

	Sustainable Foundations	Gardening	Specialty Crops	Vegetable Crops	Grain Crops	Dairy and Grazing	Animals	The Homestead	Urban Agriculture	Business and Marketing	People and Policy	Begin Farming	Potpourri
FRIDAY, FEBRUARY 16													
Session I 8:30-10:00 a.m.	Soil Biology and Soil Health (Allen Philo)	Win-Win Cultivation (Barbara Utendorf)	How to Prepare for a GAP Certification Audit (Scott Bowman)	Microbe-Containing Crop Biostimulants: What We Know, What is Important to Learn (Matthew Kleinhenz)	Growing U.S. Organic Production in the Face of Imports (John Bobbe)	The Formulation, Manufacture, and Selection of Teat Dips (Jessica Belsito)	Key Principles of Well-Managed Grazing Systems (Sarah Flack)	A Willow Coppice Patch for Your Garden, Homestead, and Farm (Howard Peller)	Cover Crops for Small-Scale Vegetable Production (Oliver Freeman)	Changing Customer Expectations: A Possible Path Forward for CSA Farms (Daniel Grover)	Shaping Policies and Programs to Grow More Farms (Holly Rippon-Butler, Abbe Turner)	Your Top 10 Organic Transition Questions Answered (Julia Barton)	From H1N1 to Histoplasmosis: Preventing Zoonotic Disease Transmission from Livestock and Other Animals (Lisa Craig)
Session II 10:30 a.m. - 12:00 p.m.	Panel Discussion: Better On-Farm Research for Better Organic Farming (Liz Maynard, Jeff Moyer, Jordan Setlage, Douglas Jackson-Smith)	Trees for People, Planet, and Profit (Wes Duren)	Seed Starting and Soil Block Making (Erin Harvey)	Tighten Up Your Crop Planting Sequence (Todd Schriver)	Storing Grain: Keep it Clean, Keep it Dry, Keep it Cool (Dean McIlvaine)	Fine-Tuning Your Grazing System (Sarah Flack)	Raising Pastured Turkeys: From Brooder to Profit (Jessica Conrad, Jonathan Gabis, Leevi Stump)	Homesteading with Heritage Breed Animals (Mary Lou Shaw)	You CAN Take it With You: Lessons from Losing Your Land (Lisa Helm, Matt Tomaszewski)	Business Basics for Today's Start-Up Farmer (Anthony Barwick, RoShawn Winburn)	Panel Discussion: Reforming Crop Insurance (David Bell, Jefferson Dean, Marty Warnecke, Julia Barton)	Land Access and Affordability for Beginning Farmers (Michael Durante)	Saving the Harvest Through Value-Added Production (Jeannie Seabrook)
Session III 2:00-3:30 PM	Base Cation Balance: What are Soils, Crops, Weeds, and People Saying? (Steve Culman, Matthew Kleinhenz)	Joyful Gardening, Joyful Eating (Debra Knapke)	Using Liquid Waste From Brewers for Fertilizer (Richard Stewart)	Cool Season Vegetable Production for Winter Harvest in High Tunnels (Liz Maynard, Michael O'Donnell, David Robb)	Row Cultivators for Organic Weed Control (Jefferson Dean)	Grazing Q&A: Troubleshooting Your Grazing System (Sarah Flack)	You Have to Eat Them to Save Them: Choosing the Right Hog Breed for Your Farm (James Anderson, Justin Dean)	Underground Greenhouse Design and Growing Conditions (Stephanie Blessing, John Wright)	Inroads into Food Deserts: A Real-Time Report on Mobile Farmers' Market and Good Food Access Initiatives (Danny Swan)	Panel Discussion: 15 Minutes of Fame: Forming Strong Relationships with Local Media (Jim Coe, Julie Kramer, Debbie Snook, Pete Emmons)	Panel Discussion: Defending Organic Integrity (John Bobbe, Liana Hoodes, Jen Kindrick, Amalie Lipstreu)	In The Trenches with Farming and Government Regulations (Jacob Coleman)	Many Places, Many Movements: Listening Back on Our History (David Bell, Jess Lamar Reece Holler)
SATURDAY, FEBRUARY 17													
Session IV 8:30-10:00 a.m.	Interpreting Soil Health Information for Organic Farmers (Alan Sundermeier)	Companion Planting for Small-Scale Systems (Kate Cook)	Pay it Forward: Preparing Your Beds for Success (Steve Adams, Ben Jackle)	Organic Approaches to Insect Management on Cucurbit Crops (Celeste Welty)	Integrating Livestock and Crop Production: A Multi-Species Approach (Joe Funkhouser)	Designing Health Protocols for Certified Organic Herds (Gustavo Schuenemann)	Hogs in an Agroforestry System (Weston Lombard)	Discover Unique Uses for Alpaca Fiber (Alicia Rocco)	Urban Farming Practices and Principles (Milan Karcic)	How to Identify and Attract Your Ideal Customer (Corinna Bench)	Weaving Food Policy Work Statewide: The Development of the Ohio Food Policy Network (Meredith Krueger, Leslie Schaller)	Health Insurance and Risk Management for Farmers: Tools for Navigating Health Insurance (Shoshannah Inwood, Stephanie Petruskas)	Learning Bounty Hunting: Source More Local Food for Your Restaurant or Institution (Bob Fedyski, Chris Knies)
Session V 10:30 a.m. - 12:00 p.m.	Pollinator Power (Bethany Majesky)	Seeds of My Ancestors: Saving Seeds from the Past for the Present and Future (Ronda Clark)	Native Appalachian Medicinal Forest Plants: Finding a Niche in Forest Herbs (Eric Burkhart)	Fertility for Vegetables (Allen Philo)	Diversity in Organic Grain Production: Research Ideas for Improved Management (Danielle Kusner)	Extend the Grazing Season Summer and Winter (Bob Hendershot)	Decreasing Mortality and Increasing Profits in Pastured Broilers (Michael Jones)	Fight Fossil Fuels at Home: Easy DIY Biogas Digesters (Erin Hogan, Kyle Look)	Urban High Tunnel Tomato Production (Annabel Khouri, Eric Stoffer)	"Cultivating" Your New Agribusiness: The First Five Years (Ambrose Moses III)	The Environmental and Health Costs of Hydraulic Fracturing in Ohio: Air, Water, Waste, and Land Use (Ted Auch, Deborah Cowden)	Marketing for Your Farm: Sell More of Your Product (Gretel Adams)	The Ohio Foodways Project (Lisa Trocchia-Balkits)
Session VI 3:30 - 5:00 p.m.	Agroforestry, Forest Farming, and Native Forest Crops (Eric Burkhart)	Fruit Tree Grafting (Bill Johnson)	Log-Grown Shiitakes: The Ins and Outs of Efficient Growing (Dickie Crowe)	Production of Organic Sweet Potatoes (Mike Anderson)	Dual-Use Perennial Grain Crops: Grain for Humans and Hay for Livestock (Steve Culman)	Goat Health Made Easy (Sasha Sigetic)	Strategies for Small Aply Success (Dave Noble)	Building with Grass, Sticks, and Mud (Charles Schiavone)	Can Urban Soils be Made Healthy for Farming? (Larry Phelan)	Get Your Farm Funded: Finding and Applying for Grants (Larissa McKenna)	A Future Worth Fighting For: How You Can Stand Up to Big Ag and Make a Big Difference (Stacy Malkan)	Panel Discussion: Pasture-Raised Humans: A Conversation About Raising Your Children on the Farm (Sherry Chen, Jeff Suchy, Lyndsey Teter, Rachel Tayse)	Are Two Wheels Enough? Walk-Behind Tractors for Small-Scale Agriculture (Joel Dufour)

