

. PRACTICAL FARMERS OF IOWA .
2017 ANNUAL CONFERENCE



. IOWA STATE CENTER .
JANUARY 20-21, 2017
SCHEMAN BUILDING, AMES

FEATURING

KEYNOTE ADDRESS

THREE RENOWNED IOWA
FARMERS PASS IT ON
by Susan Jutz, Vic Madsen
and Dan Wilson

PRE-CONFERENCE SHORT COURSES (JANUARY 19-20)

CONSERVING \$\$ AND SOIL
PRODUCTION, PROCESSING AND MARKETING OF ALTERNATIVE BERRY CROPS
SCALING UP PASTURED POULTRY
Iowa Forage and Grassland Council's conference will run concurrently with short courses

MORE THAN 50 CONFERENCE SESSIONS, INCLUDING:

INSECTS AND SOIL HEALTH with Jonathan Lundgren
CUT FLOWERS FOR BEGINNERS AND EXPERIENCED
GROWERS with Jeanie McKewan
PROFITABLE LIVESTOCK PRODUCTION, PROCESSING
AND MARKETING with Will Harris

EXHIBIT HALL

filled with experts to help
you with your farm and
business needs

SCHEDULE

Thursday, January 19

- Noon – 1 p.m. Short course registration
1 – 7 p.m. Short courses

Friday, January 20

- 8 – 11:30 a.m. Short courses continue
11 a.m. Conference registration opens
11 a.m. Exhibit Hall opens
12:30 p.m. Silent Auction opens
12:30 – 2 p.m. Round I Friday Workshops
2 – 3 p.m. 1-hour networking break in Exhibit Hall. Support our sponsors!
3 – 4:30 p.m. Round II Friday Workshops
4:45 p.m. Practical Farmers Update
5:15 p.m. Sustainable Agriculture Achievement Award Presentation
5:30 – 6:30 p.m. Keynote Address
7 – 11 p.m. PFI Potluck
CPMI Event Center
2321 North Loop Dr., Ames

Saturday, January 21

- 7:30 – 8:30 a.m. Registration and Regional Breakfast Meetings
7:30 a.m. Exhibit Hall opens
8:30 – 9:40 a.m. Round I Saturday Workshops
10 – 11:10 a.m. Round II Saturday Workshops
11:30 a.m. – 12:30 p.m. Lunch
1 – 2:10 p.m. Round III Saturday Workshops
2:30 – 3:40 p.m. Round IV Saturday Workshops
4 – 5:10 p.m. Round V Saturday Workshops



WANTED – SILENT AUCTION ITEMS

Please consider donating quality gifts to this long-standing silent auction. Proceeds provide Practical Farmers with funds to be member-directed. Examples of popular silent auction gifts include books, seeds or plant stock, gift baskets and handmade items.

“PFI’s annual conference is like walking down the Hollywood Walk of Fame. Instead of seeing names of your stars in concrete, they are standing there in front of you.”

– Nathan Anderson, Practical Farmers board member and farmer, Cherokee



PRACTICAL FARMERS OF IOWA UPDATE

Join us 4:45 p.m. Friday to get a summary of our work in 2016 and hear plans for 2017. Board elections will also take place; please come and vote!

REGIONAL BREAKFAST MEETINGS

Show up early for hot food, coffee and tea and get to know more people in your part of the state. Not from Iowa? Welcome! We have gathering space for you too!



PRACTICAL FARMERS OF IOWA POTLUCK

Catch up with old friends and meet new. **Please bring a side dish and beverages to share.** Practical Farmers will provide a main dish, water and tableware. Potluck Party Hosts: **Ty and Bobbie Gustafson** from Story City Locker. Don't want to keep food cold or warm all day? You may drop food off at Scheman when you arrive for the conference, and we will transport it for you! Need to pick up something last-minute? We can share ideas on where to go!



Passing on knowledge from farmer to farmer works because farmers are credible to each other. Within Practical Farmers' network, farmers feel comfortable openly sharing information and admitting they don't know it all. They recognize constant exploration fosters ongoing innovations on their farms, improving their profitability, providing ecosystem services and promoting vibrant communities.

Be part of the 30-plus-year tradition of information-sharing! Join in as farmers share how they conserve both money and soil, grow and market a multitude of crops, practice sound financial and production recordkeeping, access land and capital, pass on the farm to the next generation, and more.

KEYNOTE ADDRESS

THREE RENOWNED IOWA FARMERS PASS IT ON

In our keynote address, three PFI "guiding stars" will take the stage and share words of wisdom. Vic Madsen, Susan Jutz and Dan Wilson are all past presidents of Practical Farmers of Iowa who received Practical Farmers' Sustainable Agriculture Achievement Award. From their decades of farming and involvement in our community, each of these farmers will share three things they feel are most important to pass on.



★ **SUSAN JUTZ**
Solon, Iowa

- PFI board member 1998 - 2007
- Board president 2002 - 2006
- 2014 Sustainable Agriculture Achievement Award recipient

Susan Jutz owned and operated ZJ Farm, a diversified vegetable and sheep farm from 1994 until she passed the farm on to beginning farmer Carmen Black in 2016. Susan co-founded one of the first Community Supported Agriculture (CSA) programs in Iowa, helping pave the way for this model of farming in Iowa. Susan has shared her knowledge at numerous field days, has been a long-time participant in Practical Farmers' on-farm research and has mentored several aspiring or beginning farmers over the years.



★ **VIC MADSEN**
Audubon, Iowa

- PFI board member 1991 - 1996, 2015 - present
- Board president 1993 - 1994
- 2009 Sustainable Agriculture Achievement Award recipient

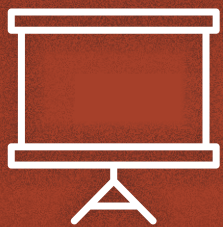
Vic and Cindy Madsen have farmed together since 1970. The Madsens raise corn, soybeans, oats, hay, farrow-to-finish hogs, broilers and beef cattle. Initial on-farm research had them questioning whether they could reduce nitrogen applications. This curiosity led the Madsens down a path that took them from 100 percent conventional to 100 percent organic. They participated in various research trials over the years, and have generously passed on their lessons to others through field days, outreach and mentorships.



