

*PA Women's Agricultural Network
presents*

*Building a New Food
& Agriculture Economy*

December 10, 2013

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

Tuesday, December 10, 2013

- 8:00 a.m.— Presidents Prefunction (outside Presidents Hall)
Registration**
- 9:00 a.m.— Presidents Hall 1
Welcome**
- Keynote Address: Judy Wicks “Good Morning Beautiful Business: The Power of Love and Compassion in Building the new Economy”**
- 10:00 a.m. Breakout Sessions**
- 10:50 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**
- 2:15 p.m. Networking Break, 1st & 2nd Floor Break Areas**
- 2:25 p.m. Breakout Sessions**
- 3:50 p.m. Networking Break, Presidents Hall Banquet Area**
- 4:00 p.m. Presidents Hall 1
Closing—*Getting the Most Out of the PA-WAgN Specialty Mentor Program***
- 4:45 p.m. Evaluation**
- 5:00 p.m. Adjourn**

keynote address



Judy Wicks

Good Morning Beautiful Business: The Power of Love & Compassion in Building the New Economy

Keynote Speaker Judy Wicks is an entrepreneur, author, speaker and mentor working to build a more compassionate, environmentally sustainable and locally based economy.

Judy presents “Good Morning, Beautiful Business: The Power of Love and Compassion in Building the New Economy.” In this keynote address, Judy traces her evolution from a little girl who rejected all things feminine to a business woman who used her feminine energy to build a more compassionate economy. It’s a story of transforming the heart of the entrepreneur; understanding that business is about relationships, and money simply a tool; moving from a competitive mindset to one of cooperation; changing our measurement of success from continual material growth to the growth of healthy communities and natural life; and building a new economy that protects and restores what we truly care about.

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Kathryn Randall, Storyteller, Writer, Educator

workshops & panel discussions at a glance

8:00-9:00 a.m.	Registration—Presidents Prefunction 1	
9:00 a.m.	Presidents Hall 1 Welcome Keynote Address: Judy Wicks GOOD MORNING BEAUTIFUL BUSINESS: THE POWER OF LOVE & COMPASSION IN BUILDING THE NEW ECONOMY	
10:00 a.m.	Room 104	Room 107
Breakout Sessions	Maria van Hekken CREATING YOUR VISION Workshop	Sam & Susie Byler, River View Dairy Kerry Kaylegian, Ph.D., Dairy Foods Research & Extension Associate with Penn State FARMSTEAD CHEESE & FOOD SAFETY Presentation
10:50 a.m.	Networking Break—1st Floor & 2nd Floor Break Areas	
11:00 a.m.	Room 104	Room 107
Breakout Sessions		Shelly Hedlund, Weavers Way Coop CONNECTING COMMUNITIES THROUGH URGAN AGRICULTURE Presentation
Noon	Networking Lunch - Gardens Restaurant	
1:00 p.m.	Room 104	Room 107
Breakout Sessions	Erin Hart, Farm to Table Pittsburgh/American Healthcare Group STRATEGIC MARKETING: DIRECT TO CONSUMER RELATIONSHIPS Presentation	Terri Fetterolf, Dundee Farm DEVELOPING ON-FARM EDUCATIONAL PROGRAMS Presentation
2:15 p.m.	Networking Break—1st Floor & 2nd Floor Break Areas	
2:25 p.m.	Room 104	Room 107
Breakout Sessions	Joan Norman, One Straw Farm Presentation	Maggie Robertson, M&M Robertson Farm, LLC Heidi Secord, Josie Porter Farm Hannah Smith-Brubaker, PA Farmers Union PUBLIC POLICY AND ADVOCACY: MAKING YOUR VOICE HEARD Panel
3:50 p.m.	Networking Break—Presidents Hall Banquet Area	
4:00 p.m.	Presidents Hall 1 MAKING THE MOST OF THE PA-WAgN SPECIALTY MENTOR PROGRAM	
4:45 p.m.	Evaluation	
5:00 p.m.	Adjourn	