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FRIDAY, FEBRUARY 16

Session I: 8:30-10:00 a.m.

Soil Biology and Soil Health

Allen Philo, BioStar Organics

Allen Philo will explain how farming practices affect soil biology and soil health, how human intervention in the soil-plant system can cause a breakdown in these relationships, and how this can be remedied. In addition, learn about different tests for soil health that are on the market.

Win-Win Cultivation

Barbara Utendorf, Wilmington College

Learn how to optimize the health benefits of your garden. Barbara Utendorf, a doctor of naturopathy, will share research-based information on the top plants, foods, and herbs that are particularly beneficial in restoring human vitality, as well as your garden ecosystem and environment!

How to Prepare for a GAP Certification Audit

Scot Bowman, Quality Fresh

Considering a GAP audit, but not sure where to start? Relax! Scot Bowman will take you through the steps in the process. Learn what is required to prepare for a GAP certification audit, including the basic elements of a food safety plan and the combined Harmonized Produce Safety Standard.

Microbe-Containing Crop Biostimulants: What We Know, What is Important to Learn

Matthew Kleinhenz, Ohio State University

The facts about microbe-containing crop biostimulants can be confusing. Some farmers wonder how they differ from other inputs or products. Some doubt their efficacy while

others rave about it. Many wonder how to select, use, and evaluate them, yet others have embraced them enthusiastically. Matthew Kleinhenz will lead this session of information sharing and discussion to help make the facts about microbe-containing crop biostimulants more clear.

Growing U.S. Organic Production in the Face of Imports

John Bobbe, Organic Farmers Agency for Relationship Marketing

Most organic farmers, especially grain farmers, have heard reports of organic imported grains found to be fraudulent. Author John Bobbe will discuss what is being done about this issue and what farmers can do to both grow the U.S. produced grain market and make their voices heard to protect organic market integrity.

