

*PA Women's Agricultural Network
presents*

*Woman to Woman:
Pay It Forward*
discover the power of mentoring

December 7, 2012

**Penn Stater Conference Center
State College, PA**



United States
Department of
Agriculture

National Institute
of Food and
Agriculture

This event was organized in collaboration with the Pennsylvania Women's Agricultural Network at Penn State with funds by USDA's National Institute of Food and Agriculture Grant #2012-49400-19602

agenda

Friday, December 7, 2012

- 8:00 a.m.—** Presidents Prefunction 1
Registration
- 9:00 a.m.—** Presidents Hall 1
Welcome, Kim Walsh
- Keynote Address: Heather Retberg, Quill's End Farm
The New Radical: Going Back to Our Agricultural Roots
- 10:00 a.m.** Breakout Sessions
- 10:45 a.m.** Networking Break, 1st & 2nd Floor Break Areas
- 11:00 a.m.** Breakout Sessions
- Noon** Lunch, Gardens Restaurant (reserved seating)
- 1:00 p.m.** Breakout Sessions
- 1:45 p.m.** Networking Break, 1st & 2nd Floor Break Areas
- 2:00 p.m.** Breakout Sessions
- 2:45 p.m.** Networking Break, Presidents Hall Banquet Area
- 3:00 p.m.** Presidents Hall 1
Meet the Mentors
Discover the Power of Mentoring
- 4:00 p.m.** Presidents Hall 1
Closing Remarks: Lyn Garling, Over the Moon Farm
Farming as a Woman: Manifesting the Dream
- 4:45 p.m.** Evaluation
- 5:00 p.m.** Adjourn

keynote address

Heather Retberg
The New Radical:
Going Back to Our Agricultural Roots



Heather's presentation draws on her encounter with systemic barriers to the survival of small farms, highlighting her work on local food ordinances in Maine with her family. Heather addresses the importance of connectivity and relationships in her efforts to effectively communicate strategies for preserving farms. She discusses the journey of who defines whom, how we define ourselves, and how these definitions greatly impact our lives and our communities.

Heather Retberg and her husband Phil first met as young children in Mexico, where their fathers were missionaries. Led through many twists and turns by their faith and values, they now have children of their own and live on a small, diversified, grass-based farm in Penobscot, ME. The farm is conserved under the Blue Hill Heritage Trust's Farmland Forever program. Heather home-schools their three children, Alexander, Benjamin, and Carolyn. When the state Department of Agriculture began enforcing federal rules for processing chickens and selling raw milk, threatening the family's livelihood, a food activist was born! She is now looked to by farmers across the state and country as a leader in the fight for local control of local food systems.

closing keynote

Lyn Garling **Farming as a Woman:** **Manifesting the Dream**



Farming is a daunting undertaking for anyone. Women often face unique challenges along the road to building their own farm. Our speaker took the plunge 15 yrs ago to start Over the Moon Farm, now a 26-acre diversified animal farm. Lyn will describe the winding path she took, with the help and inspiration she received along the way. Partners, mentors, neighbors, volunteers, friends and family all helped made the dream possible. The story includes inspirations, challenges, breakthroughs, work-arounds, financial gyrations and how to repair everything with duct tape.

Lyn was interested in farms, ranches and the natural world since childhood, although no one in her family farmed. It only took her 40 years to get her own farm! In college she studied biology, ecology, botany, zoology and a couple languages. Her studies took her to Central and South America where she studied tropical ecology, leaf-cutter ants and observed various types of farming systems. At University of California in Santa Cruz she worked as the coordinator of the Apprenticeship in Ecological Horticulture for 8 years before coming to State College, PA. She began working for the Integrated Pest Management Program at Penn State University and also got involved with the newly-formed Pennsylvania Association for Sustainable Agriculture (PASA). She rented some farmland for a couple of years to raise cattle and then took the plunge to buy her own place in 1998. She has been farming at Over the Moon Farm every since, while continuing to work at Penn State as part of the IPM Program .

special thanks to.....

Farm Camp
www.hameaufarm.com



"the experience will mooove you!"

Hameau Farm in the Big Valley

6364 SR 655
Belleville, Pennsylvania 17004
717.667.3731
Audrey Gay Rodgers, Director

Stoney Creek Iris



www.stoneycreekiris.com
stoneycreekiris@komta.com
website sales, bloom season tours
Katie: 717-921-2928

brindlehill@earthlink.net 571.278.4330

Brindle Hill Farm
Providing you with healthy, local, natural, pasture raised, Lamb and Chevon.



Katahdin * Royal White * Boer * Kiko
Breeding Animals occasionally available

Badger's MPU 

On-Farm Poultry Processing

You grow 'em. We pluck 'em...on your farm.

(570) 584-2309
info@millsidefarm.com | www.millsidefarm.com
16 Pine Run Rd, Hughesville, PA 17737

our sponsors

Penn State **Extension**

Visit these websites to see how Penn State Extension can help you with your farm and food business:

Food for Profit

(the basics of starting a value-added or local food business)
extension.psu.edu/food-safety/entrepreneurs

Annie's Project

(networking and risk management strategies for women farmers)
extension.psu.edu/farm-business/education/annies-project

Social Media and Mobile Technology for Ag Businesses Webinar Series

agsci.psu.edu/social-media-mobile-tech

Social Media Boot Camp for Ag Businesses

extension.psu.edu/events/social-media-boot-camp-for-ag-businesses

Online Guide to Farming in Pennsylvania

extension.psu.edu/farm-business/guide



Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce.



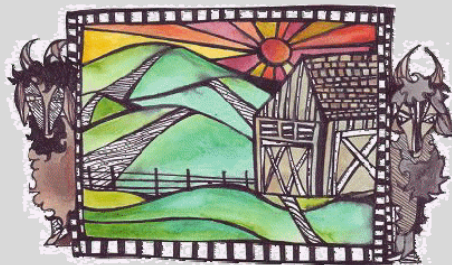
*American Values.
Hometown Roots.*

Pennsylvania State Grange
20 Erford Road, Suite 216
Lemoyne, PA 17043
800-552-3865
www.pagrangle.org



United States Department of Agriculture
Farm Service Agency

Steam Valley Fiber Farm



2304 Steam Valley Road
Trout run, PA 17771
www.steamvalleyfiber.com



Animal Welfare Approved is the nation's most respected third-party certification for family farmers who raise their animals according to the highest welfare standards, outdoors on pasture or range. The AWA label provides visibility, credibility, and support to farmers at no cost.

