The University of Delaware Cooperative Extension
in collaboration with the Cooperative Extension Services of:
  Delaware State University
  University of Maryland
  and Rutgers, the State University of New Jersey

Present the

10th Annual Women in Agriculture Conference

January 25 - 26, 2011
Dover Downs Hotel & Casino
Dover, Delaware

Keynote Address

SusieO
Speaker and Humorist

“Kids, Crops, Sows and Cows - Life Happens, Learn to Bounce”

Luncheon Address

Virginia Morton
Tallman Family Farms

“Transitioning a Family Farm to a Family Business”
Workshop Descriptions

Workshop Session #1  10:00 - 11:15 AM  Tuesday, January 25

**EPA/CAFO** - Who is the EPA and what is a CAFO? In this era of the Environmental Protection Agency farmers are facing new and challenging regulations. It is more important than ever to understand these regulations. Come learn how to determine if your animal operation is a Concentrated Animal Feeding Operation and how these rules and regulations could affect your business.

**Cases of Biological Controls in the Greenhouse** - This presentation will provide information about the biological control agents available for different pests in the greenhouse. Parasitoids and predators will be discussed with case scenarios where they have demonstrated effectiveness at managing the pests.

**Farmer to Chef and Buy from Your Neighbor** - **Buy From Your Neighbor** is a program begun by former New Castle County Executive, Chris Coons, to encourage consumers, wholesalers, retailers and restaurants to seek out and purchase Delaware-grown products. The Farmer to Chef event is simple – pairing local farmers with local chefs. While the event is a fundraiser for the March of Dimes, it also helps to create sustainable relationships between local farmers and chefs, and reinforces the movement of eating healthy, which is something the March of Dimes believes in and promotes to women who are considering pregnancy. This session will feature a panel including local chefs, farmers and agency personnel.

**Beyond Your Brochure** - **Implementing Marketing Plans and Expanding Your Marketing Collateral** - Marketing involves capturing a "unique" segment of customers. The 4P’s of marketing are still the keystones of a marketing plan. What are the first steps to implementing a marketing strategy and what kinds marketing activities are worth the effort? Are there any new tools producers should add to their marketing tool-kit?

Workshop Session #2  1:15 - 2:30PM  Tuesday, January 25

**Carbon Trading** - Learn about the impact that Eco-Trading could have on your farm. The session will describe the Eco-Trading project conducted by the Maryland Association of Soil Conservation Districts (MASCD). It is a three year program to inform the agricultural community in the six state Chesapeake Bay watershed about market-based conservation programs and to understand farmers’ opinions and concerns. At the conclusion of the project, the results of up to 540 farmer surveys and final reports of 27 conservation districts will be compiled and included in the final report to be distributed throughout the watershed.

**Doing Business Electronically with the Farm Service Agency** - Attend this session to learn the process and benefits of doing your FSA business electronically - including online registration for FSA programs.

**Native Plants** - **Why We Should Grow Them** - This presentation will cover assorted native plants. It will include why we should use native plants, their year around appeal and beauty, the benefits to the environment and their growing requirements. Native plants have been growing in Delaware woods, hedgerows and fields before Europeans ever came to this land; and if you were a country child playing in the woods and fields, these are the ones we saw as we grew up. This workshop will revisit these wonderful trees, shrubs and flowers and help us understand the advantages of growing coastal plain native plants.

**Entrepreneurial Coaching** - Are you a rural entrepreneur in Maryland? Entrepreneurs are innovators who assume the risk of organizing and operating a business or non-profit venture. Entrepreneurs question the status quo; they recognize opportunities for addressing needs, problems and wants that others may not see. The Maryland Rural Enterprise Development Center (MREDC), a web-based rural development initiative of the University of Maryland Extension, will provide interested producers with **one-on-one** coaching from trained industry leaders and farmers to help aspiring independent businessmen and women develop realistic plans and achieve their goals. Individual coaching sessions will be available through 4:00 PM.

Workshop Session #3  2:45 - 4:00 PM  Tuesday, January 25

**Farm Credit: Programs for Beginning Farmers, Women and Experienced Producers** - In this session participants will learn about several opportunities for beginning farmers and women offered through Farm Credit. In addition, the **AgBiz Master's Program** will be discussed with information on future classes and how to apply.