The Formulation, Manufacture, and Selection of Teat Dips

Jessica Belsito, IBA Dairy Supplies

Jessica Belsito will discuss how to pick the best teat dip for your farm to reduce mastitis incidence. She will explain how her family has been making quality teat dips for generations, and how they have developed an organic product. Jessica will recommend teat dips based on individual farm problems and will bring samples for attendees to touch and examine.

Key Principles of Well-Managed Grazing Systems

Sarah Flack, Sarah Flack Consulting

What are your livestock and pastures telling you about your grazing management system? Author and farmer Sarah Flack will cover the basic principles of good grazing management systems, first from the perspective of the plants, and then from the perspective of the livestock. She'll discuss how to monitor pastures

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and animals in order to maximize dry matter intake from pasture and use grazing to improve pasture quality and productivity.

A Willow Coppice Patch for Your Garden, Homestead, and Farm

Howard Peller, Rose Hill Farm

Howard Peller will explain how farmers traditionally grew and harvested willow patches to supply materials to make deer-proof fences and hurdles for sheep, make hormone rooting water, weave baskets for domestic and farm use, and create garden structures to support growing vegetables. Learn how a patch of willow is a renewable and sustainable resource, with artistic and practical uses.

Cover Crops for Small-Scale Vegetable Production

Oliver Freeman, Central State University Extension

Cover crops give small vegetable growers powerful and cost-effective tools for improving soil structure, increasing fertility, and managing weeds, pests, and diseases. Dr. Oliver Freeman will provide a comprehensive look at cover crop options and strategies to help vegetable growers leverage their potential to successfully improve production.

Changing Customer Expectations: A Possible Path Forward for CSA Farms

Daniel Grover, Small Farm Central

Community supported agriculture (CSA) and farm share models are at an inflection point. Farmers like Daniel Grover have come to believe that the two most important tools for success are customer choice in their box and the direct connection the smiling faces and stories of farmers. Daniel will talk about solutions suggested by Small Farm Central's experience and research, and the new software

they are building to help farmers compete in a market with more and more purchasing options for consumers.

Shaping Policies and Programs to Grow More Farms

Holly Rippon-Butler, National Young Farmers Coalition; Abbe Turner, Lucky Penny Farm

[Description coming soon]

Your Top 10 Organic Transition Questions Answered

Julia Barton, OEFFA

There's no such thing as a stupid question, especially when you're considering transitioning your farm to organic production! Julia Barton, who has worked for OEFFA since 2012 in multiple roles including transition educator, certification specialist, program manager, and inspector, will offer answers to the top 10 questions posed by transitioning producers and explore practical applications of the organic standards on the farm.

From H1N1 to Histoplasmosis: Preventing Zoonotic Disease Transmission from Livestock and Other Animals

Lisa Craig, Central State University Extension

County extension agent and public health clinical nurse specialist, Lisa Craig, will provide information about common zoonotic diseases—diseases transferred between animals and humans—their risks, and practical prevention strategies. Lisa will simplify prevention methods with evidence-based best practices, ranging from hand washing to disinfection and cleaning techniques that reduce the risk of and prevent zoonotic disease transmission.

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Session II: 10:30 a.m.-12:00 p.m.

Panel Discussion: Better On-Farm Research for Better Organic Farming

Liz Maynard, Purdue University; Jeff Moyer, Rodale Institute; Jordan Settlage, Settlage and Settlage; Douglas Jackson-Smith, Ohio State University

[Description Coming Soon]

Trees for People, Planet, and Profit

Wes Duren, Marvin's Organic Gardens

The benefits of trees to people and the planet are vast. Head curator of the historic Loveland Castle gardens, Wes Duren will reveal a diversity of amazing trees from near and far, and explain why we need to be planting and stewarding them for people, planet, and profit.

Seed Starting and Soil Block Making

Erin Harvey, The Kale Yard

Come play in the dirt and get excited for the upcoming seed starting season! Erin Harvey will cover the basics of raising healthy seedlings without relying on chemicals or plastic pots. Dive into a hands-on demonstration of how to make soil blocks, a method for growing resilient transplants without any pot at all.

Tighten Up Your Crop Planting Sequence

Todd Schriver, Rock Dove Farm

[Description Coming Soon]

Storing Grain: Keep it Clean, Keep it Dry, Keep it Cool

Dean McIlvaine, Twin Parks Farm

Everybody worries about planting, cultivation, and growing, but often overlook post-harvest handling and storage. Experienced organic grain farmer Dean McIlvaine will demonstrate the importance of paying as much attention to your storage as you do to your fields. He will discuss

the critical elements of quality storage and strategies for success at multiple scales.