Learn more at
AnimalWelfareApproved.org

workshops & panel discussions at a glance

8:00-9:00 a.m.	Registration—Presidents Prefunction 1	
9:00 a.m.	Presidents Hall 1 Welcome, Kim Walsh, Chesapeake Education, Arts, and Research Society Keynote Address: Heather Retberg, Quill's End Farm THE NEW RADICAL: GOING BACK TO OUR AGRICULTURAL ROOTS!	
10:00 a.m.	Room 104	Room 105
Breakout Sessions	Bonnie Preston AN ACTIVIST? ME? MAKING CHANGE IN YOUR COMMUNITY (part 1) Workshop	Susan Beal, PASA INTRODUCTION TO HOLISTIC MANAGEMENT™ FINANCIAL PLANNING (part 1) Presentation
10:45 a.m.	Networking Break—1st Floor & 2nd Floor Break Areas	
11:00 a.m.	Room 104	Room 105
Breakout Sessions	Bonnie Preston AN ACTIVIST? ME? MAKING CHANGE IN YOUR COMMUNITY (part 2) Workshop	Susan Beal, PASA INTRODUCTION TO HOLISTIC MANAGEMENT™ FINANCIAL PLANNING (part 2) Presentation
Noon	Networking Lunch - Gardens Restaurant	
1:00 p.m.	Room 104	Room 105
Breakout Sessions	Katie College, Stoney Creek Valley Farm Heidi Secord, Josie Porter Farm CHALLENGES IN BRINGING A LIFE PARTNER ON BOARD WITH A FARMING LIFESTYLE Panel	Dru Peters, Sunnyside Farm BUSINESS PLANNING Presentation
1:45 p.m.	Networking Break	
2:00 p.m.	Room 104	Room 105
Breakout Sessions	Deb Brubaker, Village Acres Farm Lyn Garling, Over the Moon Farm Chris Wise, Friends Farm INFRASTRUCTURE: HOW TO DESIGN IT, HOW TO BUILD IT, HOW TO FINANCE IT Panel	Dru Peters, Sunnyside Farm STRATEGIES FOR STREAMLINING YOUR MARKETING PLAN Presentation
2:45 p.m.	Networking Break—Presidents Hall Banquet Area	
3:00 p.m.	Presidents Hall 1 Meet the Mentors: Discover the Power of Mentoring (Panel)	
4:00 p.m.	Presidents Hall 1 Closing Keynote, Lyn Garling, Over the Moon Farm FARMING AS A WOMAN: MANIFESTING THE DREAM	
4:45 p.m.	Evaluation	
5:00 p.m.	Adjourn	

workshops & panel discussions at a glance

Room 109	Room 202	Room 204
Judi Radel and sons Jake, Seth, Boo and daughter Sarah, Yeehaw Farm Maggie Robertson and daughters Claire and Evelyn, M&M Robertson Farm LLC ENGAGING CHILDREN ON THE FARM Panel	Deb Fisher, Deb's Flower Farm Susan Haney, Long Lane Flower & Garden Katy Miller, Dillon Floral Corporation FIELD TO FLORIST: GROWING & MARKETING FRESH CUT FLOWERS Panel	Winifred McGee, Penn State Extension Heather Mikulas, Penn State Extension TOGETHER WE MARKET: WHY BANDING TOGETHER TO SELL FARM FRESH PRODUCTS WORKS Presentation
Room 109	Room 202	Room 204
Katie Colledge, Stoney Creek Iris & Cool Beans CSA Maggie Robertson, M&M Robertson Farm IT'S YOUR PATH, IT'S YOUR LIFE, IT'S YOUR FARM: CREATE YOUR IDENTITY Panel	Laurie Hubbard, PA Sheep & Wool Growers Association EWE CAN DO IT! AND WE'RE HERE TO HELP! Panel	Brian Moyer, Penn State Extension ARE YOU READY FOR MARKET Presentation
Room 109	Room 202	Room 204
Susal Beal, PASA/Food Alliance Emily Lancaster, Animal Welfare Approved Lori Sands, Certified Naturally Grown Kyla Smith, PA Certified Organic CHOOSING THE RIGHT CERTIFICATION FOR YOUR FARM Panel	Melanie Barkley, Penn State Extension & Maple Hollow Farm PICK THAT ONE! SHEEP SELECTION TOOLS Presentation	Sarah Cornelisse, Penn State Extension SOCIAL MEDIA FOR EFFECTIVE MARKETING CONNECTIONS Presentation
Room 109	Room 202	Room 204
Lizzi Gorman, Hameau Farm Hope Grossman, Hameau Farm Olivia Hort, Hameau Farm Alyssa Lane, Hameau Farm Lauren Peightel, Hameau Farm Audrey Gay Rodgers, Hameau Farm MENTORING HAMEAU-STYLE Panel	Judi Radel, Yeehaw Farm MOB GRAZING FOR BEGINNERS Workshop	Peggy Fogarty-Harnish, Penn State Extension KEEPING FRESH PRODUCE SAFE USING GOOD AGRICULTURAL PRACTICES Presentation

workshops & panel discussions

An Activist? Me? Making Change in Your Community (2 part workshop)

10:00 a.m.—Part 1, 11:00 a.m.—Part 2, Room 104

Bonnie Preston

Most of the work to write, publicize, and pass the Local Food and Community Self-Governance Ordinance in eight towns in Maine was done by women. Learn how they did it, and how you can apply the same principles in your town, to bring the change that you believe is needed. The workshop will primarily be small group discussion and sharing of your ideas, in ways that will inspire and motivate you to be part of the food revolution.

Introduction to Holistic Management™ Financial Planning (2 part workshop)

10:00 a.m.—Part 1, 11:00 a.m.—Part 2, Room 105

Susan Beal, PA Association for Sustainable Agriculture

Holistic Management™ is a whole farm planning process that considers the triple bottom line including relevant economic, environmental, and social considerations simultaneously. Farms and ranches that practice holistic management are experiencing up to a 300% increase in profit while building their biological assets and improving quality of life.

