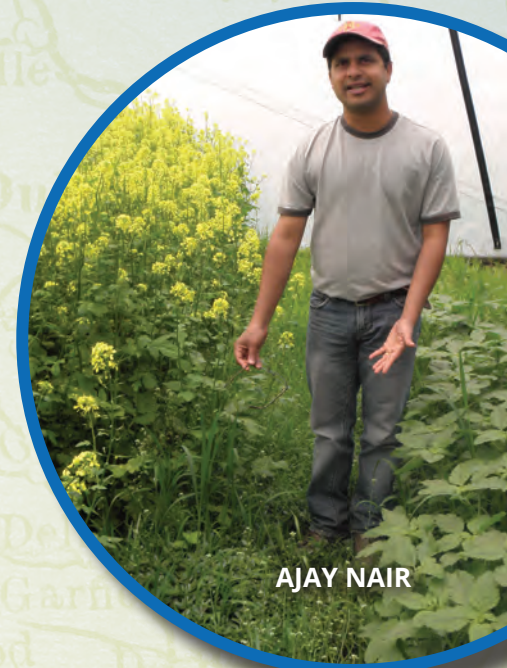
Tom Kaspar is a plant physiologist with USDA-ARS National Laboratory for Agriculture and the Environment.

Steve McGrew is a corn, soybean and cover crop farmer near Emerson.

Ajay Nair is a vegetable production specialist with ISU Extension and Outreach.



Laura Jackson



Ajay Nair

REGISTRATION FORM

Pre-register for the conference and save!

Attendee Name(s) _____

Address _____

City, State, ZIP _____

Phone (____) _____

Cell (____) _____

Email _____

A) PFI Membership

Membership is optional but qualifies you for conference discounts.

- I am currently a member of PFI. (go to B2)
- I wish to renew or become a member. (go to B2)
 - student..... \$20
 - individual \$50
 - farm/household..... \$60
 - organization \$110
- I am not a member and don't want to join now. (go to B3)

Subtotal A \$ _____

B1) Student Pre-Registration

Discounted registration for high school and college students. Membership not required. Includes both days, walk-ins welcome (student ID required at registration).

- Friday and Saturday sessions ____x \$30

Subtotal B1 \$ _____

B2) PFI Member Pre-Registration

One registration covers all members of farm/household membership, two members per organizational membership, one individual per individual membership. Refreshments at breaks included. Short courses are priced per person.

Short Courses (Courses run simultaneously. Priced per person.)

- Healthy Soil for Healthy Crops ____x \$50
- Tell Your Story:

The Farm Legacy Letter ____x \$50

Lunch for Friday, Jan. 23 (optional lunch available for short course attendees; alternate dining options will be sent with your registration confirmation) ____x \$7

Conference Sessions

(Don't overpay! One registration covers all members of farm/household memberships, or two members per organizational membership.)

- Friday sessions ____x \$35
- Saturday sessions ____x \$55

Subtotal B2 \$ _____

CONTINUED ON BACK ➡



**JIM & LEEANN
VAN DER POL**

NICHE PORK MARKETING

Selling niche pork can be a profitable way for small farms to compete, or larger farms to diversify. Learn how to capitalize on this market opportunity with LeeAnn and Jim Van Der Pol. They will describe retail and wholesale aspects of their meat business; relay the history of its development; cover customer expectations and ways to gain and maintain their trust; and discuss the staff needs of a marketing business and how those differ from a farm.

LeeAnn and Jim Van Der Pol raise hogs, chickens and cattle with son, daughter-in-law and grandchildren near Kerkhoven, Minnesota.

Blake Vince is a fifth-generation farmer who raises corn, soybeans, winter wheat and cover crops near Merlin, Ontario. He was a 2013 Nuffield Scholar, which allowed him to travel the globe learning about using multi-species cover crops.

THE RIGHT TOOL FOR THE JOB ... AND FOR YOU!

There are “ergonomic” tools and then there are the right tools for the job – and for you. Learn how to determine if a tool is “the one.” See examples (the good and the bad!) from several PFI members’ farms.

Nate Fethke, a professor in the departments of Occupational and Environmental Health and Biomedical Engineering at the University of Iowa (U of I), began his career as an ergonomics engineer with Fiskars Brands, Inc.

TAKING A GLOBAL VIEW OF FARMLAND CONSERVATION AND BIODIVERSITY

What would an agriculture map look like if we zoomed out and viewed the globe? Join Blake Vince on a verbal tour of global perspectives on agriculture he gained while traveling as a Nuffield scholar. He will describe his farm’s focus on soil health using cover crops and minimal tillage, and present his view that to take yields to the next level, farmers must adopt a biological approach to increase productivity.

Maya Ramaswamy is a Ph.D. student in Occupational and Environmental Health at the U of I, examining the intersection of ergonomics and agricultural enterprise sustainability.



RICH SCHULER

Please postmark registrations no later than Thursday, January 15. After that date, attendees must register as “walk-ins” at the conference.

B3) Non-Member Pre-Registration

Priced per person. Refreshments at breaks included.

Short Courses

(Courses run simultaneously. Priced per person.)

- Healthy Soil for Healthy Crops ___x \$65
- Tell Your Story:
The Farm Legacy Letter ___x \$65

- Lunch for Friday, Jan. 23
(optional lunch available for short course attendees; alternate dining options will be sent with your registration confirmation) ___x \$7

Conference Sessions *(Priced per person)*

- Friday sessions ___x \$50
- Saturday sessions ___x \$70

Subtotal B3 \$ ___

C) Meals (optional)

Availability not guaranteed after January 15. No reservations without payment. Child meals for ages 12 and under.