★ **DAN WILSON**
Paullina, Iowa

- PFI board member 2007 - 2015
- Board president 2013 - 2015
- 2016 Sustainable Agriculture Achievement Award recipient

Dan and Lorna Wilson own and operate Seven W Farms. Dan began farming with his father in 1972; the Wilsons' children are the third generation to farm family land, the fourth to be farmers. The family raises organic row crops, pastured pork and chickens, dairy cattle, grass-fed lamb and beef, and free-range eggs. Dan and Lorna have served as long-time leaders by conducting on-farm research, hosting many field days and serving as mentors to beginning farmers. Central to Dan and Lorna's farming philosophy is ensuring the next generation comes back to the farm.



PRE-CONFERENCE SHORT COURSES

JANUARY 19-20



Scaling Up Pastured Poultry

The American Pastured Poultry Producers Association (APPPA) will cover pastured poultry production from chick to plate in a way that helps you create a profitable pastured poultry business that can be scaled up. You will learn: housing considerations, breed selection and

economics, feeding and management, humane slaughter, marketing and working cooperatively.

MIKE BADGER is the executive director of APPPA and host of the *Pastured Poultry Talk* podcast. He raises pastured broilers and breeds Beltsville Small White turkeys near Hughesville, Pennsylvania.



Mike Badger

CODY HOPKINS is a founding member and the general manager of Grass Roots Farmers' Cooperative. Cody and his wife Andrea operate *Falling Sky Farm* near Leslie, Arkansas.



Cody Hopkins

animals, the pastured poultry, at his farm near Jamesport, Missouri.

JEFF MATTOCKS has over 20 years' experience working with organic, pastured and sustainable agriculture. He is involved in diet formulation, assisting farmers and conducting field trials on controversial feeding methods. Jeff is from Bainbridge, Pennsylvania.

SUSAN BEAL has a long track record in holistic veterinary practice and is particularly interested in pasture-based ecology. Susan offers commonsense advice to support thriving individuals and ecosystems. Susan is from Punxsutawney, Pennsylvania.



Susan Beal

Conserving \$\$ and Soil

Managing production costs and stewarding the soil have long been goals of many Practical Farmers members. These two goals are not mutually exclusive, nor are they at odds with each other. There are numerous ways to achieve these goals on the farm, from taking marginal land out of production to growing your own "inputs." In this session, you will learn:

- How to identify field zones where profitability is low and alternative strategies that can increase profits from **DAVE MUTH** of AgSolver, Inc.
- The benefits of adding wetlands and buffers to a landscape from **TOM ISENHART**, professor of stream ecology at Iowa State University (ISU)
- About potential public cost-share dollars available to help farmers achieve their conservation goals from **PAUL GOLDSMITH**, Natural Resources Conservation Service Environmental Quality Incentives Program coordinator
- How increasing cropping system diversity can balance productivity, profitability and environmental health from **ADAM DAVIS**, associate professor of crop sciences at University of Illinois
- Details of an economic analysis of re-integrating crops and livestock in farming systems in Iowa from **HANNA POFFENBARGER**, Ph.D. student in soil science and sustainable agriculture at ISU
- About the potential to reduce weed pressure using cover crops with farmers **DOUG ADAMS** of Humboldt and **WADE DOOLEY** of Albion
- How to grow your own cover crop seed from farmers **CHRIS GAESSER** of Lenox and **DICK SLOAN** of Rowley

Production, Processing and Marketing of Alternative Berry Crops

Perennial fruit crops are a good way to add diversity and long-term value to your farm landscape. Perennial fruits require an upfront investment, but are profitable – if you know how to sell them! In this short course, producers and processors from Minnesota, Iowa and Missouri will share their knowledge and experience growing, processing and marketing elderberry, black currant, blueberry, aronia and honeyberry.

DEAN HENRY owns and operates *Berry Patch Farm* near Nevada, with his wife, Judy. Fifty years ago they began with strawberries, and now grow a variety of fruits and vegetables for pick-your-own and local markets.



JIM RIDDLE has been an organic farmer, gardener, inspector, educator, policy analyst, author, speaker and avid organic eater for more than 30 years. Jim and his wife, Joyce Ford, own and operate Blue Fruit Farm, near Winona, Minnesota, where they grow certified organic fruit.



TERRY DURHAM, an organic farmer since 1978, grows five varieties of elderberry on 37 acres near Hartsburg, Missouri. In 2011 he founded River Hills Harvest, a grower cooperative.

CHRIS PATTON grows elderberries at Natural Kick Farms near Scandia, Minnesota. He is the founder and president of the Midwest Elderberry Cooperative, and is the CEO of River Hill Harvest Marketers, LLC.

KURT RUEBER is a food safety specialist with the Iowa Department of Inspections and Appeals. He has worked in the food safety field for 35 years, with more than 20 years in a regulatory role.



IOWA FORAGE AND GRASSLAND COUNCIL ANNUAL CONFERENCE



**January 19 – 20 in Ames | ISU Alumni Center
Held in conjunction with Short Courses**

Cattle, sheep and goat graziers will have the opportunity to learn about grazing and forage at the Iowa Forage and Grassland Council (IFGC) conference just prior to the PFI conference. IFGC will hold its annual conference at the ISU Alumni Center – located right next to the Scheman Building, from noon on January 19 to 11:30 a.m. on January 20. Featured speakers will teach about:

- Multi-species grazing from **WILL HARRIS**, farmer at White Oak Pastures in Bluffton, Georgia
- Pasture renovation, fescue control and a new genetic test for resistance to fescue toxicosis from **CRAIG ROBERTS**, University of Missouri
- Impact of grazing management on soil and water quality, and apps that help forage producers make decisions from **CHAD ELLIS**, The Samuel Roberts Noble Foundation in Oklahoma
- Systems that integrate crops and livestock from **SETH WATKINS**, farmer near Clarinda

Two producer panels will address grazing topics, with one on extended grazing. ISU Extension beef specialists will discuss mineral supplementation and an update to BRANDS beef ration analysis due to the new beef nutrition recommendations.

**For more details and to register, visit www.iowaforage.org,
or contact IFGC at (800) 383-1682**



FRIDAY SESSIONS

ROUND I

12:30 – 2 p.m.

Registration begins at 11 a.m.