**Business Plans** - Using **AgPlan**, an on-line tool developed by the Center for Farm Financial Management at the University of Minnesota, participants will learn how this resource can help them develop their business plan step-by-step - with an option to easily share their plan with their own reviewers.

**Food Bank** - A presentation on the efforts of the Food Bank of Delaware to build statewide capacity to provide food to all who need assistance. It will focus on successful partnerships and collaborations with the agricultural community, educational institutions, foundations, government, and the community.

**Entrepreneurial Coaching** - This is a double session - please see description above.

It is the policy of the Delaware Cooperative Extension System that no person shall be subjected to discrimination on the grounds of race, color, sex, disability, age or national origin.
Registration Form

A block of hotel rooms has been held for conference participants. Please call the Dover Downs Hotel at 800-711-5882 by January 2, 2011 to reserve your room at the conference rate of $125, for single or double occupancy. You must mention that you are with the group code - GAG11 - to get the $125 rate.

On Tuesday evening, January 25th, we will host a “networking” reception and an opportunity to watch harness racing. The reception will follow the afternoon General Session. We look forward to seeing you at the conference!

Laurie Wolinski
Extension Associate, University of Delaware Cooperative Extension

For more information contact Laurie Wolinski at 302-831-2538 or visit the web at: http://ag.udel.edu/extension/kent/womeninag.htm

Volunteer Opportunity!

If you would like to volunteer to moderate a breakout session, which includes introducing the speaker and collecting evaluations at the end of the session—please check the box on the registration form below. You will be assigned one of the sessions that you register for. Thank you for considering this opportunity!

Registrations should be sent to:

Michelle McCullough—Women in Ag Registration
University of Delaware
213 Townsend Hall
Newark, DE 19716-2130 OR Fax: 302-831-0857

Please mail registration by Monday, January 7, 2011.

Conference Registration is $40.00.

Please mail your registration form and include a check made payable to: University of Delaware

Name ___________________________________________________
Address ___________________________________________________ City __________ State _________ Zip _________
E-mail address ______________________________________________
Phone Number ____________________________

I plan to attend the Tuesday evening reception. Yes ____ No ____
______I will volunteer to facilitate a breakout session (a session that I have pre-registered for)

Please select workshops by circling ONE topic from each COLUMN. *Right Risk is a double session - you must register for both time slots.

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<th>Session #1 (Tues)</th>
<th>Session #2 (Tues)</th>
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<td>(1:15 - 2:30)</td>
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The Goal of the Women in Agriculture Conference

The goal of the Women in Ag Conference is two-fold: to recognize women for the critical role they play in day-to-day farm and agribusiness activities; and to provide risk management information and tools so that participants can make informed decisions concerning their agribusinesses and families. This conference offers an opportunity for participants to learn and network in a relaxed atmosphere.

Featured Speakers

SusieO

Susie Oberdahlhoff is a city-born preacher’s kid turned farm-wife and mother. She entertains audiences across the country with her wit and wisdom. Her unique perspective and gift of storytelling causes people to laugh at life and learn at the same time. Weaved throughout her stories, Susie incorporates her 4 P’s of Prosperity and reminds audiences of the importance of learning to bounce through life’s twists and turns. Susie lives on a working farm along with her husband, Richard. They raise hogs, cattle, and hay on their acreage located in the rural area near Bowling Green, Missouri. They are parents of two children and two grandchildren.

Virginia Morton

Virginia is a managing partner of Tallman Family Farms, L.L.C., also known as Tallman Potatoes, in Tower City, PA. The operation consists of a 1000+ acre potato and grain farm, and a potato packaging and distribution operation serving the Eastern US with tablestock potatoes. Virginia, one of eight siblings, was born and raised on the potato farm in Tower City. Along with four of her brothers, George, Bill, Joseph, and Richard, she continues to operate the original farming operation begun by her parents, George and Christine Tallman, in 1946.

Nancy Maxwell

Nancy is a second-year PhD student in Entomology at North Carolina State University. She is studying the management of insect pests in agricultural production systems. Nancy’s interest in agriculture began when she worked at a local farm market in her hometown in New Jersey throughout high school and for several years prior to graduate school. Nancy now lives in North Carolina with her husband and two young children. She would like to fulfill her life-long dream of owning a farm someday, but in the meantime, is content with researching solutions for growers and advocating the role of full-time career women (and mothers) in agriculture.