Fine-Tuning Your Grazing System

Sarah Flack, Sarah Flack Consulting

In this session, author and farmer Sarah Flack will use real on-farm examples to help us learn how to “listen” to what our farms, pastures, and animals are telling us. Observing plants, soil, animals, and the interactions between them can guide us to improve the conversion of sunlight into high quality plants and healthy livestock through good grazing management. Learn about pasture condition scoring and monitoring, grazing management techniques, pasture ecology, and the use of fence, water system, lanes, and different stocking densities and re-growth periods.

Raising Pastured Turkeys: From Brooder to Profit

Jessica Conrad, Jonathan Gabis, and Leevi Stump, Greenacres Foundation

Pasture-based agriculture can be intimidating for new and transitioning farmers, but can provide economic and ecological benefits. Jessica Conrad, Jonathan Gabis, and Leevi Stump will offer step-by-step instructions for raising holiday turkeys on pasture, covering topics such as brooding, fencing, watering and feeding systems, pasture rotations, and much more. Learn how seasonal pastured turkeys can benefit your land and become one of your most profitable enterprises.

Homesteading with Heritage Breed Animals

Mary Lou Shaw, Milk and Honey Farm

Heritage breed animals are perfect for the backyard chicken or rabbit enthusiast, the suburbanite who wants milk goats, or the rural farmer who desires old-breed cows who birth easily, live long, and can give both meat and

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milk. Raising these animals helps to save their precious genetics and links us to a supportive network of people nationwide. Mary Lou Shaw will share from her 17 years of experience raising heritage breeds.

You CAN Take it With You: Lessons From Losing Your Land

Lisa Helm Hancock, Dayton Urban Grown; Matt Tomaszewski, Earth Source Produce
[Description Coming Soon]

Business Basics for Today's Start-Up Farmer

Anthony Barwick, Central State University Extension; RoShawn Winburn, Dayton Minority Business Assistance Center
Extension community and economic development program leader Anthony Barwick will share his insights from a career in small business ownership and development with support from RoShawn Windburn who will draw on his extensive experience assisting small businesses in greater Dayton. This session will walk start-up farmers through important business related resources, business planning, ways to access capital, and opportunities for growth.

Panel Discussion: Reforming Crop Insurance

David Bell, Paul Bell & Sons; Jefferson Dean, Timberlane Farms; Marty Warnecke, MJ Warnecke Farms; Julia Barton, OEFFA
[Description Coming Soon]

Land Access and Affordability for Beginning Farmers

Michael Durante, National Young Farmers Coalition
Access to land and capital are consistently cited as the top two challenges for beginning farmers. NYFC, which represents, mobilizes, and engages young farmers to ensure their success,

launched their Finding Farmland financial education tools to begin addressing these challenges. Michael Durante will demonstrate NYFC's land affordability calculator and lead an interactive discussion about land access. Aspiring, beginning, and experienced farmers are all welcome!

Saving the Harvest Through Value-Added Production

Jeannie Seabrook, Glass Rooster Cannery
Every farmer has “ugly” produce, or times when the weather doesn't cooperate with market sales. Jeannie Seabrook will provide strategies for saving the harvest from the compost bin by using value-added production. Learn about current Ohio Department of Agriculture requirements for producers.

Session III: 2:00 - 3:30 p.m.

Base Cation Balance: What are Soils, Crops, Weeds, and People Saying?

Steve Culman and Matthew Kleinhenz, Ohio State University
Is “balance” a goal, a process, or a way of thinking? Is it all of these? Are there rewards for being balanced and penalties for being out of balance? Can all soils achieve balance? Steve Culman and Matthew Kleinhenz will lead a discussion that incorporates farmer and researcher experience regarding what soils, crops, weeds, and people say about soil balancing.

Joyful Gardening, Joyful Eating

Debra Knapke, The Garden Sage
Food that you grow tastes better: you know what's in it and how it was grown. But how do you choose which varieties of fruits and vegetables to grow? Join Debra Knapke for an exploration of many of the varieties that are

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available, how to choose the best ones for you, and how you can grow food that satisfies your belly and your soul.

Using Liquid Waste From Brewers for Fertilizer

Richard Stewart, Carriage House Farm

[Description Coming Soon]

Cool Season Vegetable Production for Winter Harvest in High Tunnels

Liz Maynard and Michael O'Donnell, Purdue University; David Robb, Eden Prairie Farm

Low tunnels, caterpillar tunnels, and unheated and minimally heated high tunnels allow small-scale farmers to produce cool season vegetables deep into the winter with less capital and operating expense than traditional climate-controlled greenhouses. However, since as day length shortens, crop growth reaches a near standstill in these structures, farmers must pay careful attention to planting dates. Elizabeth Maynard, Michael O'Donnell, and David Robb will offer a framework for scheduling and managing the production of cool season vegetables for winter harvest in high tunnels.