The first session will be an introduction to the decision making process, identifying weak links and logjams and using the tests that are implemented to determine whether an action or choice best serves the holistic context of the farm or business.

In the second session we will more specifically look at financial planning from the perspective of the Holistic Management™ process. Information will be provided that will allow participants to begin to work with these concepts in their personal financial plans.

Engaging Children on the Farm

10:00 a.m., Room 109

Judi Radel & sons Jake, Seth, Boo and daughter Sarah, Yeehaw Farm

Maggie Robertson & daughters Claire and Evelyn, M&M Robertson Farm LLC

Join Maggie Robertson and Judi Radel and their six children (ages 4 through 15) as they encourage parents to keep their children involved in farming. Hear first hand accounts from the kids what it's like to grow up on a farm as well how Maggie and Judi manage different farming practices with children in tow. Watch a short video clip of the all the kids and their "tell all" biographies. Honest accounts of keeping the kids involved in the farm and how not to lose your sanity. Hear the stories from the parents and the kids, learn from their mistakes and what they have learned over the years all in an effort to keep "family" in the family farm.

workshops & panel discussions

Field to Florist: Growing & Marketing Fresh Cut Flowers

10:00 a.m., Room 202

Deb Fisher, Deb's Flower Farm

Susan Haney, Long Lane Flower & Garden

Katy Miller, Dillon Floral Corporation

Have you wondered if the splash of color from flowers in your field could also make a splash at market? Cut flowers may sound intimidating - but intimidation is easily alleviated with good information from women who make a living from flowers. Now is the time to dive into flowers as demand for sustainably raised, local flowers is expanding! If you're already growing flowers, have you thought about ways to access new markets including wholesale distributors or directly to customers planning events? In this session we'll hear from women who are both flower growers and florists, and a wholesaler about their experiences growing, designing and buying local cut flowers. Plenty of time is reserved in this session for questions and a discussion about ways we can work together to bring local flowers into flower shops and on to party tables!

Together We Market: Why Banding Together to Sell Farm Fresh Products Works

10:00 a.m., Room 204

Winifred McGee, Penn State Extension

Heather Mikulas, Penn State Extension

For many farmers, cooperation and collective action in marketing can be keys to survival and success in a rapidly changing food system. It may be difficult for individual farmers to maintain the steady flow of high-quality product required to establish a consistent presence in the market place or to take advantage of farm-to-institution programs, and "going solo" often keeps producers from taking advantage of size economies in processing, transportation, and advertising. For some agricultural producers, it's also difficult to run a farming operation and, at the same time, devote the attention and energy required to develop the specialized skills and personal contacts needed for successful marketing. This workshop will provide the rationale for establishing a Collaborative Marketing Group (CMG), share case studies where farmers banding together has worked, and introduce the 5 steps for starting a CMG.

It's Your Path, It's Your Life, It's Your Farm: Create Your Identity

11:00 a.m., Room 109

Katie College, Stoney Creek Valley Farm

Maggie Robertson, M&M Robertson Farm

Whether you are just starting out in farming and trying to decide what to produce, or you are seeking balance through re-visioning your farming operation, this workshop will help you define your path.

Katie College of Stoney Creek Valley Farm and Maggie Robertson of M&M Robertson Farms, LLC, have both gone through a lot of trial and error, and introspection, in order to define their own path for themselves and their farms. Join Katie and Maggie as they share their experiences and the methods they have used to guide their farming lives. Maggie will lead some practical exercises for setting goals and priorities, and for self-evaluation; Katie will provide insight on using the results to shape your business plan. You will come out of this workshop with a valuable set of tools you can use in determining your own path.

workshops & panel discussions

Ewe Can Do It! And We're Here To Help!

11:00 a.m., Room 202

Laurie Hubbard, PA Sheep & Wool Growers Association

The PA Sheep & Wool Growers (PSWGA), in cooperation with the American Sheep Industry (ASI), has implemented an Industry Mentoring Program. While PSWGA recognizes the need for expansion in the sheep and wool industry and embraces ASI's "Let's Grow" campaign we also know there is a shortage of credible resources available to assist new producers. The Industry Mentoring Program is an informational source for new producers that have questions or need guidance as they find their place in our industry.

If you have questions such as: where to buy sheep or sell lambs/wool, what are your feeding and grazing options, have production/management questions and business management issues?

Visit PSWGA at www.pasheep.com and contact a qualified shepherd near you today! They offer seasoned shepherds' to assist you in your county or region of Pennsylvania as well as specialized mentors in several categories.

Are You Ready For Market?

Brian Moyer, Penn State Extension

11:00 a.m., Room 204

All the time and energy farmers spend in raising fresh, high quality food can be for naught if they cannot effectively sell it or haven't developed a market for it. Bad displays, sloppy signage, and appearance can ruin all your hard work.

Attendees will use handouts to evaluate various market displays shown on a power point presentation to help them improve their own displays whether they are selling produce or meats at their farm, farmer's market, or CSA pick up. We will discuss, as a group, their observations of the displays that were shown. For selling to restaurants, participants will learn how to connect with chefs, create invoices, payment terms and packaging options for direct-to-wholesale markets.

After this presentation, the attendee will be able to: Create eye-catching displays and effective signage; have invoicing and billing options for direct-wholesale-marketing (restaurants); and know how to present yourself, your farm, and your products to your customers.

Challenges in Bringing a Life Partner on Board with a Farming Lifestyle

1:00 p.m., Room 104

Katie College, Stoney Creek Iris & Cool Beans CSA

Heidi Secord, Josie Porter Farm

You've learned to do regular maintenance on your tractor, fine-tune your soil, and to balance your financial records. But how do you keep a relationship in good working order on the farm? Two seasoned farmers will share their experiences and strategies to nurture your relationship with your partner. They'll discuss ways to cope with and encourage a partner who's not enthusiastic about farming, and ways to work in harmony with a partner under pressures of farming and managing and running a business together.

workshops & panel discussions

Choosing the Right Certification for Your Farm

1:00 p.m., Room 109

Susan Beal, PASA/Food Alliance

Emily Lancaster, Animal Welfare Approved

Lori Sands, Certified Naturally Grown

Kyla Smith, PA Certified Organic

Food Alliance Certification, Certified Naturally Grown, Certified Organic, Animal Welfare Approved: What are these certifications and are they right for your farming operation? Join Susan Beal, Emily Lancaster, Lori Sands, and Kyla Smith for a detailed discussion on what is involved for each of these different programs, including the requirements for each one and the process for becoming certified.