Profitable Vertical Integration of Livestock: Production, Processing and Marketing, Part I

In this session, Will Harris will give us an in-depth explanation of his farm model, with which he produces, processes and markets many species of livestock. White Oak Pastures is the only farm in the United States that has both red and white meat abattoirs on its property; these facilities are zero-waste and run on solar energy. He will discuss his marketing strategies and his decisions behind becoming Certified Humane, Step 5+-rated by the Global Animal Partnership (GAP), Certified Grassfed and Animal Welfare Approved. **This session will run all Friday afternoon, from 12:30 – 4 p.m., with a one-hour break from 2 – 3 p.m.**

WILL HARRIS runs the Georgia farm his family has operated for five generations. After receiving his animal science degree from University of Georgia, Will returned home to Bluffton to produce calves destined for industrial feedlots. In 1995, Will began transitioning his operation into the vertically integrated, multi-species farm that it is today.

Now cattle, sheep, hogs, goats and five poultry species are rotated through his pastures in the Serengeti Plains Rotational Grazing Model. They are hand-butchered on the farm in USDA-inspected, zero-waste red meat and poultry abattoirs. The farm has over 130 employees.



Will Harris

A Decade of Cover Crops Research

Joel Gruver just completed his 10th season of large-scale field research on cover crops and organic grain production in western Illinois. His presentation will provide a retrospective on key lessons learned over the

last decade. He will focus on cover cropping strategies for improved soil fertility, weed control, disease control and soil health in organic and conventional farming systems.



Joel Gruver

JOEL GRUVER is a faculty member at Western Illinois University. His research interests include conservation cropping systems with a focus on cover crops and organic grain production, soil organic matter and innovative teaching methods.

Lessons Learned: First 5 Years of Farming

Three beginning farmers will share their top lessons learned in the first five years of their farming operation. They will pass on what has worked and what has not during their startup years. They will conclude with their vision of what is next for them.

DONNA WARHOVER purchased her farm in 2013 with her husband, Bill. They operate Morning Glory, a CSA farm in Mt. Vernon.



Donna Warhover

RORY VAN WYK grew up on a small, diverse livestock farm. He and his wife, Lynette, are working to teach daughters Annika and Emma to be good stewards of their 40 acres of land.

ANGELA JOHNSON and her family operate their small conservancy farm located just outside of Derby. Since 2013, they have been raising Large Black pigs,



Rory Van Wyk

Devon milking cows, a flock of heritage laying hens, heritage meat birds, guinea fowl, a small herd of meat goats, rabbits, geese and ducks.

Business Nuts & Bolts for Transition to Organic Grain Production

In partnership with Iowa Organic Association

Join an expert panel to hear practical need-to-know strategies for successfully planning your transition to organic grain production. Margaret Smith will cover market trends and outlets for organic grains and oilseeds. Craig Chase will cover the economics of organic transition. Matt Miller will address the organic

certification process, how to begin your organic record keeping during the three-year transition and how to use the required records to help your business outcomes.

CRAIG CHASE is a local foods extension specialist for ISU. He has over 30 years' experience helping producers with business planning, financial analysis and decision-making, risk management and sustainable and organic agriculture.



Margaret Smith

MARGARET SMITH works for ISU Extension and Outreach as a value-added agriculture specialist in addition to co-managing an organic grain, forage and livestock farm near Hampton.

MATT MILLER is an organic farmer from Bristow. His operation began in 2000 and includes corn, soybeans, oats and alfalfa. He has

also worked as an organic inspector since 2004. Matt serves on the board of directors for the International Organic Inspectors Association.

Farm Financial Record Keeping and Planning

Rick and Stacy Hartmann have been able to create a stable, well-recognized farm allowing them to meet their financial and lifestyle goals. In this session, Rick will share the simple but functional financial record keeping and planning processes they employ on their farm.

RICK HARTMANN runs Small Potatoes Farm, a certified organic vegetable farm near Minburn, with his wife, Stacy. Since 2004 they have grown vegetables; the last 10 years primarily for CSA members in the Ames and Des Moines corridor. Rick also works as an inspector for various accredited organic certifying agencies.



Rick Hartmann

Getting Started in Your First High Tunnel

High tunnel basics will be covered, including site selection, structure options, best use of space, planting calendar and rotations, fertility, pest management, end-of-season cleanup, useful tools and other helpful resources.

SARA PEARSON, together with her husband, Bob, owns and operates Prairie Sky Farm near Wesley, where



they farm organically and raise corn, soybeans, alfalfa, oats, vegetables and cattle on 40 acres. Sara has several years of experience managing organic vegetable crops in high tunnels.

Keeping the Farm and Paying for End-of-Life Care

Many of us worry about who will provide care for our last days and how we will pay for it. Connie Tjelmeland will talk about caring for her mother during her final years and the agreement the family made to pay her for that care. Jolena Irving will discuss long-term care insurance. The session will also cover health care directives and more ways to let others know about how much care you want during your final days.

CONNIE TJELMELAND farms with her husband, Mark, near McCallsburg.

JOLENA IRVING is a financial services representative with Principal Financial Group in Des Moines.

TOM AND IRENE FRANTZEN, who farm near New Hampton, are on PFI's Farm Transfer Committee.



Sara Pearson

ROUND II 3 - 4:30 p.m.

Profitable Vertical Integration of Livestock: Production, Processing and Marketing, Part II

This is a continuation of a session that runs from 12:30 - 4:30 p.m. See description under Friday Round I.



FRIDAY SESSIONS

ROUND II

3 – 4:30 p.m.

Insects and Soil Health

Insects are the most diverse group of animals on the planet, and the vast majority of species are important to humans. Services provided by insects include supporting wildlife conservation, protecting our crops from weeds and insect pests, and cycling nutrients in the soil. We will discuss how to use insects on our farms to reduce costs and improve long-term sustainability.

JONATHAN LUNDGREN

is an agroecologist, director of South Dakota-based ECDYSIS Foundation, and CEO of Blue Dasher Farm. Jonathan's research program focuses on assessing the ecological risks of pest management strategies and developing long-term solutions for sustainable food systems.



Jonathan Lundgren

Lessons Learned: First 10 Years of Farming

Three farmers with six to 10 years of experience farming will share their top lessons learned from the first decade of their farming operations. They will pass on what has worked and what has not during their nascent farming years, and will conclude with their vision of what is next for them.