Row Cultivators for Organic Weed Control

Jefferson Dean, Timberlane Farms

Jefferson Dean has grown many different crops with many different pieces of equipment in his 33 years of farming, and has developed an effective system for controlling weeds in his grain crops. Join Jeff for a look at row cultivators and how to use them so you can get the weeds before they get you.

Grazing Q&A: Troubleshooting Your Grazing System

Sarah Flack, Sarah Flack Consulting

This session will not be a formal presentation. Instead, bring your questions about grass-based

ruminant farming and we can share ideas and discussion.

You Have to Eat Them to Save Them: Choosing the Right Hog Breed for Your Farm

James Anderson, Anderson Farms; Justin Dean, Woodlands Pork

[Description Coming Soon]

Underground Greenhouse Design and Growing Conditions

Stephanie Blessing and John Wright, Red Beet Row

Learn how to build a passive solar, earth-bermed greenhouse that requires no heat to stay above freezing temperatures year-round. Stephanie Blessing and John Wright will offer an overview of building underground, as well as various passive solar greenhouse designs and will discuss growing conditions and the benefits and challenges of an underground greenhouse. A specific earth-bermed greenhouse will be highlighted to display the challenges of building in wet, clay soil in the cold flatlands of northeast Ohio.

Inroads into Food Deserts: A Real-Time Report on Mobile Farmers' Market and Good Food Access Initiatives

Danny Swan, Grow Ohio Valley

Danny Swan will share practical lessons from Grow Ohio Valley's experience managing a mobile farmers' market, educational programs, subsidies for low-income shoppers, and other initiatives supporting food sales to underserved communities. For the last four years, the group has worked to make food access, food justice, food security, and good food commonplace in Wheeling, West Virginia. Achieving true community food security across the economic spectrum is challenging and takes a multi-faceted effort encompassing mobile sales,

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need-based subsidies, community education, urban agriculture, and more.

Panel Discussion: 15 Minutes of Fame: Forming Strong Relationships with Local Media

Jim Coe, WCBE (ret.); Julie Kramer, Edible Ohio Valley; Debbi Snook, The Cleveland Plain Dealer; Pete Emmons, Ag Today in Central Ohio

[Description Coming Soon]

Panel Discussion: Defending Organic Integrity

John Bobbe, Organic Farmers Agency for Relationship Marketing; Liana Hoodes, Northeast Organic Farming Association of New York; Jen Kindrick and Amalie Lipstreu, OEFFA

Organic is facing multiple threats to its continued integrity and viability. Importers are moving fraudulent grain into the U.S., the government is blocking improvements to animal welfare, and farmers transitioning to organic receive insufficient support to meet the exponential demand. Come hear from industry experts and learn more about the challenges, as well as what we can do to hold policymakers and businesses accountable in the organic supply chain.

In the Trenches with Farming and Government Regulations

Jacob Coleman, Sweet Grass Dairy

Jacob Coleman will recount his first hand experience in navigating the muddy waters of government regulations. He will share common sense and practical ideas for mucking your way out of regulation in order to achieve the goal of becoming a full-time farmer.

Many Places, Many Movements: Listening Back on Our History

David Bell, Paul Bell & Sons Farm; Jess Lamar Reece Holler, Growing Right Oral History Project
[Description Coming Soon]

SATURDAY, FEBRUARY 17

Session IV: 8:30-10:00 a.m.

Interpreting Soil Health Information for Organic Producers

Alan Sundermeier, Ohio State University

Confused about soil health testing? Alan Sundermeier will share research results comparing soil health testing and demonstrate how to test active carbon. Learn what you need to know from these tests to improve your soil's productivity.

Companion Planting for Small-Scale Systems

Kate Cook, Carriage House Farm

Garden manager Kate Cook runs a zero-spray market garden. She will discuss basic companion planting concepts and design tools for home gardeners and small-scale market farmers. Participants will design concepts for generic and specific companion planting schemes.

Pay it Forward: Preparing Your Beds for Success

Steve Adams, Sunny Meadows Flower Farm; Ben Jackle, Mile Creek Farm

A properly prepared seedbed is essential for crop health and productivity. Whether you are transplanting or direct seeding, proper timing and appropriate equipment is essential to preparing a high quality seedbed. Steve Adams and Ben Jackle will lead a discussion of the methods and tools they use. They will also

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share strategies for controlling weeds and show their favorite tools.

Organic Approaches to Insect Management on Cucurbit Crops

Celeste Welty, Ohio State University

Entomologist Celeste Welty will share the results from several recent trials in cantaloupe and zucchini, with a focus on cucumber beetle and squash vine borer management. She will discuss tactics such as trap cropping, extended-duration row covers, delayed planting, and the impact of cover crops and tillage. In addition, she will offer observations on recent problems with whiteflies, squash beetles, and squash bugs.

