



# New and Beginning Farmers & Ranchers Program

Sponsored by AAMU Small Farms Research Center and Alabama Cooperative Extension System



**USDA**  
United States Department of Agriculture  
Office of Advocacy and Outreach (OAO)  
National Institute of Food and Agriculture  
USDA Rural Development



**Alabama A&M University's Small Farms Research Center and Alabama Cooperative Extension System presents  
NEW AND BEGINNING FARMERS AND RANCHERS PROGRAM, Mobile, Alabama**

November 19- 21, 2014

**AGENDA**

**Wednesday, November 19, 2014**

<b>09:00a.m. REGISTRATION</b>	Mrs. Jackie Collier, Ms. Nancy McCrary and Mrs. Erica James, Registrars, Alabama Cooperative Extension System, Huntsville, Alabama
<b>09:45a.m. WELCOME</b>	Mr. JaMarkus Crowell, Program Assistant, Alabama A&M University's Small Farms Research Center, Huntsville, Alabama
<b>09:55a.m. GREETINGS</b>	Dr. Lloyd Walker, Dean of College of Agricultural, Life and Natural Science, Alabama A&M University, Huntsville, Alabama

<b>BUSINESS DEVELOPMENT &amp; FINANCIAL MANAGEMENT</b>	<b>MARKET &amp; MARKETING PLANNING</b>	<b>PRODUCTION PRACTICES &amp; MANAGEMENT ( Indoor and Outdoor)</b>
<b>10:00a.m. -12:00noon</b>		
Business Plan Development	New Cottage Food Law	How to Get Started: Farmer Perspective
Business Economics and Marketing	New Cottage Food Law Course (small nominal fee)	Sustainable Agriculture
Mr. Rick Zapata a Regional Extension Agent II , Alabama Cooperative Extension System, Bay Minnete, Alabama	Ms. Christy Mendoza, Regional Extension Agent for Food Preservation, Preparation and Safety, Alabama Cooperative Extension System, Gadson, Alabama	Ms. Karen Wynn, Local Producer and Owner of Rosita's Farm, Hartselle, Alabama

**LUNCHEON**

<b>BUSINESS DEVELOPMENT &amp; FINANCIAL MANAGEMENT</b>	<b>MARKET &amp; MARKETING PLANNING</b>	<b>PRODUCTION PRACTICES &amp; MANAGEMENT ( Indoor and Outdoor)</b>
<b>01:30 -4:30p.m.</b>		
Finances and Business: TruFund Financials	Cooperative Marketing Vs. Direct Marketing Alternatives	Niche Markets (Shittake Mushrooms)
Mr. Norman Davis, Vice President/Managing Director, TruFunds Financial Services, Birmingham, AL	Ms. Karen Wynn, Local Producer and Owner of Rosita's Farm, Hartselle, Alabama	Water Catchmen System
Business Management	Ms. E'licia Chaverest, Assistant Director, Small Farms Research Center (AAMU) Huntsville, AL	Ms. Rhonda Britton, Program Assistant I, Alabama Cooperative Extension System, Huntsville, Alabama
Mr. Rick Zapata a Regional Extension Agent II , Alabama Cooperative Extension System, Bay Minnete, Alabama		

**ADJOURN/ DINNER ON YOUR OWN**

**Alabama A&M University's Small Farms Research Center and Alabama Cooperative Extension System presents  
NEW AND BEGINNING FARMERS AND RANCHERS PROGRAM, Mobile, Alabama  
Thursday, November 20, 2014**

**10:00a.m. -11:45noon**

**BUSINESS DEVELOPMENT &  
FINANCIAL MANAGEMENT**

Business Plan Development

Mr. Rick Zapata a Regional Extension Agent I,  
Alabama Cooperative Extension System, Bay Minnete,AL

**MARKET & MARKETING PLANNING**

Branding Using Social Media and Marketing (Part I.)  
Marquinta Gonzalez, Director of Agricultural Comm.