workshops & panel discussions at a glance

Room 112	Room 202	Room 218
Dianne Elsom, CenterPoint Counseling and Consulting MINDFULNESS MEDITATION FOR ALL THE SEASONS OF YOU Interactive Workshop	Heidi Witmer, LEAF Project Leslie Zuck, Common Ground Farm IS "VOLUNTEER" HELP TOO GOOD TO BE TRUE? Panel	Deb Brubaker, Village Acres Farm SMALL FRUIT & VEGETABLE PRODUCTION: THE BACKWARDS PLANNING METHOD Workshop
Room 112	Room 202	Room 218
Susan Beal, PA Association for Sustainable Agriculture ESTABLISHING YOUR GOALS Workshop	Darlene Livingston, PA Farm Link FARM SUCCESSION PLANNING Presentation	Caroline Owen, Owens Farm MULTI-SPECIES GRAZING THROUGH THE SEASONS AT OWENS FARM Presentation
Room 112	Room 202	Room 218
Lisa Davis, PA Office of Rural Health Hannah Smith-Brubaker, PA Farm Link THE PATIENT PROTECTION & AFFORDABLE CARE ACT & ITS IMPACT ON ACCESS TO HEALTH CARE IN THE AG COMMUNITY Panel	Susan Bean, PA Association for Sustainable Agriculture INTRODUCTION TO HOLISTIC MANAGEMENT™ FINANCIAL PLANNING (PART 1 OF 2) Workshop	Tracey Coulter, PA DCNR Bureau of Forestry CONNECTING FARMS & THEIR WOODS: AN INTRODUCTION TO AGROFORESTRY Presentation
Room 112	Room 202	Room 218
Claire Orner, Quiet Creek Herb Farm & School of Country Living BUILDING RELATIONSHIPS ABROAD: TAKING A FARM SABBATICAL Presentation	Susan Bean, PA Association for Sustainable Agriculture INTRODUCTION TO HOLISTIC MANAGEMENT™ FINANCIAL PLANNING (PART 2 OF 2) Workshop	Audrey Fisher-Pederson, Bending Bridge Farm Brooks Miller, North Mountain Pastures Jorie Porter, Start2Farm Megan Ruli, Piney Mountain Orchards Anna Santini, North Mountain Pastures RESOURCES FOR NEW & BEGINNING FARMERS Panel

workshops & panel discussions

CREATING YOUR VISION

10:00 a.m., Room 104

Maria van Hekken, Yes2Yes Company

Description in development

FARMSTEAD CHEESE & FOOD SAFETY

10:00 a.m., Room 107

Sam & Susie Byler, River View Dairy

Kerry Kaylegian, Ph.D., Dairy Foods Research & Extension Associate, Penn State University

Food safety is on everyone's minds, from producers to regulators. There is an increasing interest in producing and consuming farmstead cheeses which is attracting the attention of those who regulate food safety.

Starting with the care of their goats and working through the entire process to the finished product, Sam and Susie Byler of River View Dairy will share the food safety and sanitation protocols they use in their farmstead cheese-making business. They will also relate their experience with the inspection process and the importance of building a relationship with their inspector. Kerry Kaylegian, Ph.D., Dairy Foods Research & Extension Associate with Penn State, will be on hand to answer specific questions about food safety requirements for small dairy producers.

MINDFULNESS MEDITATION FOR ALL THE SEASONS OF YOU

10:00 a.m., Room 112

Dianne Elsom, CenterPoint Counseling and Consulting

A workshop focused on reflection, learning and direct participation in Mindfulness Meditation Practices which include unwinding, relaxing and centering the mind, body and spirit---before, during and after the main farming/agricultural season. For those not actively in direct farming, come bring the seasons of your specific profession and experience how special energy movements, breathe and contemplative meditation thought practices can assist you in fully sustaining your unique gifts, careers and personal talents---all the seasons of the year.

SMALL FRUIT & VEGETABLE PRODUCTION: THE BACKWARDS PLANNING METHOD

10:00 a.m., Room 218

Deb Brubaker, Village Acres Farm

Description in development

workshops & panel discussions

CONNECTING COMMUNITIES THROUGH URBAN AGRICULTURE

11:00 a.m., Room 107

Shelly Hedlund, Weavers Way Coop

Description in development

ESTABLISHING YOUR GOALS

11:00 a.m., 112

Susan Beal, PA Association for Sustainable Agriculture

Description in development

FARM SUCCESSION PLANNING

11:00 a.m., Room 202

Darlene Livingston, PA Farm Link

This workshop will provide a brief overview of farm succession planning. All participants will receive a hard copy of the workbook recently adapted for Pennsylvania entitled "Planning the Future of Your Farm" (free of charge). The workbook is a great take home resource with many worksheets available to utilize for the farm operation.

MULTI-SPECIES GRAZING THROUGH THE SEASONS AT OWENS FARM

11:00 a.m., Room 218

Caroline Owens, Owens Farm

Caroline will review how she and her husband rotationally graze sheep, pigs, chickens, beef, and horses on 112 acres of mostly open pasture in Sunbury, Pennsylvania. She will discuss how the challenges and opportunities change with the season and review how fencing, shelter, mineral supplementation, watering systems, cover-cropping, and overall animal objectives are all factored into the paddock assignments.