Integrating Livestock and Crop Production: A Multi-Species Approach

Joe Funkhouser, Funkhouser Family Farm

Cattle, sheep, and chickens, oh my! Learn how Joe Funkhouser and his family integrate livestock and crop production on their farm to add value and increase soil health. Joe will discuss adding livestock to a crop production operation using a multi-species approach, livestock grazing tools and methods, and soil health benefits resulting from grazing crop residue and cover crops.

Designing Health Protocols for Certified Organic Herds

Gustavo Schuenemann, Ohio State University

Dr. Gustavo Schuenemann will provide practical information about the best health and management protocols for certified organic dairy herds and how to implement them on your farm. He will provide resources and sample templates and lead a hands-on activity and group discussion.

Hogs in an Agroforestry System

Weston Lombard, Solid Ground Farm

Hogs and tree crops are an ideal silvopastoral combination. Weston Lombard will discuss how to design and implement a year-round agroforestry-based foraging system with little offsite inputs that creates diverse yields while improving the farm ecosystem. Learn how his pigs eat better than most people, and in the process, accomplish the majority of the orchard maintenance.

Discover Unique Uses for Alpaca Fiber

Alicia Rocco, Alpaca Spring Valley Farm

Have allergies? Need home insulation? Need absorbent material? Alpaca fiber is for you! Alpaca farmer and naturopathic doctor Alicia Rocco will explain how to raise alpacas for fiber to make money for the farm!

Urban Farming Practices and Principles

Milan Karcic, Peace, Love, and Freedom Farm

This presentation will offer aspiring or beginning urban farmers an experience-based perspective on the how, what, when, and where of growing organic vegetables for sale. Urban farmer Milan Karcic has increased his sales every one of his five seasons farming full-time. He will share the production and business sides of his operation and provide valuable lessons from his successes and mistakes.

How to Identify and Attract Your Ideal Customer

Corinna Bench, Shared Legacy Farms

Trying to get new customers in the pipeline? Struggling with customer retention? What if you're just attracting the "wrong" customer? When it comes to growing your sales, it all starts with knowing who your ideal customer even is. Corinna Bench will walk you through a process to identify your ideal customer avatar,

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which will help you develop targeted strategies for attracting more customers and growing your business.

Weaving Food Policy Work Statewide: The Development of the Ohio Food Policy Network

Meredith Krueger, Ohio State University Food Waste Collaborative; Leslie Schaller, Appalachian Center for Economic Networks

[Description Coming Soon]

Health Insurance and Risk Management for Farmers: Tools for Navigating Health Insurance

Shoshannah Inwood, Ohio State University; Stephanie Petrauskas, Rocking Horse Community Health Center

[Description Coming Soon]

Learning Bounty Hunting: Source More Local Food for Your Restaurant or Institution

Bob Fedyski and Chris Knies, Casa Nueva Restaurant & Cantina

Fresh, local, and organic products provide multiple benefits to the food industry, including flavor, nutrition, and support for the local economy. Bob Fedyski and Chris Knies will discuss how commercial and institutional food buyers can source local products. Learn where to find resources, how geography creates unique challenges, and how “cosmetically challenged” produce can be a cost-saving commodity.

Session V: 10:30 a.m.-12:00 p.m.

Pollinator Power

Bethany Majeski, Cleveland Metroparks

Naturalist Bethany Majeski says It's all about the pollinators! Learn about a variety of local pollinating insects, including some of Ohio's more than 500 native bee species. Bethany will discuss the rankings of top pollinators for some

common crops and discuss strategies for encouraging pollinators on your property.

Seeds of My Ancestors: Saving Seeds From the Past for the Present and Future

Ronda Clark, Blackberry Sage Farm

[Description Coming Soon]

Native Appalachian Medicinal Forest Plants: Finding a Niche in Forest Herbs

Eric Burkhart, Pennsylvania State University

Native medicinal forest plants such as ginseng, goldenseal, black cohosh, Solomon's seal, and false unicorn root are in high demand. Forest-based medicinal plant cultivation, or agroforestry, could help landowners in the eastern U.S. generate income and conserve forestlands, while simultaneously addressing native medicinal plant conservation and quality concerns. Eric Burkhart will provide an overview of the forest botanical marketplace, including quality and pricing concerns, and will discuss current efforts to provide consumers with sourcing assurances via a new forest botanical labeling network, Forest Grown, that relies upon third-party inspections and verification.

Fertility for Vegetables

Allen Philo, BioStar Organics

Fertilizing vegetables can seem complicated for farmers with many different crops, different varieties of those crops, and a farm with many different soil types. Allen Philo will simplify some of the complexities by explaining basic crop physiology, how different plants utilize nutrients, and how to adjust fertilization based on soil tests. Learn application methods, timing of fertilization, and useful resources.

