

Sheraton Richmond West Hotel  
6624 West Broad Street  
Richmond, VA 23230  
(804) 285-2000

Super comfy 4 person rooms with 2 double beds at the Sheraton Richmond West Hotel may be reserved for \$92.00 per room. This conference rate is offered for Nov. 8, 9 and 10 *only* and must be reserved by October 16, 2009. Reservations must be made by **calling the hotel directly** and requesting the Small Farm Family Conference rate. The reservation numbers are (804) 285-2000 or (800) 325-3535..

No earplugs are needed at the Sheraton! Relax in your room, the lounge, the fireside, or enjoy the heated indoor pool or outdoor jogging trail. There's also tennis and a fitness center. Free parking. Bring your family this year!

From North Take I-95 South to Interstate 64 West (Exit 79). Do not take the Interstate 295 bypass. Take the Broad Street East Exit (Exit 183B). Turn left at the first traffic light into the Brookfield Complex.

From West Follow I-64 East. Take the Broad Street Road East Exit. Turn left at the first traffic light into the Brookfield Complex.

From Byrd Field/Richmond International Airport Take Interstate 64 West to Interstate 95 North. Proceed to the Charlottesville/Interstate 64 Exit (Exit 79). Continue to the Broad Street East Exit (Exit 183B). Turn left at the first light into the Brookfield Complex.

From South Take I-95 North to I-64 West (Exit 79). Do not take the Interstate 295 bypass. Continue to the Broad Street East Exit (Exit 183B). Turn left at the first traffic light into the Brookfield Complex.

*Cooperative Extension programs and employment are open to all, regardless of race, color, religion, sex, age, veteran status, national origin, disability, or political affiliation. An equal opportunity/affirmative action employer. Issued in furtherance of Cooperative Extension work, Virginia State University, Virginia Polytechnic Institute and State University and the U.S. Department of Agriculture cooperating. Dr. Wondi Mersie, Interim Administrator, 1890 Extension Program, Virginia State University, Petersburg, VA, R.D. Rudd, Interim Director, Virginia Cooperative Extension, Virginia Tech, Blacksburg.*

Have a safe trip!

Anyone wishing to attend requiring special accommodations, please call 5 days in advance with your request.

# Linking Urban and Rural Communities

November 9-10, 2009



## 7<sup>th</sup> Annual Small Farm Family Conference Sheraton Richmond West Hotel



Sponsored by:  
Virginia Cooperative Extension  
Small Farm Outreach Program



## Monday – November 9, 2009

1:00 pm – 2:00 pm  
(plenary session)

**Opportunities in Agriculture Tourism**  
Jane Eckert, Eckert AgriMarketing, Inc.  
St. Louis, Missouri

2:00 pm – 3:30 pm  
(Session 1)

**Survive and Thrive: Business and Market Planning Essentials for the Small Farmer**  
Michael Clark, Planet Earth Diversified  
Stanardsville, Virginia  
Amy Hicks, Amy's Garden, Quinton, Virginia

**Urban Forestry**  
Paul Revell, Virginia Department of Forestry

**Preserving Your Farm for Future Generations**  
Carl Bundick, Attorney at Law  
Northampton County, VA

**School to Farm – Educating Kids about Agriculture**  
Bryant Laird, Red Bluff Farm  
Folsom, Louisiana

3:30 pm – 4:00 pm

Break

4:00 pm – 5:30 pm  
(Session 2)

**Marketing Your Agri-Tourism Enterprise**  
Jane Eckert, Eckert AgriMarketing, Inc.  
St. Louis, Missouri

**Farm to City, Marketing Directly to the Public: Small Farm Liability Issues You Need to Know**  
Andrew Branan, J.D.  
North Carolina Farm Transition Network, Inc. (NCFTN)  
Hillsborough, North Carolina

**USDA Panel**  
**Funding Opportunities and Incentives for Small, Limited-Resource and Socially Disadvantaged Farmers**  
James Hill, Southern Region - Sustainable Agricultural Research and Education Program  
Dan Solomon, Natural Resource and Conservation Service  
Mike Wooden, Farm Service Agency

**Agriculture Tourism Farm in the Blue Ridge Mountains**  
Lynn Graves, Graves Mountain Lodge  
Syria, Virginia

6:00 pm

Dinner

## Selling to Restaurants: Do's and Don'ts for Small Farmers

Nov. 10 at 10:30 am

Local restaurants who create dishes using local ingredients are seeking out fresh foods grown at nearby farms or Virginia farms. This talk will help you learn practical tips on how to sell to local chefs. You will learn what a successful local chef is looking for and how they expect your product to be delivered. In addition, you will learn how a successful small farm approaches local chefs to sell a product. This talk will help you understand the “Do's and Don'ts” for Small Farmers.