STRATEGIC MARKETING: DIRECT TO CONSUMER RELATIONSHIPS

1:00 p.m., Room 104

Erin Hart, Farm to Table Pittsburgh/American Healthcare Group

Workshop attendees will gain knowledge about health care options for individuals and small businesses. Entitlement programs such as Medicaid, Medicare, Pace will be included as options to pay for care. The Affordable Care Act (Health Care Reform/Obamacare) will be presented as it relates to individuals and small businesses.

workshops & panel discussions

DEVELOPING ON-FARM EDUCATIONAL PROGRAMS

1:00 p.m., Room 107

Terri Fetterolf, Dundee Farm

Description in development

THE PATIENT PROTECTION & AFFORDABLE CARE ACT & ITS IMPACT ON ACCESS TO HEALTH CARE IN THE AG COMMUNITY

1:00 p.m., Room 112

Lisa Davis, Pennsylvania Office of Rural Health

Hannah Smith-Brubaker, Pennsylvania Farmers Union

in March 2010, President Obama signed comprehensive health reform, the Patient Protection and Affordable Care Act (ACA), into law, the most significant government expansion and regulatory overhaul of the country's healthcare system since 1965. The ACA aims to increase the quality and affordability of health care, reduce the costs of health care for individuals and the government, and increase the numbers of Americans who have health insurance. This presentation will provide an overview of the programs funded by the ACA to assist consumers and small business owners in enrolling in health insurance plans through the Patient Navigator program and the Health Insurance Marketplace. It also will offer an overview of HealthChoices, the state's Medical Assistance Managed Care program, and the Children's Health Insurance Program (CHIP).

INTRODUCTION TO HOLISTIC MANAGEMENT™ FINANCIAL PLANNING (2 PART WORKSHOP)

1:00 p.m. (part 1), 2:25 p.m. (part 2), Room 202

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.

workshops & panel discussions

CONNECTING FARMS & THEIR WOODS: AN INTRODUCTION TO AGROFORESTRY

1:00 p.m., Room 218

Tracey Coulter, Pennsylvania DCNR Bureau of Forestry

Today, forests comprise about 60% of the land cover in Pennsylvania, but its non-forested land-base is largely agricultural. Despite the predominance of these land uses, agroforestry, or the integration of trees and agriculture is poorly understood and generally not considered by landowners or farmers in land use planning. Still, a 2005 survey of forest landowners and farmers (Strong and Jacobson) indicated that one third of respondents were interested in producing non-timber forest products such as ginseng, ramps or mushrooms and one quarter of the participants indicated that they were interested in practices that would enhance livestock production such as silvopasture, windbreaks, and riparian forest buffers. This presentation will introduce these key agroforestry practices and present examples that can be adapted to Pennsylvania's farms and forests along with on- the-ground examples of what's happening right here on our fields and forests.

PUBLIC POLICY AND ADVOCACY: MAKING YOUR VOICE HEARD

2:25 p.m., Room 107

Maggie Robertson, M&M Robertson Farm, LLC

Heidi Secord, Josie Porter Farm

Hannah Smith-Brubaker, PA Farmers Union

With both the rise in women farmers and the increase in policies that impact our operations, it is more important than ever for women farmers to have a political voice. Join us to learn about opportunities for political involvement and how to build relationships with those who make the policies that impact us. We'll talk about how to track policy, legislation, and rule-making, as well as how to get involved and take action on issues that are important to you.

BUILDING RELATIONSHIPS ABROAD: TAKING A FARM SABBATICAL

2:25 p.m., Room 123

Claire Orner, Quiet Creek Herb Farm & School of Country Living

Discover how the Orner Family carved out time from Quiet Creek Herb Farm & School of Country Living to love, laugh, live, and learn within the communities of Jamaica and France. While on a seven month sabbatical in Corsica, France and Harmons, Jamaica, they studied the benefits of the Mediterranean diet and techniques of essential oil distillation; volunteered their services building houses and earthen ovens; and studied the farming cultures. Hear stories and see pictures of their journey, and take home practical tools and answer thought-provoking questions through this interactive presentation to inspire you to consider a similar life-changing opportunity.

workshops & panel discussions

RESOURCES FOR NEW & BEGINNING FARMERS

2:25 p.m., Room 218

Audrey Fisher-Pederson, Bending Bridge Farm

Brooks Miller, North Mountain Pastures

Jorie Porter, Start2Farm

Megan Ruli, Piney Mountain Orchards

Anna Santini, North Mountain Pastures

This panel discussion will address important topics for those who would like to start their own farm or for those farmers who have recently made the jump from “dream to reality.” Jorie Porter of Start2Farm, part of the USDA National Agricultural Library, will guide the audience through the Start2Farm website, which lists programs and resources throughout the country for beginning farmers and ranchers. Jorie will address some of the most popular issues with beginning farmers including land access, financing, and labor with the help of a panel of farmers who have all made the transition within the past 5 years to their own land and farm businesses. Other topics for discussion can include farm management, planning, marketing, and farm infrastructure. The panel represents a diversity of experience in vegetable and animal farming in the south central PA region and will surely provide good insight and advice for beginning farmers, as they too are still figuring out the ropes.

workshops & panel discussions