

# Small Farms Conference

Oregon State University  
OSU Extension Small Farms Conference

LaSells Stewart Center - Corvallis, Oregon  
Saturday, February 22nd, 2020

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University

## Registration

• \$85 per person

## How to Get Here

### From I-5

Take Exit #228 to Corvallis. Head west 10 miles on Hwy 34. Make a left turn onto Hwy 34 bypass. Go right on 26th St., cross Western Blvd., and the LaSells Stewart Center will be on your right.

### From HWY 99 Southbound

Highway 99W becomes 4th St. Make a right turn on Western Blvd. Take another right turn on 26th St. The LaSells Stewart Center will be on your right.

### From HWY 99 NorthBound

Go over the Marys River Bridge. Make a left turn on Western Blvd. Make a right turn on 26th St. The LaSells Stewart Center will be on your right.

### From 9th Street

Drive south on 9th Street, turn right on Harrison, then left on 14th Street. (Note: When 14th crosses Monroe Ave., it becomes 15th.) Turn right on Western Blvd., and right on 26th Street. The LaSells Stewart Center will be on your right.)

## Parking

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## Conference Schedule

8:00 am Registration & Refreshments

Lunch: 12:30 pm to 2:00 pm

Plenary Session: 8:50 am to 9:20 am

Session 3: 2:10 pm to 3:30/4:00 pm

### Concurrent Sessions

Networking Session: 3:30 pm to 5:30 pm

Session 1: 9:40 am to 11:00 am

Session 2: 11:20 am to 12:30/12:50 pm

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## Conference Schedule

### Concurrent Sessions

#### Session 1: 9:40 am to 11:00 am

**Getting the Most Out of Your Hoophouse Vegetable Production – Andrew Mefferd** - Growing vegetables in a hoophouse or greenhouse is becoming more important for local growers to lengthen local food season. However, many small growers are using field-growing techniques in their greenhouses and hoophouses, that do not make the most of their precious covered growing space. This talk will introduce the system of protected vegetable production pioneered by the Dutch, which is common in large commercial vegetable production and is also useful on smaller farms. Andrew will discuss the basic principles of protected growing and how they differ from field growing. The focus is on the eight most common edible greenhouse crops: tomatoes, cucumbers, peppers, eggplant, lettuce, greens, herbs and microgreens. We will discuss why these crops are the most reliable ones to pay off for protected growing, and how to evaluate the potential of other crops. Both presentations will cover material from Andrew's book, *The Greenhouse and Hoophouse Grower's Handbook*.

**Value Added Meat Goat Production – Renard Turner, Vanguard Ranch** - Vanguard Ranch maintains of herd of about 100 goats and grows seasonal produce on its 60 acres. The meat goat breeds carry the myotonic trait for easier management and are managed at a low stocking rate to enhance the health of the herd. Quality is the goal because the ranch retains ownership of the meat and which is marketed as ranch identified value-added products.

**Advanced Nitrogen Management in Organic Vegetables – Dan Sullivan, OSU; Nick Andrews, OSU; Clare Sullivan, OSU** - OSU, WSU and other Universities have done a lot of research on this topic in recent years. At OSU, that has culminated in several new Extension publications that you can use to manage soil nutrients more efficiently on sustainable and Organic vegetable farms. For 45 minutes we'll update you on recent research and Extension advice related to N management in organic vegetables, and some ongoing trials. For the last 30 minutes of the session we'll answer questions and discuss N management. This is an advanced session, but beginners interested in the topic are also welcome!

**Just Getting Started? Exploring What to Farm – Teagan Moran, OSU** - As a beginning farmer, you need to determine what CAN be grown or raised on your property and what you WANT to produce. This session will cover how to assess natural resources on a property, such as soil and water, to know what your options are. We will introduce the basic physical property and personal considerations for livestock, fruit, flower, and diverse vegetable operations. Due to the brief time we get together, we will not be covering production methods, costs of production, or marketing strategy, however, you will leave knowing what questions to ask in order to take the first step into farming and with a resource packet to help you along the way.

**Strengthening Inclusive Democracy in Food System Spaces: Organizing tools for combating white supremacist activities at farmers markets and other public spaces – Zakir Khan, Western States Center; Anna Springer, Oregon Farmers Markets Association Policy Board Chair** - Farmers markets have seen a major increase in political activity in recent months, which is interfering with their ability to both function and to operationalize their growing Diversity, Equity, and Inclusion commitments. We'll discuss the situation and hear from an expert on how to organize around the goal of creating inclusive, anti-racist food system spaces.