## Operating a Roadside Stand on St. Helena Island

Nov. 10 at 10:30 am

Jacky Frazier owns Barefoot Farms in St. Helena, South Carolina. As travelers make their way to Hilton Head, Beaufort and Bluffton on South Carolina's Treasured Coast, they pass Jacky's roadside stand. Watermelons, cantaloupes and tomatoes are the biggest sellers but Barefoot Farms grows and sells the complete assortment of typical summertime fruits and vegetables. The stand opens in March when the strawberries are ready and stays open through December. John A. “Jacky” Frazier offers insight to others who are considering opportunities outside wholesale production agriculture. His experience in developing a successful roadside market offers invaluable lessons concerning the ease and difficulty in making the transition.



## **Income Potential and Community Connection: Workplace Farmers Markets and Community Supported Agriculture**

Nov. 10 at 8:30 am

On-site delivery of farm products combined with the farmers market concept is an innovative way that Virginia Cooperative Extension is connecting local farms to big business. This unique community connection makes sense to employers, as an employee wellness program, and makes cents for small farmers, as a marketing alternative. This talk will discuss the results of an employee interest survey, and the planning and planting of the Workplace Farmers Market & CSA Pilot Program at Richmond Veterans Administration Medical Center, to be launched in 2010.

## **Urban Profit for Farming**

Nov. 10 at 8:30 am

Community Roots is an innovative Neighborhood Supported Agriculture model in Boulder, Colorado, bringing local food production and distribution into urban settings. This 3 ½ year old urban farming project was created by farmer Kipp Nash, who has successfully converted 13 front and back yards, and church lawns into vegetable gardens for neighbors and CSA shareholders, with surplus for the Boulder Farmer's Market and food for families in need - while creating increased community connections among neighbors at the same time.

## **Linking Urban and Rural Communities**

Nov. 10 at 10:30 am

Growing Power transforms communities by supporting people from diverse backgrounds and the environments in which they live through the development of Community Food Systems. These systems provide high-quality, safe, healthy, affordable food for all residents in the community. Growing Power develops Community Food Centers, as a key component of Community Food Systems, through training, active demonstration, outreach, and technical assistance. Will Allen, our Chief Executive Officer believes, "If people can grow safe, healthy, affordable food, if they have access to land and clean water, this is transformative on every level in a community. I believe we cannot have healthy communities without a healthy food system."

Our goal is a simple one: to grow food, to grow minds, and to grow community. Growing Power began with a farmer, a plot of land, and a core group of dedicated young people. Today, our love of the land and our dedication to sharing knowledge is changing lives.

## **Tuesday - November 10, 2009**

8:30 am – 10:00 am

### **Income Potential and Community Connection: Workplace Farmers Markets and Community Supported Agriculture**

Christina Flory, Richmond Veterans Administration Medical Center  
Theresa Nartea, Reza Rafie and Chris Mullins  
Virginia State University

### **Urban Farming for Profit**

Kipp Nash, Community Roots  
Urban Gardens of Boulder, Colorado  
Boulder, Colorado

### **Selling to Restaurants: Do's and Dont's for Small Farmers**

Patricia Stansbury, Epic Gardens  
Bon Air, Virginia  
Molly W. Harris, Edible Garden Restaurant  
Richmond, Virginia

### **Operating a Roadside Stand on St. Helena Island**

Jacky Frazier, Barefoot Farms  
St. Helena, South Carolina

10:00 – 10:30 am

Break

10:30 am – 12:00  
(plenary session)

### **Linking Urban and Rural Communities**

Will Allen, Growing Power  
Chicago, Illinois and Milwaukee, Wisconsin

12:00 noon

Lunch

### **Farm Tours in the Afternoon**

Livestock  
Aquaculture  
Randolph Farm - Horticulture



### **Opportunities in Agriculture Tourism**

Nov. 9 at 1:00 pm (plenary session)

Jane Eckert draws from an extensive range of first hand experience and knowledge to teach marketing and tourism skills that help farms successfully transition to retail enterprises. She promotes agri-tourism as a way to preserve farmland. She will talk about current opportunities in agriculture tourism that can enable farm families to generate much more income than they could ever earn by growing and selling crops and livestock.

### **Business and Market Planning Essentials for the Small Farmer**

Nov. 9 at 2:00 pm

Come learn about how two local small farmers Michael Clark, Planet Earth Diversified, and Amy Hicks, Amy's Garden have thrived and survived the challenges of operating a small farm business successfully. Through sacrifice and hard work, a small farm can become a success; the key is knowing what to sacrifice and what hard work is necessary to become profitable. In small farming ventures it is not easy to know what things we need to focus time, energy and money on. This workshop will help you to refine your business and marketing approach to focus on long-term and short-term goals for small farm enterprises.