I Pick That One! Sheep Selection Tools

1:00 p.m., Room 202

Melanie Barkley, Penn State Extension & Maple Hollow Farm

Sheep selection should involve more than just visual selection characteristics. This workshop will discuss selection tools that are available and how to combine operation goals with production benchmarks and visual appraisal to select the best animals for your farm. Barkley will also discuss an often overlooked part of the selection process, developing culling strategies. Not all sheep are created equal and not all farms are created equal. Choosing the best sheep that match farm resources can be a challenge. Ms. Barkley will explain how she has used various tools to select sheep that work best with the resources available on her farm and that also meet the goals of her operation. Hands on activities will help participants take a closer look at their own selection principles.

Business Planning

1:00 p.m., Room 105

Dru Peters, Sunnyside Farm

Business planning is a step by step process that requires some basic, but tough to answer questions for most people. While showing and demonstrating (and asking for volunteers to demonstrate one of their on-farm business practices for profit and loss) our business units, Dru will also talk about the toughest part of business planning for anyone: getting real with the dollar amount spent every year, understanding debt and compound interest (how it can work for or against you), and just how to track that information so that real numbers can be projected for the coming year and then tracked month by month.

workshops & panel discussions

Social Media for Effective Marketing Connections

1:00 p.m., Room 204

Sarah Cornelisse, Penn State Extension

Facebook, Twitter, Pinterest, and foursquare are some of the social media tools that many farm and food businesses are finding indispensable for getting exposure to potential new buyers as well as maintaining contact with their existing customers.

This workshop will help novice and experienced direct-marketers to enhance the networks they build through social media, learning how to use popular social media tools to reach out to consumers, while gaining an appreciation of customers' expectations for making everyday connections in the marketplace. In addition, participants will learn how to measure the impact of social media activity, to get the best return for the time and attention invested.

Infrastructure: How to Design It, How to Build It, How to Finance It

2:00 p.m., Room 104

Deb Brubaker, Village Acres CSA

Lyn Garling, Over the Moon Farm

Chris Wise, Friends Farm

Is it time to move to the "next step" to grow your business with a new structure? How do you decide when it is time? What kind of a structure do you need, for what purpose? What elements of design, materials, and scale should you consider? How will you fund it? Our panelists, each of whom built a new building on their farms, will discuss these questions and more. There will be plenty of time for Q&A.

Strategies for Streamlining Your Marketing Plan

2:00 p.m., Room 105

Dru Peters, Sunnyside Farm

Sunnyside Farm markets their farm and farm products in 25 plus ways, from small things like talking to friends to national and international coverage in publications and news broadcasts and everything in between. What is more important is to have a focused, concentrated message (brand management is what it is called in the business world) as to what is available from a farm and why people should be motivated to seek that out.

Sunnyside Farm is currently sold out of every offering they have made so far this year. Preselling has made a huge difference in planning and budgeting for the year at Sunnyside Farm, and the ability to do so can make the difference between a farm making it or not.

workshops & panel discussions

Mob Grazing for Beginners

2:00 p.m., Room 202

Judi Radel, Yeehaw Farm

A workshop dedicated to getting started in the world of mob grazing, a type of rotational pasturing for livestock. Start up costs, where to purchase items needed for mob grazing, "how to" hands on instructions on setting up fencing and fence chargers and a general overview to the basics of successful mob grazing. Learn a few tricks of the trade and what a difference mob grazing can make on your farm. In two short years, learn how mob grazing has improved soil fertility, brought back nature and returned Yeehaw Farm to a successful, profit turning farm.

Mentoring Hameau-Style

2:00 p.m., Room 109

Lizzi Gorman, Hameau Farm

Hope Grossman, Hameau Farm

Oliva Hort, Hameau Farm

Alyssa Lane, Hameau Farm

Lauren Peightel, Hameau Farm

Audrey Gay Rodgers, Hameau Farm

For 17 seasons Audrey Gay Rodgers has been opening her barn doors for girls, ages 8-14, but what happens after a girl ages out? Is it possible to continue with the farm experience? How does the experience change to keep former campers engaged? A mentoring opportunity exists! Here's how we chart the path, allowing for individual personal growth and the acceptance of responsibility and additional farm experience.

Keeping Fresh Produce Safe Using Good Agricultural Practices

2:00 p.m., Room 204

Peggy Fogarty-Harnish

Outbreaks of foodborne illness and product recalls traced to fresh fruits and vegetables have placed farm food safety on everyone's list of concerns. Consumers and wholesale buyers are increasingly demanding assurances that the fresh produce they buy is safe to eat. Food safety legislation before Congress will no doubt lead to new government food safety standards and regulations that may affect your operation.

Growers in northeastern states tend to have smaller farms that grow multiple crops over a short growing season. Among these small-scale growers, female farmers are a unique sub-set who heavily rely on sales through local, specialized wholesale marketing channels, such as produce auctions, cooperatives, and small-scale distributors. This 45 minute presentation, will deliver *science-based, practical* guidelines and materials farmers can use to evaluate and document their farm food safety practices to reduce risk to farmers and their customers.

presenters/panelists bio

Melanie Barkley

Maple Hollow Farm & Penn State Extension

Melanie is an educator for Penn State Extension, based in Bedford. She began her career in Extension as a youth educator and has covered many program areas in agriculture over a 22 year time period. Her current position focuses on livestock production, which includes serving as co-chair of the state Livestock Team. She works with beef, sheep and meat goat producers to help them to analyze their operation to improve profitability. She received her B.S. from Penn State in Animal Production in 1986 and M.Ed. in Extension Education from Penn State in 1992. Melanie and her husband have raised purebred breeding stock for over 20 years. Maple Hollow Farm consists of 100 production type Polled Dorset, 15 Tunis and a few Border Leicester ewes that are run primarily on pasture in a rotational grazing system

Susan Beal

PA Association for Sustainable Agriculture

Susan Beal, DVM is the Agricultural Science Advisor for PASA: The Pennsylvania Association for Sustainable Agriculture.