ETHAN BOOK, along with his wife, Rebecca, raises and direct-markets heritage and rare-breed meat animals at Crooked Gap Farm near Knoxville.

KATE EDWARDS is a CSA farmer near Iowa City, growing food for 200 families each week of the growing season. Kate is entering her seventh year of farming.

NATHAN ANDERSON raises corn, soybeans, cattle, small grains and hay with his family near Cherokee.



Ethan Book Family

Organic Weed Control

In partnership with Iowa Organic Association

Successful weed management on an organic farm requires a whole-system approach. Organic farmers Paul Mugge and Zach Knutson will pass on practical how-to information on systemic and biological approaches, including: crop rotations, fertility and soil health, mechanical cultivation and cover crops to optimize weed management in organic grain crop production. This workshop is geared to farmers considering a transition to organic production, and to beginning organic growers. Organic weed management is an ongoing learning process!

PAUL MUGGE is an organic farmer from Sutherland.

Paul worked as an engineer before returning to the family farm in 1976. He is a lifelong environmentalist, and, since 2001, his farm management has been a progression from conventional to sustainable, to completely organic.



Paul Mugge

ZACH KNUTSON and his wife, Kari, have four young

children and farm full-time near Meservey and Iowa Falls. They raise certified organic and conventional crops, and have been doing so since 2007. They also do some custom work for other farmers and plan to start a cow-calf herd in 2017.

High Profits With a No-Till Farming System

Patrice Gros' no-till farming system is peaceful, neighborhood-friendly and incredibly profitable. Learn how no-till farming drives high profit margins, how Patrice plans his yearly crops and the specifics of his no-till farming practice.

PATRICE GROS runs Foundation Farm, a 6-acre USDA-certified organic farm near Eureka Springs, Arkansas. Over the last 20 years, he has progressed toward a full no-till (machine-free) system. On half an acre of cultivated ground, his yearly production exceeds \$80,000. Crops are grown continuously through the seasons outdoors and inside high tunnels.

Profitably Managing Your Market Mix

Juggling multiple marketing channels takes talent and strategy – but those who can do so experience good returns on their season's labor. Learn how to decide whether your current outlets are profitable, and how to make good decisions about where to sell your products.

RYAN PESCH and his wife, Maree, own and operate Lida Farm, a certified organic vegetable operation in Pelican Rapids, Minnesota. Ryan is also an extension educator in community economic development.



SATURDAY SESSIONS



ROUND I

8:30 – 9:40 a.m.

Registration begins at 7:30 a.m.

Cover Crops 201

Are you ready to explore ways to push the “frontier” of cover crops? Chris Teachout will show some advances with varied and combined species to achieve a better soil biology, including the use of spring-seeded covers ahead of soybeans. Loran Steinlage will talk about his eight years experimenting with interseeding cover crops into corn in June.

LORAN STEINLAGE raises corn, soybeans, wheat and cereal rye near West Union with his wife, Brenda, and children Kelli, Rolan and Kassi.

CHRIS TEACHOUT is a fifth-generation farmer from Shenandoah. He and his family have used conservation practices on their farm since the mid-’80s.

Building Soil Fertility on a Vegetable Farm

This session will cover soil sampling and interpreting soil tests for vegetable production. We will also discuss ways to improve soil fertility in vegetable production systems using compost, manure and cover crops.



Denise O'Brien

DENISE O'BRIEN, of Rolling Acres Farm, is a certified organic CSA and wholesale farmer north of Atlantic. She and her husband, Larry Harris, have been farming for 40 years.

AJAY NAIR is an assistant professor working on sustainable vegetable production in the Department of Horticulture at ISU.

Managing Weeds More Successfully

Run ragged by giant ragweed? Wastefully hampered by waterhemp? Chagrined by other weed “issues”? Then it’s time to develop and implement a better weed management plan. Stop by to learn how biology and ecology form the foundation for durable and effective weed management strategies, and see how simple

population dynamics models provide accessible ways to explore your weed management options.

MATT LIEBMAN is the Henry A. Wallace Chair for Sustainable Agriculture at ISU. His activities focus on ways to increase soil, water and wildlife conservation in farming systems.

The Natural Medicine Chest for Livestock Health and Wellness

There are many reasons – aside from the demands of organic certification – to use natural approaches to livestock health care: vibrant intergenerational health, cost, absence of resistance and residues, and farmer preference, to name a few. In this interactive workshop, we’ll cover practical options for health care, drawn from the realms of husbandry, homeopathic medicine, herbal options, kitchens and gardens – and common sense. This session provides information appropriate for all animal species.

SUSAN BEAL has a long track record in holistic veterinary practice and is particularly interested in pasture-based ecology. Susan offers commonsense advice to support thriving individuals and ecosystems.

Deep Winter Greenhouse at Lida Farm

Many growers use season extension to bring in revenue in the off-season. The next step is the ultimate off-season: winter. Learn about winter production, construction of winter greenhouses and financial returns to winter enterprises from an operation in northern Minnesota.

RYAN PESCH and his wife, Maree, own and operate Lida Farm, a certified organic vegetable operation in Pelican Rapids, Minnesota. Ryan is also an extension educator in community economic development.

Saving Bacon: The Conservation of Traditional Breed Pigs

Heritage breeds are important and of interest to many farmers, but raising them takes special consideration. The Johnsons will discuss the various traditional pig breeds available, terminology used, breed planning and resources available to get you started or take your pig conservancy program to the next level.

JASON AND ANGELA JOHNSON own and operate Lucky George Farm near Derby, a conservancy farm focused on the promotion of Large Black pigs and traditional-breed pigs from around the world.

SESSIONS AT-A-GLANCE

PRACTICAL FARMERS OF IOWA 2017 ANNUAL CONFERENCE



FRIDAY SESSIONS

Round I

Round II

12:30 – 2 p.m.

3 – 4:30 p.m.