**Changes to the Oregon Farm to School Program that Benefit Producers – Amy Gilroy, Oregon Department of Agriculture; Sara Runkel, OSU; Lauren Gwin, OSU; Melina Barker; Angela Hedstrom, Ecotrust; Jesse Nichols, Stoneboat Farm; Jeff Aichele, Aichele Farm; Lisa Vincent** - Oregon's Farm to School Program received an \$11 million boost for the 2019-2021 biennium. The expanded program includes increased funding for schools to purchase Oregon grown and processed foods and a new grant program designed to help producers overcome barriers associated with equipment and infrastructure costs to sell Oregon grown and processed products to schools. Hear how the new grant program may be a fit for your small farm business and how to connect with your local procurement hub for resources. You will also hear from producers and school districts who have successful business relationships.

**Olives 101: What you need to know if you are considering a small orchard in Oregon – Javier Fernandez-Salvador, OSU; Tessa Barker, Graduate Student, OSU** - Olives do grow in Oregon! This "up and coming" crop has multiple considerations that you need to evaluate in order to be successful with production. In this session you will learn the basic physiology and growth of the plant, land requirements an orchard establishment needs, what the OSU Olea Project is researching and what are the options for selling your final product. Please remember that OSU is new to this crop too and we have a lot of answers to share but also questions that we are working on resolving.

**Passing the Baton: How to transfer information, assets, and responsibility to the next generation – Nellie McAdams, Oregon Agricultural Land Manager with Columbia Land Trust; Diana Tourney, Clackamas Small Business Development Center; Theo Ciszewski, Persephone Farm; Matt Gordon, Rogue Farm Corps; Jabrila Via, Winter Green Farm** Whether you're passing the farm on to a family member or a non-family member, it's important to be intentional about how you transfer knowledge of farming techniques, responsibility for business decisions, and the land and equipment that make up the business. Panelists will provide both elder and younger generations with advice on how to successfully pass on the farm business, including how to be a supportive mentor and mentee, and financial planning to assist with transfer – including working land easements as a tool for succession.

**Cut Flower Profitability – Erin McMullen, Rain Drop Farm; Aaron Gaskey, Rain Drop Farm; Tanya Murray, Oregon Tilth** - Choosing, Growing and Selling Specialty cut flowers. How to find the best crops for your farm, the best markets for your product, and the best price for your flowers. Determining what crops are worth growing, which are lost leaders, and which are just not worth the effort.

#### 11:20am – 12:30pm/12:50pm: Session 2

**Black, Indigenous, and People of Color Perspectives on Entering Small Farming – Speakers and session description coming soon.**

**Teaming with Microbes for Adaptive Agriculture: Insights from Research with the Dry Farming Collaborative – Lucas Nebert, OSU; Eliza Mason, Lilliputopia Farm; Rusty Rodriguez, Adaptive Symbiotic Technologies** - Since the beginning of plant evolution, microbes have enabled plants to adapt to diverse environments around the globe. However, these important relationships between plants, bacteria and fungi have been mostly unknown until recently. Increasingly, agricultural practitioners are working with beneficial plant microbes to improve crop yields and reduce over-reliance on inputs. This session highlights an ongoing participatory research project between OSU researchers, a biologicals company called Adaptive Symbiotic Technologies, and Oregon small farmers of the Dry Farming Collaborative, who are working together use beneficial fungi to enable crops to be grown with less water.

**Milking for Money: Are You Doing It Right? – Jenifer Cruickshank, Dairy Management, OSU** - Are you milking anything? Goats? Sheep? Cows? Milk is a delicious and nutritious but also highly perishable food. This session will cover best practices for sanitation, milk handling, and milk testing in order to minimize risk. Regulatory expectations for milk producers regarding milk sales and manure management will also be discussed

**Is Starting a Farm Stand Right for You – Nella Mae Parks, Nella Mae's Farm; Maud Powell, OSU; Melissa Fery, OSU; Pami Monnette, OSU** - Join Nella Mae Parks, owner of Nella Mae's Farm and small farms faculty to help you decide whether or not starting a farm stand is right for your farm business. We will discuss farm stand models, food safety and quality, general rules and permits relating to what you can sell and market through a farm stand, as well as unique tips and tricks. Farm stands are becoming a more popular avenue to direct market products on the farm. Nella Mae's Farm is a small, diversified family vegetable and beef operation in rural northeast Oregon. About one third of the farm's sales come through the on-farm, self-serve, honor-system farm stand which is open from April through October. The farm stand, which has been in operation for 4 years, is the only "grocery

store” selling fresh produce in Cove, a town of 550 people. Nella Mae was skeptical about starting a farm stand and yet it has become one of the most fulfilling aspects of the farm, both as a community service and sales outlet. Nella Mae has become a passionate advocate of farm stands as a way to help small-scale growers combat food deserts and build community.