Saturday noon All-Iowa soup and salad

- Adult ___x \$14
- Child ___x \$7
- Vegetarian meal option

Subtotal C \$ ___

D) Childcare

Childcare will be provided if six or more children register by January 15. Snack Friday and snack and lunch Saturday included.

- Friday Noon-4:30 pm ___x \$20
- Saturday 8:15 am-4:30 pm ___x \$40

Subtotal D \$ ___

Total of A, B, C & D \$ ___

Questions about membership or registration?

Contact Erica Andorf at **(515) 232-5661** or erica@practicalfarmers.org.

No refund requests honored after January 15, 2015. A \$5 administrative fee will be deducted from refunds requested in writing before that date.

Special Options

- I am interested in having a display in the exhibit hall and/or being a co-sponsor.
- I plan to bring a poster on a research project or educational topic.
Topic: _____
- I plan to bring an item for the silent auction to support the PFI Youth Program.
Item: _____
- Beginning Farmers: Have questions about your business plan and need some one-on-one help? Check here for a consultation with an experienced business plan reviewer.

Make checks payable to “Practical Farmers of Iowa,” or pay by credit card online at <http://practicalfarmers.org>

DON'T GIVE IT AWAY! VEGETABLE PRICING AND PHILOSOPHY

Kay Jensen of JenEhr Farm will discuss how she and husband Paul Ehrhardt created their pricing philosophy. She will also provide details of pricing structures for their 25 acres of vegetables.

JenEhr Farm is run by **Kay Jensen** and **Paul Ehrhardt** on 110 acres of certified organic prairie farmland in northern Dane County, Wisconsin.

WALK-IN COOLER CONSTRUCTION AND EFFICIENCY

Rich Schuler and Tony Thompson will share their experiences building, modifying and monitoring the performance of walk-in coolers on fruit and vegetable farms using commercial chillers and CoolBots.

Tony Thompson has a Ph.D. in mechanical engineering, and raises fruits and vegetables at New Family Farm near Elkhart.

Rich Schuler is Practical Farmers' energy consultant and a lecturer in astronomy at ISU.

Location

Iowa State Center
Scheman Building
Ames, IA 50111

Directions: Near the junction of Interstate 35 and U.S. 30, the Iowa State Center is located at the corner of Lincoln Way and University Boulevard, Ames, Iowa. Just south on University Avenue from Lincoln Way, turn west onto Center Drive.

Lodging

Practical Farmers has reserved a block of hotel rooms 2 miles south of the conference site at the Best Western Plus University Park Inn and Suites, 2500 University Blvd. (just south of U.S. 30). Please call (515) 296-2500 by **January 9** to guarantee a room. Prices range from \$89-\$99/night. If you prefer to stay at a locally owned establishment, call Onion Creek Farm Guesthouse at (515) 292-0117.

For additional lodging options, contact Erica at (515) 232-5661, erica@practicalfarmers.org.

FARM TRANSFER WITH FARMING AND NON-FARMING HEIRS

Which farm transition issues should you consider when you have three sons and only one farm? Cindy Madsen will describe her farm, family and goals for the farm's continuation. Attorney Kate Kohorst will then provide an analysis of some of the issues the Madsens should consider as they plan for the farm's future.

Cindy Madsen farms with her husband, Vic, and son Eric in Audubon County.

Lawyer **Kate Kohorst** specializes in wills, trusts, estate planning, probate law, real estate and tax at Kohorst Law Firm in Harlan.

ROUND IV 3:30-4:30 pm

U-PICK

Thank you for submitting these great topics! Join in facilitated discussions on the following topics:

- Beginning Farmers: Reflect on Start-Up Years
- Fruit Trees 101: Types and Care
- Spirituality in Agriculture
- Adding Specialty Crops to a "Traditional" Iowa Farm
- Food System Development: What Role Do Support Organizations Play?
- Economic Values of Conservation and Cropping Diversity
- Grazer Gear Show-and-Tell: Equipment to Make Grazing Management Easier
- Strategically Adding Prairie to Working Land to Improve Farmland Health

THANK YOU TO OUR SPONSORS



CROPP COOPERATIVE
organic and farmer-owned since 1988

WALLACE CHAIR for Sustainable Agriculture

IOWA STATE UNIVERSITY
Extension and Outreach



LEOPOLD CENTER



GRAIN MILLERS



mic
MIDWEST INSURANCE CORPORATION

We've got it covered.

IOWA STATE UNIVERSITY
Iowa State University
Research Foundation

USDA
Farm Service Agency



600 Fifth Street, Suite 100 | Ames, IA 50010-6071
(P) – (515) 232-5661 | (F) – (515) 232-5649
www.practicalfarmers.org | info@practicalfarmers.org

Non-Profit
Organization
U.S. Postage
PAID
Waterloo, IA
Permit No. 901



IOWA STATE UNIVERSITY
Department of Agronomy



THANK YOU
TO OUR MAJOR SPONSORS



MAPPING OUR FUTURE

PRACTICAL FARMERS OF IOWA
2015 ANNUAL CONFERENCE
JANUARY 23-24, 2015
IOWA STATE CONFERENCE CENTER,
SCHEMAN BUILDING, AMES, IOWA