Dr Beal comes from a long background of holistic veterinary practice, ranging from mixed practice through emergency medicine, equine, and companion animal practices. Before joining the team at PASA, Dr Beal was employed by Big Run Healing Arts, a non-speciated veterinary practice dedicated to providing holistic care for animals and the environment.

She also provided educational programs, consulting and coaching for her clients as well as farmers, producers and consumer groups. Susan is particularly interested in whole farm/whole system pasture based ecology, and offers common sense advice and counsel with the goal of health from the ground up – thriving individuals and ecosystems.

Deb Brubaker

Village Acres Farm

Deb worked for three years at Rio Grande Community Farm in Albuquerque, New Mexico. She worked alongside her family and siblings on the family farm, a diversified organic farm. She was a Certification Specialist for PA Certified Organic and serves on the Steering Committee of the Pennsylvania Women's Agricultural Network.

Katie College

Stoney Creek Valley Farm

Katie College is a farmer who manages a diverse operation at Stoney Creek Valley Farm in central PA, including a 55 member CSA, market stand, and website selling tall bearded irises. She's been married for 33 years to a determined non-farmer, and still loves him.

presenters/panelists bio

Sarah Cornelisse

Penn State Extension

Sarah Cornelisse is a Sr. Extension Associate in the Department of Agricultural Economics, Sociology, and Education at Penn State University. Her Extension programming educates agricultural entrepreneurs on issues associated with business management and marketing. Her current focus is on value-added agricultural entrepreneurship with a particular interest in business and marketing planning and the use of social media in the agricultural marketplace.

Deb Fisher

Deb's Flower Farm

Deb Fisher was born and raised in Tennessee, educated in Chemistry at UNLV, and moved to Philadelphia where she developed a love of plants while raising her two daughters. She studied horticulture at the Barnes Foundation in Lower Merion, completing their three-year program. Deb moved to the Julian Woods Community in 1994, helping to manage their newly constructed evapotranspiration waste water greenhouses. Soon after, she started vending plants and cut flowers at the Downtown State College Farmers Market. Deb's Flower Farm is going strong 15 years later and is known for specializing in sustainably growing dahlias for direct sale and arrangements for weddings.

Peggy Fogarty-Harnish

Penn State Extension

Peggy Fogarty-Harnish, M.S., is a Farm Food Safety Educator at Penn State Extension. In 2012, she provided training to over 550 farmers at over 30 educational events helping farmers prepare for buyers expectations, understand the new regulations as well as put into place best practices to reduce risk. In her previous roles as Lancaster County's agricultural economic development educator, she served as a resource for farmers and agricultural businesses to develop and implement their innovations into financial benefit. She specializes in farm food safety, cooperative development, farmers market management, and farm business profitability. Peggy has worked in food systems development for over 14 years in various roles including running a produce farm and operating a CSA with her husband.

Lyn Garling

Over the Moon Farm

Lyn was interested in farms, ranches and the natural world since childhood, although no one in her family farmed. It only took her 40 years to get her own farm! In college she studied biology, ecology, botany, zoology and a couple languages. Her studies took her to Central and South America where she studied tropical ecology, leaf-cutter ants and observed various types of farming systems. At University of California in Santa Cruz she worked as the coordinator of the Apprenticeship in Ecological Horticulture for 8 years before coming to State College, PA. She began working for the Integrated Pest Management Program at Penn State University and also got involved with the newly-formed Pennsylvania Association for Sustainable Agriculture (PASA). She rented some farmland for a couple of years to raise cattle and then took the plunge to buy her own place in 1998. She has been farming at Over the Moon Farm every since, while continuing to work at Penn State as part of the IPM Program

presenters/panelists bio

Lizzi Gorman

Hameau Farm in the Big Valley

Lizzi has been coming to Hameau Farm for 9 summers. She just completed her second year as a Counselor-in-Training during the summer of 2012. Fingers are crossed to welcome Lizzi back as a Jr. Counselor for her 10th summer at Hameau.

Hope Grossman

Hameau Farm in the Big Valley

Hope feels right at home at Hameau Farm, so much in fact that during her 7th summer she told her parents she would rather stay for two more weeks than go on the family vacation...happily they agreed. She completed her 1st year as a Counselor-in-Training and will be returning for more fun (in the barn) next summer.

Susan Haney

Long Lane Flower & Garden

Susan's been raising cut flowers for 30 years, mostly for retail through State College and Millheim Farmers' Markets. In 2006, she and her daughter Greta moved operations "off the farm" to a 1/2 acre town lot where Long Lane Flower & Garden was born. Six years in, the flower shop has become an integral part of the rural community. Many neighbors take pleasure in the flower beds on site and customers seem quite accepting of irregular hours and the open door policy, allowing for pick-ups when it is convenient for the customer. Flowers are occasionally purchased from fellow growers, and during the off-season from a wholesaler.

Olivia Hort

Hameau Farm in the Big Valley

Olivia fell in love her first summer at the farm with KitKat, not the candy, but the heifer! She just completed her second year as a Counselor-in-Training during the summer of 2012 and will be on the staff next summer either as a Jr. Counselor or perhaps in an administrative role.

Laurie Hubbard

PA Sheep & Wool Growers Association

Having been raised on a small farm in Bedford County, Laurie Hubbard took an early interest in sheep. Earning a degree in Animal Science while living and working in the Penn State Sheep Barns, she was offered the Assistant Manager position at the sheep barns where she worked for 11 years, becoming the Penn State Shepherd. When affected by the recent lay-offs in the College of Agriculture, Laurie moved on to Columbia County Cooperative Extension.

The Hubbard family operates a small purebred flock as well as a commercial flock of sheep. Laurie is extremely active in the industry having served two terms on the American Lamb Board, been a Director for the American Sheep Industry, served as Treasurer for the PA Sheep & Wool Growers, member of the PA Voluntary Scrapie Committee, Co-Chaired a National Lamb Feeders Leadership School, member of the PA Farm Show Committee and the Keystone International Livestock Expo sheep committee.

presenters/panelists bio

Emily Lancaster

Animal Welfare Approved

Emily Lancaster is the national Lead Farmer and Market Outreach Coordinator for Animal Welfare Approved (AWA), the nonprofit certification program and food label for pasture-based meat, dairy, and eggs. Working with over 1500 farms in the U.S. and Canada, AWA has become the leading label when it comes to animal welfare, pasture-based farming, and sustainability. Based in Pittsboro, North Carolina, Emily is responsible for delivering AWA's outreach and farmer marketing services, as well as coordinating AWA's Labeling Assistance and Good Husbandry Grants program.