**Developing a Brand Identity: for Farmers Market Businesses** – *Kate Morton, Streetsense; Chris Orcutt, Radical Social Media* - This workshop will focus on the core work of developing a solid brand identity and will be geared towards new business owners and new farmers markets, as well as anyone who’s considering a rebrand. Using examples and providing tools and guidance the goal here is to help you build a good foundation for your future marketing activities. A brand is much more than a logo, so we’re here to help you identify your value proposition, your own “story” and your own brand identity

### **What to Expect When You Are Expecting an Inspection: Produce Safety Rule Implementation in Oregon** – *Sara Runkel, OSU*

For fruit and vegetable growers in Oregon the first year of inspections for the Food Safety Modernization Act Produce Safety Rule has just concluded. As of January 2020 the minimum standards that apply to Qualified Exempt farms will be in effect. Come to this session to learn where your farm stands with the Produce Safety Rule and hear what OSU and ODA are offering farmers to meet the requirements. Farmers who have had a FDA produce safety inspection will also discuss their experience. There will be ample time for Q&A.

**Field Grown Winter Vegetables West of the Cascades** – *Laura Masterson, 47th Ave Farm; Danny Percich, Full Plate Farm; Nick Andrews and Heidi Noordijk, OSU* - Even without high tunnels, fresh vegetables can be grown year-round in the Willamette Valley. Variety selections, planting dates, and harvest dates for brassicas and chicories will be discussed. Winter weather can cause heavy losses some years, but in most years, crops produce well and provide fresh local vegetables for your customers, and early season farm income. Nick and Heidi will share their findings from trials with cauliflower, cabbage, radicchio, and purple sprouting broccoli. Laura Masterson and Danny Percich will share their experiences growing winter vegetables. A participatory discussion of successful varieties and management practices will conclude the session – please bring your winter vegetable crop records.

### **2:10pm – 3:30pm or 4pm: Session 3**

**Winter Vegetable Love: Extend Your Season & Margins with Resources to Grow, Sell & Cook Them** – *Katherine Deumling, Cook With What You Have; Lane Selman, OSU* - Interested in ideas for marketing your winter vegetables at market and through CSA? In this session, you will hear examples of how to get customers excited about winter vegetables. Katherine will do a cooking demonstration and tasting as well as discuss methods and tips to get your customers interested in and passionate about winter vegetables. Lane will present the Eat Winter Vegetables project with the goal to increase awareness and consumption of local organic winter vegetables and share resources available to farmers through this project.

**Growing a Flower Farm** – *Dannielle Swan and Valiant Poole, Field to Heart; Leah Rodgers, Indigo Gardens* - Moving a farm can be a huge undertaking, as can switching your crop lineup. You’ll hear from one farm that has uprooted their entire farm and re-established with intention, and a farm that has made the successful transition from vegetables to full time cut flowers.

**Oregon Farmworker Voice in Local Food Communities** – *Laura Galindo, Communications & Membership Director, PCUN – Pinosos y Campesinos Unidos del Noroeste; Ricardo Contreras, Board President, Casa Latinos Unidos; Laura Bennett, Gathering Together Farm; Kevin Boyle, Equitable Food Initiative* More and more, we are seeing stories of community-led efforts that motivate us to address some of the most pressing problems in our communities. Oregon Agriculture has long depended upon a predominately Latinx and Indigenous labor force, and this session will work to address how we can begin to center those voices in our local food communities. Join us in learning about farmworker and Latinx movements and organizations in Oregon and how we can support them. We will hear from Laura Galindo about local farmworker movements and campaigns, and from Ricardo Contreras about their work and the potential of collaborating with local farms to provide outreach to Oregon’s rural Latinx communities. Laura Bennett will speak to the collaborative potential of mobilizing support for these groups as farmers and consumers alike. Kevin Boyle will talk about what EFI does to help foster worker-led changes on farm with their

educational trainings. We are so excited to learn more about some of Oregon’s incredible farmworker & Latinx organizations, how to be engaged citizens beyond voting with our forks as consumers, and how farmers can come together as problem-solvers to help create mechanisms for worker voice on farm. We recommend this session to all—to farmers who hire migrant farmworkers and to those who don’t, to consumers, to farmers market managers and board members, to small farm extension agents, and more.

**Value Added Targeted Niche Markets Production** – *Renard Turner, Vanguard Ranch, Virginia* - Vanguard Ranch has a goal of gaining as much profit as possible from each of its crops. Identifying a niche and being a value-added producer is the pathway to small farm success. For Vanguard Ranch this means their high quality goats become high quality goat meat that is marketed directly to customers through a food concession trailer at food festivals as goat kabobs, curry goat, and goat burgers. The ranch also hosts music events to support their food sales. In addition to the concession stand, the goat meat and vegetables produced on the ranch are marketed direct to restaurants, ethnic markets, and grocery stores.

