

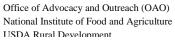
New and Beginning Farmers & Ranchers Program

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















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							
09:00a.m. REGISTRATION	Mrs. Jackie Collier, Ms. Nancy McCrary and Mrs. Erica James, Registrars, Alabama Cooperative Extension System, Huntsville, Alabama						
09:45a.m. WELCOME	Mr. JaMarkus Crowell, Program Assistant, Alabama A&M University's Small Farms Research Center, Huntsville, Alabama						
09:55a.m. GREETINGS	09:55a.m. GREETINGS Dr. Lloyd Walker, Dean of College of Agricultural, Life and Natural Science, Alabama A&M University, Huntsville, Alabama						
BUSINESS DEVELOPE FINANCIAL MANAGE		MARKET & MARKETING PLANNING	PRODUCTION PRACTICES & MANAGEMENT (Indoor and Outdoor)				
10:00a.m12:00noon 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							
01:30 -4:30p.m.							
BUSINESS DEVELOPMENT & FINANCIAL MANAGEMENT		MARKET & MARKETING PLANNING	PRODUCTION PRACTICES & MANAGEMENT (Indoor and Outdoor)				
Finances and Business: TruFo Mr. Norman Davis, Vice President,		Cooperative Marketing Vs. Direct Marketing Alternatives	Niche Markets (Shittake Mushrooms)				
TruFunds Financial Services, E	0 0	Ms. Karen Wynn, Local Producer and Owner of Rosita's Farm, Hartselle, Alabama	Water Catchmen System				
Business Management Mr. Rick Zapata a Regional Extension Agent II, Alaba Cooperative Extension System, Bay Minnete, Alabam		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				
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, NRESNatural 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

Alabama A&M University's Small Farms Research Center and Alabama Cooperative Extension System presents NEW AND BEGINNING FARMERS AND RANCHERS PROGRAM, Mobile, Alabama Friday, November 21, 2014

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

BUSINESS DEVELOPMENT & FINANCIAL MANGEMENT

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

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

MARKET & MARKETING PLANNING

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

PRODUCTION PRACTICES & MANAGEMENT (Indoor and Outdoor)

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

11:30am – 1:30p.m

LUNCHEON

Mr. Ralph D. Stewart

Executive Vice President and Chief Credit Officer, Alabama Farm Credit ACA, Cullman, Alabama

ADJOURN

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