**Profitable Vertical
Integration of
Livestock: Production,
Processing and
Marketing, Part I**

**Profitable Vertical
Integration of
Livestock: Production,
Processing and
Marketing, Part II**

**A Decade of Cover Crops
Research**

Insects and Soil Health

**Lessons Learned:
First 5 Years of Farming**

**Lessons Learned:
First 10 Years of Farming**

**Business Nuts & Bolts
for Transition to Organic
Grain Production**

*In partnership with Iowa
Organic Association*

Organic Weed Control

*In partnership with Iowa
Organic Association*

**Farm Financial Record
Keeping and Planning**

**High Profits With a No-Till
Farming System**

**Getting Started in Your
First High Tunnel**

**Profitably Managing Your
Market Mix**

**Keeping the Farm and
Paying for End-of-Life
Care**

SESSIONS AT-A-GLANCE

SATURDAY SESSIONS

Round I

Round II

Round III

Round IV

Round V

8:30 – 9:40 a.m.	10 – 11:10 a.m.	1 – 2:10 p.m.	2:30 – 3:40 p.m.	4 – 5:10 p.m.
Cover Crops 201	Pollinator Conservation and Risk Assessment	Cover Crops and Conservation on Rented Ground	Record Keeping for Organic Vegetable Production	Roller-Crimping Cover Crops
Building Soil Fertility on a Vegetable Farm	Q&A With Will Harris	Growing Profitable Small Grains in Iowa	Growing High-Yield Organic Corn	Building Relationships to Access Land
Managing Weeds More Successfully	Feed-Formulating Alternatives to Corn and Soy	Forage-Fed Pigs	Q&A With Jonathan Lundgren	Water Quality Monitoring
The Natural Medicine Chest for Livestock Health and Wellness	Intercropping for Multiple Goals in a Vegetable System	Planning for the Next Generation	Grazing Cover Crops	Goat Production for Ethnic Markets
Deep Winter Greenhouse at Lida Farm	Cut Flowers for Beginners	Local Foods Roundtable	Expanding Markets and Creating Identity at Hansen's Dairy	Cut Flowers for the Experienced Grower
Saving Bacon: The Conservation of Traditional Breed Pigs	When Am I Ready to Access Business Capital?	Digging Carrot Production: Lessons From the Carrot King	Nut Production and Marketing Q&A	Introduction to Cover Crops for Vegetables
Transferring the Farm: Lessons From the Past	Improving Family Communications	Lady Boss Panel: Hiring and Managing Employees	Non-Farmers: Learn How to Become Farmer Advocates!	Improving Understanding Between Specialty Crop Farmers and Pesticide Applicators
Hobby Farmer Meet-Up	Giant Ragweed Roundtable	Business Plan Vetting	Farm Transfer Roundtable	Ridge-Till Roundtable



SATURDAY SESSIONS

ROUND I (CONTINUED) 8:30 – 9:40 a.m.

Transferring the Farm: Lessons from the Past

In the 1980s, Jeff Klinge's parents completed a highly successful farm transfer that allowed three of their sons to have thriving farming careers of their own. Jeff will describe their strategies – gifts of stock, setting the price of farmland low, life insurance and long-term care insurance. Dave Goeller will discuss: Will that same 40-year-old farm transfer strategy work today?

JEFF KLINGE farms organic row crops and beef cattle near Farmersburg.

DAVE GOELLER is an expert on farm business transfer from the University of Nebraska.

Hobby Farmer Meet-Up

HOSTED BY TIM AND LORI DIEBEL

Do you have a few fruit trees, a dozen chickens and a garden that is always out of control? Do you have a lot of these things "just for fun"? You might be a hobby farmer. Don't hide in the crowd – come meet others with similar interests!



ROUND II 10 – 11:10 a.m.

Pollinator Conservation and Risk Assessment

Pollinators are facing many stressors that are directly tied to our food production systems. A lack of flowers and habitat, and overuse of pesticides are two major constraints on bees. Ultimately, the profitability of our farms depends on pollination services. The best way to conserve these beneficial insects: heal the soil.

JONATHAN LUNDGREN is an agroecologist and CEO for Blue Dasher Farm near Estelline, South Dakota. His research focuses heavily on conserving healthy biological communities within agroecosystems by reducing disturbances and increasing biodiversity within cropland.

Q&A With Will Harris

Bring your unanswered questions for Will and continue the conversation on diversified, pasture-based livestock.

WILL HARRIS runs the Georgia farm his family has operated for five generations. His greatest accomplishment has been returning the farm to the environmentally sustainable and high-animal-welfare farming system that it was prior to America's post-World War II farm industrialization.

Feed-Formulating Alternatives to Corn and Soy

This presentation will compare the nutritional values of alternative grains and protein sources to corn and soy. It will cover the limitations of feeding each grain, why these grains are limited and how to correct for the limitations. The presentation will also include some information on the nutritional content and best uses of sprouts.

JEFF MATTOCKS has over 20 years of experience working with organic, pastured and sustainable agriculture. He is actively involved in diet formulation, assisting farmers and conducting field trials on controversial feeding methods.

Intercropping for Multiple Goals in a Vegetable System

Do you believe that plant diversity promotes health in a vegetable growing system? If so, how do you balance diversity with operation efficiency? Can you expect similar yields if you intercrop? This session will focus on the results, good and bad, for one diversified operation that uses extensive intercropping.

ROB FAUX and his wife, Tammy, operate Genuine Faux Farm, a small-scale CSA and poultry operation near Tripoli.



Rob Faux

Cut Flowers for Beginners

Enter into the business of growing cut flowers to enhance your market booth, add value to your CSA box or beautify your farm stand. Jeanie McKewan has grown cut flowers for florists, designers and a national chain of grocery stores, and will share what you need to know to boost sales for your farm.

JEANIE MCKEWAN used her nearly 20 years of small business development and management skills to start Brightflower Farm in 2006. She grows cut flowers on about 2 acres on her farm in Stockton, Illinois, and on some rented land just over the Wisconsin border. Flowers are grown in an open field, in high tunnels and in raised-bed containers. Production in zone 5 starts in minimally heated houses over the winter to begin sales in late March and lasts into November with decorative branches and succulents.

When Am I Ready to Access Business Capital?

Knowing the right time to take on debt for capital purchases plays an important role in setting your farm up for success. T.D. Holub and Lon Janecek, T.D.'s Farm Services Agency agent, will share their experiences with deciding when to make these purchases and how to find the financing.



T.D. Holub

T.D. HOLUB farms on his 10 acre family farm near Coggon, producing vegetables, eggs and chickens.

LON JANECEK has been with the Farm Service Agency as a farm loan manager the past 30+ years in Buchanan and Linn counties.