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Diversity in Organic Grain Production: Research Ideas for Improved Management

Danielle Kusner, The Andersons

Organic agronomy advisor Danielle Kusner, CCA, will highlight the advantages of crop rotation in an organic grain system, such as benefits to soil health, weed management, and nutrient credits. She will also cover some of the latest research in organic no-till and inter-seeding cover crops.

Extend the Grazing Season Summer and Winter

Bob Hendershot, Green Pasture Services

Retired Natural Resources Conservation Service state grassland conservationist Bob Hendershot will share practical management practices to grow more grass on which animals can graze even when a typical cool season grass pasture is not as productive. Learn how to grow more forage during the growing season for summer and winter grazing for less expensive and better feeding.

Decreasing Mortality and Increasing Profits in Pastured Broilers

Michael Jones, Tierra Verde Farms

After growing his pastured broiler business from batches of 300 birds at a time to 1,000 over a few years, Michael Jones saw mortality rise from under 10 percent to almost 20 percent, which wiped out the anticipated increase in profitability. He thoroughly reviewed each segment of his broiler operation and reduced mortality to less than 3 percent in one winter's break, while achieving larger, healthy broilers. Michael will share his evaluation process and the changes he made.

Fight Fossil Fuels at Home: Easy DIY Biogas Digesters

Erin Hogan and Kyle Look, Squeaky Duck Farmstead

Fossil fuels for cooking need no longer apply. Join Kyle Look and Erin Hogan and learn how easy it is to create your own FREE cooking fuel at home by building a small-scale methane "biogas" anaerobic digester. Turn food and animal waste into fuel!

Urban High Tunnel Tomato Production

Annabel Khouri and Eric Stoffer, Bay Branch Farm

Do you want to have tomatoes at the market before any other farmer? Urban farmers Annabel Khouri and Eric Stoffer will share their experience growing hoophouse tomatoes, and will discuss the benefits, some pitfalls to avoid, and options for getting started on your own farm.

"Cultivating" Your New Agribusiness: The First Five Years

Ambrose Moses III, Central State University Extension

Starting a new agribusiness is about more than planting seeds and producing crops. It is a business that requires reasonable expectations, timely resources, and thoughtful planning. The first five years are particularly critical to establishing sustainability for yourself and the business long-term. Learn relevant information that will help you gain a deeper understanding of, and make better informed decisions about, the business and legal issues you face.

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The Environmental and Health Costs of Hydraulic Fracturing in Ohio: Air, Water, Waste, and Land Use

Ted Auch, FracTracker Alliance; Deborah Cowden, Veterans Affairs

Ted Auch will lay out the extent of environmental and agricultural effects of the hydraulic fracturing industry utilizing aerial images, infographics, drone footage, maps, and other research. Board-certified family physician Dr. Deborah Cowden will describe how the air pollution that emanates from every well in sufficient quantities can affect the health of people, livestock, and vegetation in measurable ways.

Marketing for Your Farm: Sell More of Your Product

Gretel Adams, Sunny Meadows Flower Farm
Gretel Adams will present how to utilize marketing resources to help educate your consumers and sell more product. Social media is a great vehicle to communicate with the public and show them how their food or flowers are actually grown! Having a camera on your phone is a great way to share your brand. The world is at your fingertips; take great photos and share your message!

The Ohio Foodways Project

Lisa Trocchia-Balkits, Green Mountain College
This workshop kicks off a new public collaborative effort called The Ohio Foodways Project, a space where photos, essays, oral histories, poems, drawings, and videos will be submitted by everyday people to tell the story of food and farming in Ohio. In this hands-on session, Dr. Lisa Trocchia-Balkits will share techniques for collecting oral histories, writing stories, and taking videos so you, your friends, and family can contribute content to the project website. The website will preserve the history

of Ohio's rich food and agricultural traditions, as well as capture and celebrate the dynamics of contemporary foodways. Please come with a story, memory, smart phone, or camera.

Session VI: 3:30 - 5:00 p.m.

Agroforestry, Forest Farming, and Native Forest Crops

Eric Burkhart, Pennsylvania State University
Agroforestry is the intentional design of ecological systems that carefully combine long term tree crops with plants and/or animals. The stocking and stewardship of existing forestlands with an emphasis on edible and medicinal forest products is referred to as forest farming, a type of agroforestry practice. Eric Burkhart will provide an overview of the different approaches to forest farming through an introductory survey of potential native forest crops, including medicinal plants, ramps, mushrooms, and tree syrups.

Fruit Tree Grafting

Bill Johnson

Having learned how to graft from a farmer when he was in his mid-teens, Bill Johnson now loves to share this practice, which can save old varieties and improve pollination. In this workshop, get hands-on experience, take some "scions" home to add to your trees, and share Bill's passion for grafting. Attendees should bring a very sharp knife or box cutter with a new blade, if possible.

