



---

## Practical News - Produce safety cost-share is enrolling + Meet the conference keynote

---

From Practical Farmers of Iowa <info@practicalfarmers.org>

Date Fri 12/13/2024 2:15 PM

To Anna Pesek <anna.pesek@practicalfarmers.org>



**November 18, 2024**

*Equipping farmers to build resilient farms and communities.*



## Steering the ship: Holdfast Farmstead offers model for farm and lifestyle balance

On a rainy Saturday in early November, field day attendees toured Holdfast Farmstead in Mt. Ayr, Iowa, to learn from **beginning farmers Kendra and Kevin Martin**, who are also part of PFI's Savings Incentive Program Class of 2024 and former boat captains.

Equipped with skills from their former life at sea, the Martins understand the importance of adaptability and problem-solving. During their field day, they shared their focus on building infrastructure that will lend itself to future pivots or growth, providing them the flexibility to keep adapting as their business evolves. They also shared how they built a farm store to showcase locally produced goods.

**Join us for two more field days this season.**

NEWS

## Improve your farm's food safety with PFI's produce safety cost-share



The next round of **PFI's produce safety cost-share** is currently accepting applications. Examples of eligible projects include produce washing equipment, harvest totes, walk-in cooler improvements and more.

Review eligibility guidelines, project examples and farmer testimonials to consider if this opportunity is a fit for your farm. **Apply today.**

---

## Meet the keynote for our 2025 Annual Conference



We are excited to share that **Eric Lee-Mäder** is the keynote speaker for PFI's 2025 Annual Conference.

Through Eric's 25-year career in conservation, he served as a director at Xerces Society, where he led multinational pollinator conservation initiatives with major food companies and partnerships with farmers and the U.S. Department of Agriculture. Eric's recent book, "The Milkweed Lands," was awarded the 2023 National Outdoor Book Award.

[Register for the conference today.](#)

## Flower farmers collaborate on Decorah hub



In 2022, **Clara Muggli-Toyloy**, **Katie Prochaska** and **Barb Kraus**, flower farmers in the Decorah, Iowa, area, saw how collaborating could help them address barriers and challenges of raising flower crops.

Beyond these needs, the three farmers desired greater collaboration and less business rivalry.

Read more about how they created the Decorah Flower Hub in our [Autumn 2024 magazine.](#)

## UPCOMING EVENTS

### Field day: "Reading Between the Aggregates: What Your Soil Can Tell You About Farm Management"





**Wednesday, Dec. 4 | 4-6 p.m. |  
Hopkinton, IA**

**Ryan and Kristy Gibbs** run a diverse farming operation in Hopkinton, Iowa. During this hands-on field day, you will learn how to read a soil test and apply this knowledge to make soil health and farm management decisions.

Ryan will share his yield findings on corn planted into cover crops using strip-till and no-till. [\*\*RSVP\*\*](#)

---

## Small grains shared learning call: "Growing and Marketing Diverse Grains"



**Friday, Dec. 6 | Noon-1 p.m.**

Our next small grains shared learning call will feature a conversation with **Luke Peterson**, who operates an organic and regenerative farm near Dawson, Minnesota. Luke raises a variety of grains and is focused on soil health.

During this shared learning call, he will talk about the diversification of grains on his farm and how he markets those grains. He will also touch on transitioning the farm to organic. [\*\*RSVP\*\*](#)

### More upcoming events

*All events listed are in Central time.*

**Nov. 21: Field Day – A Farmer's  
Soil Health Journey: No-Till  
Cover Crop Synergies**

*Hosted by: Keith Lovrien*

9-11:30 a.m. | Plainfield, IA

[View our events calendar](#)

## IN THE NEWS

### Members in the News

*Showcasing member voices and their diverse, independent viewpoints.*

**Julia McGuire** of West Des Moines, IA, was featured in an [NCRSARE YouTube video: A Beekeepers' Calendar with Julia McGuire](#)

**Matt Vermeersch** of Red Oak, IA, was featured on [KJAN Radio: Hungry goats help restore native Iowa habitat](#)

**Robert Harvey** of Redfield, IA, was featured in [The Furrow: Camelina Connection](#)

**Thad Helmig** of Columbus Junction, IA, **Wayne Braun** of Durant, IA, **Rick Juchems** of Plainfield, IA, and **Morgan Jennings**, PFI's field crops viability coordinator, were featured in an [Iowa Farm Bureau article: Late fall rain quenches thirsty cover crops](#)

---

**Have you been featured in the media?** If you're a PFI member, tell us when and where to find a link to the article, and we'll feature you in a future issue of Practical News.

**Contact:** [elizabeth.wilhelm@practicalfarmers.org](mailto:elizabeth.wilhelm@practicalfarmers.org)

**Donate today**

**Join Practical Farmers**

**Love Practical News? [Sign up for our specialty email newsletters.](#)** *In addition to our weekly email newsletter, Practical News, we also publish five monthly newsletters each focused on a different farming specialty.*



© 2023 Microsoft Dynamics. All rights reserved.

1615 Golden Aspen Dr Suite 101

[Unsubscribe](#)