Improving Family Communications

Farm family members wear three hats – as a family member, a business owner and a farm employee – and farm family communication can be difficult because people often forget which hat they are wearing. Rena Striegel will share stories about good and bad

family communication she has observed, provide tips and lead an activity on how to improve your family communications.

RENA STRIEGEL is a succession planning consultant with Transition Point Business Advisors in West Des Moines.

Giant Ragweed Roundtable

Discuss this problematic weed and possible management solutions. **TOM FRANTZEN** will get the discussion started with strategies he is trying on his family's farm.

ROUND III 1 – 2:10 p.m.

Cover Crops and Conservation on Rented Ground

Cover crops and other conservation measures on rented ground can benefit both landowners and tenant farmers, but establishing protocols takes thought. Who pays for the additional investment?

Creates conservation plans?

Assumes risk associated with conservation measures?

Chris Teachout will offer a tenant's perspective and Chris Henning will provide a landowner's view on how cover crops and conservation can be a win-win, along with practical experiences they've had with implementing conservation on rented ground.



Chris Henning

CHRIS HENNING has been managing farmland near Jefferson since 1992. She has implemented

conservation practices including buffer strips, wetlands, pollinator habitat, cover crops and three-year crop rotations.



Chris Teachout

CHRIS TEACHOUT is a fifth-generation farmer from Shenandoah. He and his family have used conservation practices on their farm since the mid-'80s.



SATURDAY SESSIONS

ROUND III (CONTINUED) 1 – 2:10 p.m.

Growing Profitable Small Grains in Iowa

Did you know that in 1928 over 800,000 acres of barley and over 6 million acres of oats were grown here? Small grains have been – and still can be – grown in Iowa. In this session, determine if they can work in your farm's rotation, and get the tools needed to make small grains successful and profitable on your farm. You'll learn about production practices, variety selection, pest management, weed control and soil fertility.

JOCHUM WIERSMA is University of Minnesota Extension's small grains specialist at the Northwest Research and Outreach Center in Crookston, Minnesota. His research and extension efforts focus on improving small grains productivity and profitability.

Forage-Fed Pigs

This pastured pig session focuses on forages and management ideas that will encourage grazing, pig growth and overall pig well-being. Steve Deibele will discuss both annual and perennial forages, pasture management strategies and on-pasture grain supplementation, including ideas on managing self-feeders and feed troughs. The session will emphasize nutritional concerns about grains and alternatives to (corn + soy) swine diets. Pig production using apples, pumpkins, squash and other vegetables will be mentioned as well.

STEVE DEIBELE and his wife, Marie, have operated a small pasture-based farm near Kiel, Wisconsin, since 2002, producing 250 to 300 Berkshire hogs per year. The pigs graze on organic pastures, apples and pumpkins.



Steve Deibele

Planning for the Next Generation

Farmers Jim and LeeAnn Van Der Pol are in their 60s and ready to decrease their roles in the family farm and meat

business. How are they turning over management and ownership to son, Josh, and daughter-in-law, Cindy? How do Josh and Cindy's children, who want to farm, fit into this transfer? How will Jim and LeeAnn provide an inheritance for both their farming and non-farming children?

JIM AND LEEANN VAN DER POL farm and run Pastures A Plenty with their family near Kerkhoven, Minnesota.

Local Foods Roundtable

Interested in promoting local foods in your community? Join this roundtable discussion to hear some new ideas and meet others interested in local food systems. Hosted by **AUBREY ALVAREZ**, Eat Greater Des Moines.

Digging Carrot Production: Lessons from the Carrot King

Gary Guthrie will share his nearly 20 years of experience growing high-quality carrots and how they became the stars attracting customers to his CSA. He will explain how it all began, and trials and successes along the way. He will have plenty of carrot stories to tell and memorabilia to show, and he hopes attendees can share their own joys and frustrations with growing carrots in Iowa.

GARY GUTHRIE started Growing Harmony Farm, near Nevada, in 1997. He grows and sells his carrots in the Ames area to various markets.



Jill Beebout

Lady Boss Panel: Hiring and Managing Employees

Women are entering farming as primary operators at higher rates than in past generations. This panel of women farmers will discuss their experiences, strategies

and protocols for hiring and managing employees and volunteers on the farm.

JILL BEEBOUT runs Blue Gate Farm, near Chariton, with her husband, Sean Skeehan. They sell at the Des Moines Farmers Market and through CSA.

TERRY TROXEL runs Iowana Farm in Crescent, growing vegetables for markets in Council Bluffs and Omaha. In addition to hired labor, Terry has CSA members who volunteer on the farm.

ELLEN WALSH-ROSMANN farms with her husband, Daniel, near Harlan, and operates FarmTable Delivery.



Terry Troxel



Business Plan Vetting

Beginning farmer Jarret Horn will share his process for developing a business plan for his diverse livestock and row crop operation. He will also share the lessons he's learned about starting a business. A diverse review panel will comment on Jarret's plan and offer advice about what makes a good business plan.

JARRET HORN started farming in 2013. He raises conventional corn and soybeans, feeder hogs and pastured broiler chickens while attending college majoring in agriculture education.

JERRY PECKUMN raises row crops and livestock near Jefferson.

ANDY HUNZIKER is a farm loan manager for Boone County Farm Services Agency.



Jarret Horn

ROUND IV
2:30 - 3:40 p.m.

Record Keeping for Organic Vegetable Production

Producers often cite burdensome record keeping as a barrier to organic certification. Rick Hartmann, an organic farmer and certifier, will share his farm's record keeping practices to remain organic-compliant.

RICK HARTMANN runs Small Potatoes Farm, a certified organic vegetable farm near Minburn, with his

wife, Stacy. Since 2004 they have grown vegetables; the last 10 years primarily for CSA members in the Ames and Des Moines corridor. Rick also works as an inspector for various accredited organic certifying agencies.

Growing High-Yield Organic Corn

The primary concerns when growing organic corn are typically soil fertility and weed pressure. Come learn from experienced organic growers Darren Fehr and Scott Shriver about their crop rotations and equipment used as they share their strategies for providing required nutrients and adequate weed control for corn production.



Darren Fehr



Scott Shriver

DARREN FEHR farms near Mallard with his wife, Nora, and their five children. Together, they farm 1,000 acres of certified organic corn, soybeans, oats, peas and alfalfa.