Alyssa Lane

Hameau Farm in the Big Valley

Alyssa proclaimed at her initial visit and interview at the Hameau Farm in January that she "had to work here." Never having focused on the money-end of a cow before her employment she is now confident to milk the herd solo and to deliver calves!

Winifred McGee

Penn State Extension

Winifred McGee began her Penn State career with the Penn State Harrisburg Small Business Development Center in 1987. She joined Extension in 1990, as the state's first *Small and Home-based Business Agent*. Her programmatic focus continues to be micro-enterprise and agri-business support and development; her current educational roles include Coordinator for the Penn State Extension Entrepreneurship Program Priority Initiative, the Pennsylvania State Coordinator for Annie's Project, and instructor for *Food for Profit*, *Exploring the Small Farm Dream*, *Your Future in Focus*, and *Managing Risk for Food Businesses* Extension programs.

Heather Mikulas

Penn State Extension

Heather Mikulas works for Penn State Extension with a focus in agricultural marketing, value added products, and entrepreneurship as they relate to regional food systems. Her current education focus includes PA state coordinator and contributor for the Penn State Extension Entrepreneurship Program Priority Initiative *Exploring the Small Farm Dream*, and is an instructor in *Social Media*, *Food For Profit*, and *Your Future in Focus*. She is Chair of the Pittsburgh Food Policy Council, a collaborative working group to support modernization of agriculture activities and zoning. She has a MSc in Agroecology and has a fondness for fostering creativity and innovation in the agriculture and food sectors, practices Permaculture and tends to grow pumpkin patches in her front yard.

presenters/panelists bio

Katy Miller

Dillon Floral Corporation

Katy Miller is Vice President of Dillon Floral Corporation, a fourth generation family-owned grower and wholesaler in Bloomsburg, PA that services regional retail florists. In her 34 years at Dillon Floral, she has worked in all of the sales departments as well as greenhouse production. Katy has been very active in multiple national and regional floral industry associations and was inducted into the American Academy of Floriculture in 2010. Katy is honored to be involved in the Women's Agricultural Network conference, as she feels the industry has given her many opportunities and she is delighted to give back everything she can.

Brian Moyer

Penn State Extension

Brian Moyer, Program Assistant with Penn State Extension, Ag Entrepreneurship. Specialize in marketing and regulations. Since 1995, Brian has marketed his grass-fed eggs, chicken, turkeys, pork, lamb, and goats through CSA's, farmer's markets, restaurants, and on farm. He was also the founder of the Skippack Farmers Market which he managed for 10 years.

Lauren Peightel

Hameau Farm in the Big Valley

After 5 summers at the farm, Lauren has left her mark on the Arts & Crafts program and on the creativity of every camper. They simply will not look at a rock or a friendship bracelet in the same way. Lauren also helped with the third Hameau trip to Scotland in August of 2011.

Dru Peters

Sunnyside Farm

Dru's partner, Homer Walden, runs Sunnyside Farm, a pasture based, intensive grazed farm in south-central PA. Dru claims to be the farmer's wife and a refugee from a corporate cubicle.

Bonnie Preston

Bonnie Preston is a former librarian with a hunger for democracy. While she quietly assisted library patrons for decades searching out the knowledge they desired, she amassed a good deal of her own. She has--in good librarian fashion--catalogued much of her knowledge and brings it forth in the most timely moments. She is the local leader for Alliance for Democracy, a group that works towards Bonnie's personal passion to preserve the rights of individuals and communities over corporations. After working with communities to safeguard (from Nestle) their rights to their town's water supply, she became involved with local farmers and farm patrons in her own community to preserve access to their own food supply. Her laughter punctuates the weighty topics discussed around food sovereignty and her homemade maple cookies melt cynicism from any meeting room table.

presenters/panelists bio

Boo Radel

Yeekaw Farm

Boo Radel is a 11 year old, fifth grader at Susquenita Middle School and was born on Halloween. With a name like Boo, he hopes to one day make it on the Pro Rodeo circuit. Seriously. Boo, who has mastered the art of sarcasm at an early age, has an comedic gem for a sense of humor. Dancing to the beat of his own drum, Boo plays baseball like his older brother but would really like to start bull riding lessons instead. His parents joke that they have a college fund for Jake and a bail fund for Boo. He does see himself living on a farm raising rodeo bulls.

Jake Radel

Yeekaw Farm

Jake Radel is a 15 year old sophomore at Susquenita High School. Jake is a very intellectual, curious, conscientious kid who is often described as "smart as a whip, not a lick of common sense" by his parents. He loves to read, study, learn and has his heart set on becoming valedictorian of his high school class. After graduation, he hopes to attend Middlebury College in Vermont to study language. He participates in cross country and track and runs area 5K and 10K races. He is often described as a "geek" by his parents who embarrass him every chance they get. The oldest of the four Radel punks, Jake is the best case scenario for leaving the farm, moving to a city in Europe and never looking back on his farming roots!

Judi Radel

Yeekaw Farm

Judi describes herself as a 41 year old tree hugging, dirt worshipping, hippie farmer chick; explaining that the only reason she describes herself as a hippie is because she wears Birkenstocks, loves tie dye shirts, and enforces peace, love and happiness. She has a passion for milking cows and would rather milk cows than make supper. Judi loves farming and couldn't imagine doing anything else in this world. Farming has allowed her the opportunity to live on love and barter her way through life. Her three generational family who surround her daily at Yeekaw Farm is what makes life so interesting and downright wonderful.