### **Urban Forestry**

Nov. 9 at 2:00 pm

Forested neighborhoods have less crime, less pollution, reduced energy costs, higher resale value, and higher "Quality of Life" than similar open areas. Come learn about the benefits, costs, and how to strategically plant, manage and get involved with tree ordinances in your community.

### **Preserving Your Farm for Future Generations**

Nov. 9 at 2:00 pm

Topics for this discussion include many family farming issues. Land inheritance, property sales, financial management of debt and taxes, estate planning, and the role of mediation will be defined by Attorney Carl Bundick, Mediator for the Virginia State Agriculture Mediation Program.

### **School to Farm – Educating Kids about Agriculture**

Nov. 9 at 2:00 pm

Red Bluff Farm's educational tours have been developed into a "open-air" classroom. Bryant Laird designed the agriculture farm field trip to assist in combining hands-on activities along with educational information. The farm tour was also put into place to help create vivid and meaningful memories of how the farm touches our lives each and every day in so many ways. Over 15,000 children visit each year from schools throughout this region of Louisiana.

### **Marketing Your Agri-Tourism Enterprise**

Nov. 9 at 4:00 pm

Jane Eckert will discuss marketing strategies that will allow agri-tourism entrepreneurs to reach target customers, maximize their selling season and maximize profitability. She will speak about consumer demand, website design and effective publicity to market your farm. A sixth generation farmer's daughter with a degree in business and more than 25 years of marketing experience, Jane has published six books on agri-tourism and agrimarketing and has been featured in *USA Today*, *Time* and *This Week in Agribusiness* on RFD-TV.

### **Farm to City, Marketing Directly to the Public**

Nov. 9 at 4:00 pm

Andrew Branan, an agricultural attorney and director of the North Carolina Farm Transition Network, Inc. (NCFTN) will discuss the small farm liability issues that are associated with the new trend of farm to city marketing entrepreneurial ventures. There are many legal issues that small farms should be aware of when marketing directly to the public; in addition, preventative legal measures to protect farm assets and the public well-being will be addressed in layman's terms, in an easy to understand, applied manner.

### **Funding Opportunities and Incentives for Small, Limited-Resource and Socially Disadvantaged Farmers**

Nov. 9 at 4:00

James Hill of Southern Region Sustainable Agriculture Research and Education (SARE), will discuss the grant opportunities that are available to small, limited-resource and socially disadvantaged farmers. He will elaborate on the application process, management of the grants and the responsibilities of grant recipients. Dan Solomon and Mike Wooden will outline and discuss various NRCS and FSA programs and services that benefit small, limited-resource and socially disadvantaged farmers respectively. Participants will learn how to apply for and manage the incentives offered by these USDA agencies.

### **Agriculture Tourism Farm in the Blue Ridge Mountains**

Nov 9 at 4:00 pm

Lynn Graves will talk about the development of Graves Mountain Lodge in Madison County. This family has created one of the most popular tourism destinations in Virginia using their apple and peach orchards and beef cattle pastures as a base. Their location beside the Shenandoah National Park on the Rose River in the Blue Ridge Mountains is a beautiful setting for family entertainment such as horseback trail riding, trout fishing, bluegrass music and fall festivals.



**VIRGINIA COOPERATIVE EXTENSION**  
**7<sup>th</sup> Annual Small Farm Family Conference**

**Linking Urban and Rural Communities**

**November 9-10, 2009**

Name/s .....

Children .....

Address .....

City ..... State ..... Zip.....

Telephone (H) ..... (W) .....

E-Mail .....

<p style="text-align: center;"><b>Children's Program</b> <b>Monday, November 9, 2009</b> O' to flax – Art Appreciation Meals on Wheels B+ Positive Miniature Petting Zoo Wear Your Corn Silk Vests</p> <p style="text-align: center;"><b>Tuesday, November 10, 2009</b></p> <p>Kamp Kreatures: Participants will enjoy an extremely interactive puppet show, then create their own puppet and story-line.</p> <p style="text-align: center;">Tweens &amp; Teens will attend an educational field trip</p>
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**Conference Fee: \$25.00 per person (child or adult)**  
**Make checks payable to: Virginia State University**  
**Please mail this registration form and payment by October 26, 2009 to:**

Virginia State University  
Attn: Andy Hankins  
Box 9081  
Petersburg, VA 23806

Phone (804) 524-5960 Fax (804) 524-5714  
cstreetman@vsu.edu



If you are a person with a disability, please contact this office five (5) days prior to the activity to arrange accommodations