SCOTT SHRIVER has been growing corn, soybeans and wheat organically near Jefferson for 16 years.

Q&A with Jonathan Lundgren

Stop by and continue the conversations on soil health, pollinators and conservation with **JONATHAN LUNDGREN**, agroecologist and farmer at Blue Dasher Farm.



SATURDAY SESSIONS

ROUND IV (CONTINUED) 2:30 - 3:40 p.m.

Grazing Cover Crops

Mark Schleisman will share his experience with seasonal grazing of cover crops in an intense crop and livestock production operation. He will discuss how grazing cover crops benefits the soil and subsequent crops while offsetting costs.

MARK SCHLEISMAN runs a diversified family farm near Lake City. He and his family raise corn, soybeans, popcorn and popcorn-field-corn hybrid seed, as well as hogs and cow-calves.



Mark Schleisman

Expanding Markets and Creating Identity at Hansen's Dairy

The Hansen's Dairy on-farm creamery was established in 2004. While quality of its products has remained the same, marketing methods have changed greatly over the years. In the past three years, the family has expanded geographic market reach, purchased a gas station (yup, gas!), rebranded with a new logo, completely changed the labels on products and established a stronger presence on social media. Has their marketing plan succeeded? You be the judge!

JORDAN HANSEN, and her husband, Blake, are part of Hansen's Dairy, a multi-generational farm in Hudson. Jordan keeps the financial records, designs marketing materials and manages the farm's website and social media.

Nut Production and Marketing Q&A

TOM WAHL AND KATHY DICE of Red Fern Farm, Wapello, and **JEFF JENSEN** of Hazel Acres, Fenton, will answer audience questions related to nut production and marketing in Iowa.

Non-Farmers: Learn How to Become Farmer Advocates!

Those of us passionate about supporting Iowa farmers and a farming landscape that provides healthy food, fair wages and environmental benefits often hear the phrase "we vote with our fork." Learn how you can also vote with your pen (or keyboard) and voice by becoming an effective farmer advocate. Hear examples from fellow members, learn basic messaging skills and leave with confidence that you have the ability and resources to promote food and farming systems you believe in.

GAIL HICKENBOTTOM is a farmer advocate who lives in West Des Moines, and is the board treasurer for Practical Farmers of Iowa.

SALLY WORLEY is executive director of Practical Farmers of Iowa.

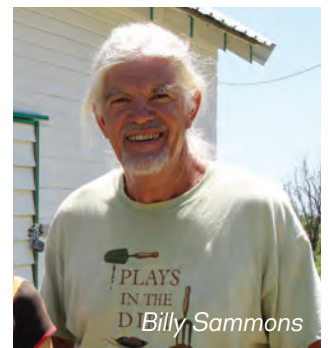
Farm Transfer Roundtable

Talk with **RENA STRIEGEL**, a succession planning consultant with Transition Point Business Advisors in West Des Moines, about your farm business transition questions.

ROUND V 4 - 5:10 p.m.

Roller-Crimping Cover Crops

A roller-crimper lets farmers mechanically terminate cover crops without chemicals or tillage – and as a result, reduces dependency on off-farm inputs while building organic matter and protecting the soil. Learn



Billy Sammons



how farmers Billy Sammons and Levi Lyle have recently adapted their production systems to accommodate this innovative technique that is gaining in popularity.

BILLY SAMMONS farms with Joanna Hunter near Churdan. They are in the process of transitioning to organic certification and are incorporating many no-till principles.

LEVI LYLE operates Levi's Indigenous Fruit Enterprises near Keota, where he seeks to facilitate the profitability and sustainability of small farms. Levi is also an organic inspector for Iowa Department of Agriculture and Land Stewardship.



Levi Lyle

AARON WHITE, of White Stock and Produce, is a beginning farmer outside of Carlisle where he has 25 cow-calf pairs and markets grass-fed beef to local customers. Aaron also raises 150 acres of row crops and has a garden plot of squash and watermelon.

JIM PETERSEN raises cattle, sheep and a mix of organic and conventional crops with his family near Knoxville.



Jim Petersen



Kate Edwards

KATE EDWARDS is a CSA farmer near Iowa City, growing food for 200 families each week of the growing season. Kate is entering her seventh year of farming.

Building Relationships to Access Land

Many farmers gain access to land through local connections and relationships they have built. Three farmers will share how they formed these relationships.

REGISTRATION FORM

Pre-register for the conference and save!

Everyone is welcome to attend the conference, but PFI members receive discounted rates. To pre-register as a member, go to **A**. Not a member? To join PFI or renew your membership in order to receive the discounted rates, go to **B1** (then you may pre-register as a member!). To register for the conference as a non-member, go to **B2**. All students, regardless of membership, receive student rates. To register as a student, go to **B3**.

A PFI Member Pre-Registration

One registration covers all members of a farm/household membership, two members per organizational membership, or one individual membership. Refreshments at breaks included.

Short Courses Courses run simultaneously. Priced per person. Iowa Forage and Grassland Council conference runs concurrently with Short Courses. Information on how to register is on page 5.

- ☐ Scaling Up Pastured Poultry ____x \$55
- ☐ Production, Processing and Marketing of Alternative Berry Crops ____x \$55
- ☐ Conserving \$\$ and Soil ____x \$55
- ☐ Short Course Lunch for Friday, Jan. 20
Optional lunch available only for short course attendees; we will provide a list of other restaurants in the area at the short course.

Sandwich: ____ x \$15
Salad: ____ x \$15

I/we have special dietary issues.
(please specify in the space below):

Conference Sessions Don't overpay! One registration covers all members of a farm/household memberships, two members per organizational membership, or one individual membership.

- ☐ Friday Sessions ____x \$35
- ☐ Saturday Sessions ____x \$55

Subtotal **A** \$ _____

B1 Join PFI or Renew Your Membership

I wish to renew or become a member.

- ☐ Student\$20
- ☐ Individual\$50
- ☐ Farm/household \$60
- ☐ Organization \$110
- ☐ Lifetime\$1,000

Subtotal **B1** \$ _____

B2 Non-Member Pre-Registration

Priced per person. Refreshments at breaks included.

Short Courses Courses run simultaneously. Priced per person. Iowa Forage and Grassland Council's conference runs concurrently with Short Courses. Information on how to register is on page 5.