**Tipping the Profit Scale: Building Equity in the Burgeoning Hemp Industry** – *John Sanchez, Tribal Hemp Master Grower/Producer; Dr. Rachel Knox, Endocannabinologist & Certified Cannabinoid Medicine Specialist, Doctors Knox, Inc.; Travell Bradford, Mama Roots LLC; Sunny Summers, Oregon Department of Agriculture; Mookie Moss, Boones Farm* - This workshop addresses the opportunities and challenges of creating greater equity and inclusion in the hemp industry. Topics covered include the history of hemp production in the U.S., current best management practices, licenses and regulations, infrastructure needs and challenges, and markets. The session will consist of a panel of diverse producers, and presentations from industry and university experts. This session is not about how to grow hemp. It focuses on the regulatory and marketing challenges farmers must address if they decide to grow hemp.

**How to Make Decisions About Investing in Tools and Equipment** – *Tanya Murray, Oregon Tilth; Josh Volk, Slow Hand Farm* - In this workshop we look at two approaches for analyzing investments in farm assets – first we look at two financial measures: a simple cost benefit analysis, and an analysis that takes into account the time value of money. Beyond the financial considerations we also look at less quantitative factors, benefits to the farm in more wholistic ways, and we discuss how to factor these into decisions about whether or not to buy that shiny new tool that promises to change the whole game.

**Sampling at Farmers Markets for Marketing or Customer Feedback** – *Ann Colonna, Food Innovation Center; Amanda Pastoria, Umpqua Valley Farmers Market* - There are two good reasons to sample: one is to push product to sell, the other is to collect feedback, and the approach you take for either is wildly different. This workshop for farmers market vendors and farmers market managers includes some brief rules and regulations around safe sampling, but mostly focuses on how to maximize your sampling opportunities at the market in order to get useful feedback from folks on your food items (Fruit or vegetable varieties! New value-added products!).

**Managing Insects and Diseases in Tree Fruits** – *Nik Wiman, Tree fruit specialist OSU* - Learn techniques for organic management of insects and diseases commonly found in Willamette Valley tree fruits. This workshop will address identification, monitoring, preventing, and controlling insect pests and diseases. Identify, access and use data from your nearest weather station to help you make decisions on how to manage your crops using “my pests”.

**Protected Culture of Berries East and West of the Cascades!** – *Javier Fernandez-Salvador, OSU; Clare Sullivan, OSU; Avery Pheil, OSU* Come learn about the low and high tunnel strawberry and raspberry production research on both sides of the mountains. Javier Fernandez-Salvador will share the techniques and results of his low-tunnel strawberry production trials in the Willamette Valley, which include cultivar evaluation, tunnel cultural management, and adoption of organic production practices (fertigation, pest management, post-harvest, etc.). Clare Sullivan will showcase a new berry research project in Deschutes County being conducted with six farms, striving to find a feasible system for growing fruit in the high desert. First year results comparing strawberries and raspberries grow in high tunnels and the open field will be shared, including costs of a PVC high tunnel.

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OSU Extension Service

Small Farms Conference • February 22nd, 2020

**Register online at: <http://smallfarms.oregonstate.edu/sfc>**

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## Circle your sessions and give a 1st and 2nd choice!

### Session 1: 9:40 am to 11:00 am

- Getting the Most Out of Your Hoophouse Vegetable Production
- Value Added Meat Goat Production
- Advanced Nitrogen Management in Organic Vegetables
- Olives 101
- Just Getting Started? Exploring What to Farm
- Changes to the Oregon Farm to School Program that Benefit Producers
- Cut Flower Profitability
- Strengthening Inclusive Democracy in Food System Spaces: Organizing tools for combating white supremacist activities at farmers markets and other public spaces
- Passing the Baton: How to transfer information, assets, and responsibility to the next generation

### Session 2: 11:20 am to 12:30/12:50 pm

- Protected Culture Vegetable Crop Management and the Economics of Hoophouse Growing – Andrew Mefferd
- Black, Indigenous, and People of Color Perspectives on Entering Small Farming
- Milking for Money: Are You Doing It Right?

- Teaming with Microbes for Adaptive Agriculture: Insights from Research with the Dry Farming Collaborative
- What to Expect When You Are Expecting an Inspection: Produce Safety Rule Implementation in Oregon
- Field Grown Winter Vegetables West of the Cascades
- Developing a Brand Identity: for Farmers Market Businesses
- Is Starting a Farm Stand Right for You

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