Log-Grown Shiitakes: The Ins and Outs of Efficient Growing

Dickie Crowe, Homegrown Crowe's Shiitake Mushrooms

[Description Coming Soon]

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Production of Organic Sweet Potatoes

Mike Anderson, Whitebarn Organics

Sweet potatoes are one of the most nutrient dense vegetable crops, one of the least perishable (if properly stored), and one of the easiest to produce in Ohio. Mike Anderson, who currently grows two acres of sweet potatoes, will present the cultural and labor requirements necessary for their commercial production, curing, and storage. His system is likely suitable for up to five acres of production with minor modifications.

Dual-Use Perennial Grain Crops: Grain for Humans and Hay for Livestock

Steve Culman, Ohio State University

Perennial grain crops have the potential to provide much better soil and water quality benefits than their annual counterparts. New perennial grain crops are on the horizon, but low yields are a real obstacle to farmer adoption. Can we overcome lower yields by also using the forage these crops produce? Preliminary research indicates that Kernza can be used as a dual-use crop, improving soil and water quality and better integrating crops and livestock together.

Goat Health Made Easy

Sasha Sigetic, Black Locust Livestock & Herbal

Sasha Sigetic will show attendees how to identify illnesses in goats and how to review their management plan in order to understand what may have led to that illness and how to correct it. Sasha will discuss herbal remedies as well as emergency pharmaceuticals.

Strategies for Small Apiary Success

Dave Noble, Stratford Ecological Center

Explore what it really takes to establish a small-scale apiary that is sustainable, both on the management and the financial fronts. Apiarist

Dave Noble will offer advice for managing your apiary and your expectations and for developing a plan to get the most out of your bees without working them too hard.

Building with Grass, Sticks, and Mud

Charles Schiavone, BLD farm

Farmer and "situationist carpenter" Charles Schiavone believes we don't need to depend on mass produced products to construct outbuildings. He will lead a conversation about the construction and application of locally sourced, sustainable buildings and thermal mass rocket heaters in an agricultural setting. Learn how you can use common, "on-hand" materials that are generally overlooked as effective building materials.

Can Urban Soils be Made Healthy for Farming?

Larry Phelan, Ohio State University

Urban farming and community gardening play an important role in food security; however, growing in soil with an industrial history can create special challenges. Larry Phelan will present findings from a study in Cleveland comparing the health of soils from city vacant lots, urban farms, Metroparks, and rural organic farms. His research documents how an industrial legacy has damaged soils and the potential for organic soil management to revitalize them.

Get Your Farm Funded: Finding and Applying for Grants

Larissa McKenna, Food Animal Concerns Trust

Larissa McKenna has managed FACT's grants program since 2012, and will shed light on where to find farm grants, how to save time with a streamlined application process, and how to increase your chances of receiving funding with a standout project proposal. Gain

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insight into what funding organizations really want to know!

A Future Worth Fighting For: How You Can Stand Up to Big Ag and Make a Big Difference

Stacy Malkan, U.S. Right To Know

With the industrial food and agriculture sector working to sway public opinion in favor of its priorities and undermine organic agriculture, it is more important than ever for those of us who value small farms and sustainable, wholesome food to make our voices heard loudly and effectively. Stacy Malkan will outline the most urgent threats to organic and sustainable agriculture and provide experienced-based strategies for farmers and healthy food advocates to counter the spin and reset the narrative.

Panel Discussion: Pasture-Raised Humans: A Conversation About Raising Your Children on the Farm

Sherry Chen, Andelain Fields; Jeff Suchy, Darby Meadow Farm; Lyndsey Teter, Six Buckets Farm;

Rachel Tayse, Harmonious Homestead

Farming is hard, parenting is hard, and there are as many approaches to raising kids on the farm as there are farm families. Families are invited to this dialogue about raising children to thrive on the farm while also finding time to get the chores done. Rachel Tayse, urban farmer and mother who co-parents with her farming business partner, will moderate a diverse panel of farming parents. Sherry Chen is a Montessori trained educator who raised four boys in a small farm environment; Jeff Suchy raises two daughters on a small specialty crop and poultry farm and has developed safety and health factsheets for small farms and gardens; and Lyndsey Teter is a hog farmer who raises three daughters in hope that the farm will do the same thing to her children that it does for her—

empower, build confidence, and force creativity.

Are Two Wheels Enough? Walk-Behind Tractors for Small-Scale Agriculture

Joel Dufour, Earth Tools

Looking to start a new small farm, or make an existing one more efficient, WITHOUT breaking the bank? Find out if a walk-behind tractor is right for your operation! Joel Dufour will cover the history, evolution, applications, maintenance requirements, and more of walk-behind tractors.