Conference Schedule

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<th>Tuesday, January 25, 2011</th>
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<tr>
<td>7:45</td>
<td>Registration &amp; Continental Breakfast</td>
<td>8:00 Continuous Breakfast</td>
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<tr>
<td>8:30</td>
<td>General Session</td>
<td>8:30 Workshop Session 4</td>
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<tr>
<td>10:00</td>
<td>Workshop Session 1</td>
<td>10:00 Workshop Session 5</td>
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<tr>
<td>11:30</td>
<td>Luncheon</td>
<td>11:30 General Session</td>
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<tr>
<td>11:30</td>
<td>Luncheon Address: Virginia Morton</td>
<td>Speaker: Nancy Maxwell</td>
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<td>1:15</td>
<td>Workshop Session 2</td>
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<td>2:45</td>
<td>Workshop Session 3</td>
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<tr>
<td>4:15</td>
<td>General Session</td>
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<td>5:30-7:30</td>
<td>Annie’s Project, Ag LEADership, and Keeping Informed</td>
<td>5:30—7:30 Reception and Harness Racing</td>
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<tr>
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Workshop Descriptions, continued

General Session 4:15 PM Tuesday, January 25 2011
Looking ahead! Please come back to the general session to hear a brief overview of selected programs, including Annie’s Project, LEAD Programs in Delaware and Maryland and how to stay informed about regulatory risk.

Workshop Session #4 8:30 - 9:45 AM Wednesday, January 26

Saving Money on Pastures While Maintaining Nutrition - Horses can maintain themselves nutritionally on pasture alone, however, it must be good quality pasture. In order to have good quality pasture some management is necessary, but it doesn't have to break the bank. This presentation will explain some basic cost effective pasture management tips that will save money on feed bills in the long run.

Alternative Crops - Aronia is a fruit with a long history and it is high in nutraceutical properties. As a North American native species it was once utilized by Native Americans, but was ignored by colonists for its strong flavor. In the early 20th century, eastern Europeans started growing Aronia for fruit production and developed many cultivars. Recently, because of its health benefits, it has come back to the United States as a potential organically-grown alternative crop. This talk will cover general and cultural information about Aronia, along with present and ongoing research being conducted in Maryland.

Farmers' Market/Community Supported Ag Panel - A panel of three women producers will talk about their experiences with Farmers' Markets and CSAs.

Right Risk: A Critical Look at Ag Profitability - Double Session - This program provides an in-depth look at profitability on a traditional 800 acre grain farm in Maryland. It will allow you to objectively look at various factors affecting profitability in the format of a computerized simulation. The presentation will enable you to rethink decisions such as crop insurance, grain marketing and crop rotations for your farm operation. It is a hands-on learning experience with an easy to use computer program that helps make the decisions, and at the end of the scenario calculates your levels of risk as well as potential profits and losses.

Workshop Session #5 10:00 - 11:15 AM Wednesday, January 26

Farm-to-School - Maryland and Delaware are doing work to increase the participation in the Farm-to-School program. Learn what is being done to increase the connection between buyers and sellers. This session will also discuss some of the barriers as well as the educational effort toward promoting the program.

Egg Grading/Candling: Selecting the Right Poultry Breed for Getting Started with an Egg Enterprise - Have you been considering the addition of a flock of chickens to your farm? We will discuss the specific breeds that are out there to meet your needs! Do you know how to grade and size eggs prior to packaging for sale? Join us for a hands-on opportunity to learn how to candle and determine internal quality factors for grading eggs. We will also discuss the laws for selling eggs in Delaware.

Strong Women/Healthy Hearts - This session will introduce women to a program being launched in 2011 by Cooperative Extension Educators in Delaware. In this session participants will learn about ways they can stay heart healthy, including being physically active and preparing healthy delicious foods. Getting up and moving and taste testing will be included as well.

Right Risk - This is a double session - please see description above.

General Session 11:30 AM Wednesday, January 26, 2011

“Our Role as Women in Agriculture
…and what we bring to the table”

Nancy Maxwell
Non-Profit Organization

Women in Agriculture
Challenges & Opportunities

January 25 - 26, 2011

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