ChaNae Bradley, Public Information Specialist

Terrence Wolfork, Assistant Administrator for  
Communications, Conferencing, and Technology  
College of Agriculture, Family Sciences, and Technology,  
Fort Valley State University, Fort Valley, Georgia

**PRODUCTION PRACTICES & MANAGEMENT  
( Indoor and Outdoor)**

Hydroponic System

Ms. Heather Howell, Research Associate, NRES-  
Natural Resources and Environmental Sciences

Mr. Wes Stone is Wildlife Biologist and Associate  
Professor

Dr. Rufina Ward, Entomologist  
Alabama A&M University, Huntsville, Alabama

**12:00noon – 2:30p.m**

**LUNCHEON SPEAKERS PANEL DISCUSSION: Let's Talk 2014 FARM BILL  
(Overview of USDA Programs)**

Mr. Eddie Brooks, Area Director, USDA Rural Development  
Mrs. Nicole Cleggs- Burns, Farm Loan Manager, USDA Farm Service Agency  
Mr. Anthony Hudson, Natural Resource Conservation Service  
Mrs. Tezra Woody, Attorney USDA National Appeals Division

**BUSINESS DEVELOPMENT &  
FINANCIAL MANAGEMENT**

**02:30 -04:30p.m.**

Financing Farm: Access to Capital  
USDA Farm Service Agency MicroLoan Program  
Mrs. Nicole, Farm Loan Office, Farm Service Agency,  
Huntsville, Alabama

USDA Rural Development-Value-Added Program  
Ms. E'licia Chaverest, Assistant Director, Small Farms  
Research Center (AAMU) Huntsville, AL

**MARKET & MARKETING PLANNING**

Hands –on Using Marketing (Part II.)  
Marquinta Gonzalez, Director of Agricultural Comm.

ChaNae Bradley, Public Information Specialist

Terrence Wolfork, Assistant Administrator for  
Communications, Conferencing, and Technology  
College of Agriculture, Family Sciences, and  
Technology, Fort Valley State University, Fort Valley,  
Georgia

**PRODUCTION PRACTICES & MANAGEMENT  
( Indoor and Outdoor)**

Soil Management/ Nutrition  
Anthony Hudson, District Conservationist, Natural  
Resource Conservation Service, Huntsville, Alabama

Crop Rotation as IPM Tool  
Ms. Karen Wynn, , Local Producer and Owner of  
Rosita's Farm, Hartselle, Alabama

OMRI (Organic)Pesticides & Pesticide Safety  
Dr. Rufina Ward, Entromogist, Alabama A&M  
University, Huntsville, Alabama

**ADJOURN/ DINNER ON YOUR OWN**

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**NEW AND BEGINNING FARMERS AND RANCHERS PROGRAM, Mobile, Alabama**  
Friday, November 21, 2014

10:00a.m. -11:30a.m.

**BUSINESS DEVELOPMENT &  
FINANCIAL MANGEMENT**

**MARKET & MARKETING PLANNING**

**PRODUCTION PRACTICES & MANAGEMENT  
( Indoor and Outdoor)**

Access to Capital Part & Other Programs Available.  
Ms. E'licia Chaverest, Assistant Director, Small Farms  
Research Center (AAMU) Huntsville, AL

Market Marker  
Dr. Deacue Fields, Department Chair and Professor  
Ag. Economics and Rural Sociology, Auburn  
University, Auburn, Alabama

Veggie Garden Organic Production  
Dr. Rudy Pacumbama, Extension Specialist  
Cooperative Extension System, Huntsville, Alabama

One-on-One Consultation(FSA, NRCS, and RD)  
(Optional)

11:30am – 1:30p.m

**LUNCHEON**

Mr. Ralph D. Stewart  
Executive Vice President and Chief Credit Officer, Alabama Farm Credit ACA, Cullman, Alabama

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**ADJOURN**

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