- ☐ Scaling Up Pastured Poultry ____x \$70
- ☐ Production, Processing and Marketing of Alternative Berry Crops ____x \$70

- ☐ Conserving \$\$ and Soil ____x \$70
- ☐ Short Course Lunch for Friday, Jan. 20
Optional lunch available only for short course attendees; we will provide a list of other restaurants in the area at the short course.

Sandwich: ____ x \$15
Salad: ____ x \$15

I/we have special dietary issues.
(please specify in the space below):

Conference Sessions Priced per person

- ☐ Friday Sessions ____x \$50
- ☐ Saturday Sessions ____x \$70

Subtotal **B3** \$ _____

B3 Student Pre-Registration

Discounted registration for students. Includes both days; walk-ins welcome (student ID required at registration).

- ☐ Friday and Saturday Sessions ____x \$30

Subtotal **B3** \$ _____

Continued on opposite side >



SATURDAY SESSIONS

ROUND V (CONTINUED) 4 - 5:10 p.m.

Water Quality Monitoring

This presentation will provide an overview of the Iowa Soybean Association's water and tile monitoring programs. Aggregated results from more than 250 sampling locations and more than 2,000 individual sample results will be presented. Kellie Blair will provide a farmer perspective on water monitoring and lessons learned monitoring tile water on her farm.

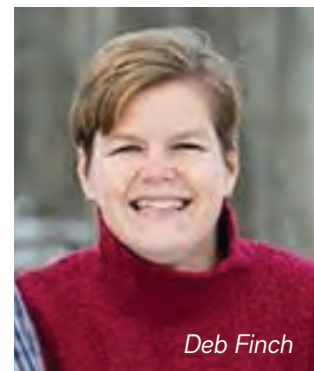
KELLIE BLAIR and her husband, A.J., raise corn, soybeans, cover crops, hogs and cattle near Dayton.

ADAM KIEL is the operations manager of water resources in Environmental Programs and Services at the Iowa Soybean Association.

Goat Production for Ethnic Markets

Two-thirds of the world's population eats goat meat. As the ethnic diversity within our own country continues to grow, what are consumers looking for? How do they want their product processed? Can you be a direct connection to the end consumer with marketing from your farm? These are the questions we hope to answer in this session.

DEB FINCH and her husband, Eric, have been raising and direct-marketing goats on their farm outside of State Center since 2001. Clients include people of Hispanic, African and Middle Eastern descent.



Deb Finch

REGISTRATION FORM (cont.)

Please postmark registrations no later than Thursday, January 12.
After that date, attendees must register as "walk-ins" at the conference.

C Saturday Noon All-Iowa lunch (optional)

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

- ☐ Adult: _____x \$15
☐ Child: _____x \$7
☐ Vegetarian meal option (specify quantity): _____

Subtotal C \$ _____

D Childcare

Snack Friday, and snack and lunch Saturday included.

Must pre-register for childcare, no drop-ins.

- ☐ Friday Noon-4:30 p.m. _____x \$20
☐ Saturday 8:15 am-4:30 p.m. _____x \$40

Subtotal D \$ _____

E Additional Donation to PFI (optional)

- ☐ I would like to make a donation to PFI of \$ _____.

F Special Options

- ☐ I am interested in having a display in the exhibit hall and/or being a co-sponsor.
☐ I plan to bring an item for the silent auction.

Item: _____

- ☐ I am a beginning farmer and would like to schedule a FREE 1:1 consultation with a financial expert.

Attendee Name(s) _____

Address _____

City, State, ZIP _____

Phone (_____) _____

Cell (_____) _____

Email _____

Total of A, B, C, D & E:

\$

Make checks payable to "Practical Farmers of Iowa," or pay by credit card online at www.practicalfarmers.org.

Questions about membership or registration?

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

No refund requests honored after January 12.

A \$5 administrative fee will be deducted from refunds requested in writing before that date.

Cut Flowers for the Experienced Grower

Take advantage of this 400-level cut flower farming class! You've scheduled your vegetables; now learn how to program your plantings of sunflowers, celosia, sweet William, stock and more. In this class Jeanie will share some propagation and germination techniques, best selection, supporting methods and more.

JEANIE MCKEWAN used her nearly 20 years of small business development and management skills to start Brightflower Farm in 2006. She grows cut flowers on about 2 acres on her farm in Stockton, Illinois, and on some rented land just over the Wisconsin border. Flowers are grown in an open field, in high tunnels and in raised-bed containers. Production in zone 5 starts in minimally heated houses over the winter to begin sales in late March and lasts into November with decorative branches and succulents.

Introduction to Cover Crops for Vegetables

Cereal rye? Sunn hemp? Buckwheat? Vetch? Crimson clover? Are you overwhelmed attempting to figure out how to start integrating cover crops into your vegetable beds? Mark Quee, an experienced cover cropper (who remembers his inexperienced days), will pass on some cover cropping basics and some of his favorite practices, and he'll offer practical advice for those just starting.

MARK QUEE is the farm manager at Scattergood Friends School. Mark oversees 10 acres of organic gardens and 30 acres of pastures, and has been experimenting with covers since 2003.

Improving Understanding Between Specialty Crop Farmers and Pesticide Applicators

In this session, applicator Brian Berst will explain how pesticide application works today. He will talk about aircraft, equipment and technology used. Brian will lead a conversation on ways to improve communications between farmers and applicators.

BRIAN BERST is a pilot and operations manager for Klinkenborg Aerial Spraying and Seeding Inc. He started in aerial application in 1993, is rated in both airplanes and helicopters, and has experience with liquid and dry applications.

Ridge-Till Roundtable

Long time PFI members and ridge-tillers **VIC MADSEN, CRAIG FLEISHMAN, RON ROSMANN, PAUL MUGGE** and **DOUG ALERT** will lead a discussion on this production practice that has been popular with Practical Farmers since PFI's inception.

Location

Iowa State Center | Scheman Building
1805 Center Dr #102, Ames, IA 50011

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. From Lincoln Way, turn south on University Avenue and 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 1** to guarantee a room. Prices range from \$94 - \$99/night. Mention PFI to get discounted rate. 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 erica@practicalfarmers.org or (515) 232-5661.

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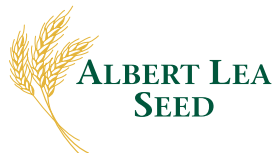


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