Sarah Radel

Yeekaw Farm

Sarah Radel, a nine year old, 4th grader at Susquenita Elementary School is the Radel's best hope for one of their kids to continue farming. She lives and breathes farming. She is active in Perry County Dairy Club, raising and showing Jersey cows. At this young age, she already owns two donkeys, four cows, (two Jerseys and two Herefords), four goats and several sheep. Her future plans are to own a little farm with all kinds of animals except pigs and farm her fields with draft horses.

presenters/panelists bio

Seth Radel

Yeekaw Farm

Seth Radel, 13 years is in 7th grade at Susquenita Middle School. A true country boy, he hates school with a passion. Two of the finer things in life, in Seth's opinion, are baseball and fishing. Rounding out his choices for the perfect day would include hunting, swimming, and did he mention fishing? He also enjoys woodworking, building engines or anything with wheels and loves nature. He is the only one on the farm who actually enjoys the pigs so thus...has been granted the job of tending the pigs. Unsure about his future plans, he just hopes to graduate.

Heather Retberg

Quill's End Farm

Heather and her husband Phil first met as young children in Mexico, where their fathers were missionaries. Led through many twists and turns by their faith and values, they now have children of their own and live on a small, diversified, grass-based farm in Penobscot, ME. The farm is conserved under the Blue Hill Heritage Trust's Farmland Forever program. Heather home-schools their three children, Alexander, Benjamin, and Carolyn. When the state Department of Agriculture began enforcing federal rules for processing chickens and selling raw milk, threatening the family's livelihood, a food activist was born! She is now looked to by farmers across the state and country as a leader in the fight for local control of local food systems.

Claire Robertson

M&M Robertson Farm, LLC

Claire is 7 years old and in second grade at Keystone Elementary School. She is bright and engaged, and loves books and learning. Claire is compassionate and intuitive, and cannot resist running barefoot in freshly tilled earth.

Evelyn Robertson

M&M Robertson Farm, LLC

Evelyn Robertson is 100% 4-years-old. With boundless energy and fortitude, she loves playing in the mud, planting garlic, and dancing to The Squirrel Nut Zippers. Evelyn is often found in the nearest tree.

Maggie Robertson

M&M Robertson Farm, LLC

Maggie Robertson owns M&M Robertson Farms, LLC, along with her husband, Mik, and 2 daughters, Claire and Evelyn. She recently installed a greenhouse on her farm, producing Certified Naturally Grown vegetable seedlings with a focus on promoting personal food security through home gardening. Maggie joined PA-WAgN in 2005 and serves as a Regional Representative for the Western Region. She is also active in PASA and in the League of Women Voters, serving as the League's off-board agriculture specialist for PA.

presenters/panelists bio

Audrey Gay Rodgers

Hameau Farm in the Big Valley

Director/Owner Hameau Farm in the Big Valley, raises a registered herd of Ayrshire cattle and more. Her barn doors also open for girls, ages 8-14, who attend farm camp each summer; and for landscape artists who capture the spring and fall colors on canvas.

Gay is 9th generation in the Big Valley. A graduate of Queens University in Charlotte, North Carolina, she spent her Junior year in Aix-en-Provence, FRANCE.

She is a member of the Pennsylvania Association for Sustainable Agriculture and a founding member of the Pennsylvania Women's Agricultural Network. "It has been my affiliation with the members of these two organizations that fosters the creativity and enthusiasm needed to farm with integrity in 2012."

Lori Sands

Silver Wheel Farm LLC & Certified Naturally Grown

Lori Sands is co-proprietor (with husband Ben Shaevitz) of Silver Wheel Farm, LLC which is 42 acre farm located in northern Butler County, near Slippery Rock, PA. Vegetables, herbs, berries, and eggs are grown on five acres of the farm, with emphasis on hops, garlic and baby ginger. Two 21 x 96 high tunnels extend the seasons. Lori started farming in 1998 and has been Certified Naturally Grown since 2005. She currently serves as Board president of Northwest PA Growers Cooperative Association; a group of natural, organic growers marketing through a multi-farm CSA, an online store, and sales to restaurants and retail stores.

Heidi Secord

Josie Porter Farm

Heidi Secord manages and operates the Josie Porter Farm with her husband Gary Bloss in Northeast PA in the Poconos. The farm, in its sixth season, has a 115 member summer CSA, year-long market stand, winter market in Easton, PA, and an educational on-farm program. The farm specializes in garlic production, selling and marketing garlic products at Garlic Festivals throughout the Northeast. Heidi and Gary have been married for 6 years.

Kyla Smith

PA Certified Organic

Kyla Smith is the Certification Program Director at Pennsylvania Certified Organic (PCO), a certification agency that certifies about 700 operations in the mid-Atlantic region. She's worked with PCO for the past 9 years in various roles including Organic Inspector (for all scopes), Certification Specialist and most recently Policy Director. As Certification Program Director, Kyla oversees the certification team's implementation of the certification review process from receipt of application through issuance of certification. In addition, Kyla coordinates the PCO Certification Committee, a PCO membership based committee that meets yearly to evaluate all of PCO's conflict of interest files to ensure proper procedures were followed by PCO certification staff during the review process. Kyla received her Masters degree in Transformative Leadership and Social Change from the Tai Sophia Institute in Laurel, Maryland.

presenters/panelists bio

Kim Walsh

Chesapeake Education, Arts, and Research Society

Kim has worked in the field of human rights education and on social economic justice issues for the past 10 years. She received her permaculture design course certificate in 2008 and co-founded Wild Meadows Farm business in 2009 with certification from Pennsylvania Certified Organic. The farm practices biointensive and permaculture principles and is currently located in Stewartstown, PA (York County). Kim also serves as the Executive Director of Chesapeake Education, Arts, and Research Society (CHEARS), a 501(c)3 non-profit and assists with the numerous volunteer driven projects that integrate the arts, education, and research in their environmental stewardship within the Chesapeake Watershed.

Chris Wise

Friends Farm

Chris Wise, together with John Favinger, owns and operates Friends Farm. They host a Community Supported Agriculture (CSA) program farm and certified kitchen. Chris sells local food and prepared lunches at her on-farm market,. Chris markets to her community and organizes an annual farm tour in her region.

meet the mentors: discover the power of mentoring

Welcome to PAWAgn's new mentoring network. With your help, we plan to build a vibrant network of women farmers across the state. We know women farmers prefer peer-to-peer learning and these networks will facilitate mutual exchange. This year, six women farmers will serve as specialty lead mentors in the following areas:

- **Animal & Meat Production**
Judy Radel, Yeehaw Farm
- **Value-Added Production Strategies including Agritourism & On-Farm Education**
Claire Orner, Quiet Creek Herb Farm & School of Country Living
- **Small Fruits & Vegetables**
Jennifer Montgomery, Blackberry Meadows Farm
- **Dairy & Cheese Enterprises**
Cathy & Gwen Soult, Wayside Acres Goat Dairy
- **Urban Farming, Food Access, & Nutrition**
Kirsten Reinford, Joshua Farm

Today, join the lead mentor in the area in which you are most interested and we will start building these specialty networks. In the session, tell us what information you have to share and what information you would like to learn. During this year, each mentor will share information at this symposium, at an on-farm field day, and through an on-line farminar (our version of a webinar).

These specialty networks complement our regional networks. Don't forget to stay in touch with your regional representatives for regional potlucks, on-farm field days, and other events.

specialty mentor bio & contact information

Jennifer Montgomery

Blackberry Meadows Farm

Email: jen@blackberrymeadows.com

<http://blackberrymeadows.wordpress.com>

With 14 years of organic farming experience behind her, Jen and her family decided to take on the challenge of Blackberry Meadows Farm in 2007. She's worked on organic vegetable farms in West Virginia, Maryland, Pennsylvania, and as far away as Scotland and New Zealand. After all of her worldly farm travels, she took time out to earn her Masters in Sustainable Systems from Slippery Rock University, where she studied the science and theory behind the various styles of Sustainable Agriculture. Since graduating, she's worked on both large scale CSAs and small urban gardens (with Grow Pittsburgh), giving her a broad range of tools for growing veggies and fruits on her own farm. With a 150 member CSA, two farmers markets and several wholesale accounts, Blackberry Meadows plays a major roll in the Pittsburgh food scene, being the only certified organic farm in Allegheny Co.. Jen (or the farm) is a member of PASA, PA-WAgN, and Slow Food Pittsburgh.

Claire Orner

Quiet Creek Herb Farm & School of Country Living

Email: quietcreek@windstream.net

<http://www.quietcreekherbfarm.com>

Claire and her family are stewards of the non-profit educational facility, Quiet Creek Herb Farm & School of Country Living that is a 30-acre organic farm located in Brookville, Pennsylvania. Quiet Creek raises vegetables, fruits, herbs, edible and cut flowers. Much of the produce is used to make organic (non-certified) products such as herbal teas, soaps, dried produce, vinegars, etc. The farm uses only sustainable techniques when fertilizing the plants, controlling weeds, and managing insects, bacteria, and fungi. Quiet Creek's year-round classes cover sustainable topics such as sustainable energy, integrated pest management, vermicomposting, creating raised beds, soil food web, herbal soap making, bread making and many more.

Judi Radel

Yeehaw Farm

Email: yeehawfarm@yahoo.com

<http://yeehawfarm.webs.com>

Judi describes herself as a 41 year old tree hugging, dirt worshipping, hippie farmer chick; explaining that the only reason she describes herself as a hippie is because she wears Birkenstocks, loves tie dye shirts, and enforces peace, love and happiness. She has a passion for milking cows and would rather milk cows than make supper. Judi loves farming and couldn't imagine doing anything else in this world. Farming has allowed her the opportunity to live on love and barter her way through life. Her three generational family who surround her daily at Yeehaw Farm is what makes life so interesting and downright wonderful.

Kirsten Reinford

Joshua Farm

Email: joshuafarm@pa.net

www.joshuafarm.wordpress.com

Kirsten grew up in Lebanon County and graduated from Eastern Mennonite University in 1998. She didn't get the farming bug until later, when she had a working share in a CSA. Kirsten helped to launch Joshua Farm in 2006. Joshua Farm is an urban farm located on a one acre plot of land in a low-income neighborhood of Harrisburg. As a program of Joshua Group, a local non-profit organization that works with at-risk youth, Joshua Farm offers employment opportunities to youth, makes locally grown food accessible to residents of Allison Hill and beyond, and offers service-learning experiences to students of all ages.

Cathy and Gwen Soult

Wayside Acres Goat Dairy

Email: waysideacres@gmail.com

<http://www.waysideacres.com>

Cathy and Gwen Soult are a mother-daughter duo who operate a 250 head dairy goat farm in Newport, PA. Cathy has had goats for over 30 years, and has experienced most, if not all, the bumps in the road involved in goat ownership. Gwen, who has recently moved back to the farm to become a co-manager, has helped with the management of young/dry stock since 1993--intermittently, since she had to navigate middle and high school and undergraduate and graduate school during that time. All of their "girls" are raised by hand, and the "girls" are seen not just as production animals, but also as pets--every girl has a name, which gets tricky after the first 100. Currently, they are permitted by the PA Department of Agriculture for on- and off-farm raw milk sales, and cheese making, and soon they will be going Grade A with bottled, pasteurized milk.

conference scholarships courtesy of...

Brindle Hill Farm

Chesapeake Education, Arts, and Research Society (CHEARS)

CAL Funding Initiatives

Anonymous Donor

PA-WAgN Working Group

Mary Barbercheck

meb34@psu.edu

Kathy Brasier

kbrasier@psu.edu

Jennifer Hayden

jah1111@psu.edu

Nancy Ellen Kiernan

nekiernan@psu.edu

Patty Neiner

prn103@psu.edu

Carolyn Sachs

csachs@psu.edu

Ann Stone

ams39@psu.edu

Rachel Terman

art172@psu.edu

Kathleen Wood

kfw121@psu.edu

The Pennsylvania State University is committed to the policy that all persons shall have equal access to programs, facilities, admission, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by University policy or by state or federal authorities. It is the policy of the University to maintain an academic and work environment free of discrimination, including harassment. The Pennsylvania State University prohibits discrimination and harassment against any person because of age, ancestry, color, disability or handicap, national origin, race, religious creed, sex, sexual orientation, gender identity, or veteran status. Discrimination or harassment against faculty, staff, or students will not be tolerated at The Pennsylvania State University. Direct all inquiries regarding the nondiscrimination policy to the Affirmative Action Director, The Pennsylvania State University, 328 Boucke Building, University Park, PA 16802-5901; Tel 814-865-4700/V, 814-863-1150/TTY.