

## PLANNING COMMITTEE



**Small Farms Research Center**  
College of Agricultural, Life and Natural Sciences  
Alabama A&M University  
Duncan M. Chembezi, Director  
E'licia L. Chaverest, Assistant Director  
JaMarkus Crowell, Program Assistant

**Alabama Cooperative Extension System**  
James Miles, Mobile, Alabama  
LaTanga Charley, Mobile, Alabama  
Tommie Teacher, Greensboro, Alabama

### ACKNOWLEDGMENTS

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**Small Farms Research Center**  
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### United States Department of Agriculture

Office of Advocacy and Outreach (OAO)  
National Institute of Food and Agriculture (NIFA)  
Agriculture and Food Research Initiative (AFRI)  
Southern Risk Management Education Center (NIFA/SRMEC)



## AGRICULTURAL RISK MANAGEMENT AND BUSINESS DEVELOPMENT WORKSHOP

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



Alabama Cooperative Extension System  
Jon Archer Agricultural Center  
1070 Schillinger Road, North

**August 19-21, 2015**



AGRICULTURAL RISK MANAGEMENT AND BUSINESS DEVELOPMENT WORKSHOP  
MOBILE, ALABAMA

**WEDNESDAY, AUGUST 19, 2015**

- 02:00 -02:45p.m.**      **Ways Social Media Serve as a Powerful Marketing Platform**  
JaMarkus Crowell, Program Assistant, Small Farms Research Center,  
Alabama A&M University, Normal, Alabama
- 02:50-03:45a.m.**      **GOAT MEAT MARKETING**  
E'licia L. Chaverest, Assistant Director, Small Farms Research Center,  
Alabama A&M University, Normal, Alabama
- THURSDAY, AUGUST 20, 2015**
- 06:30-08:00a.m.**      **BREAKFAST** (*Drury Inn Hotel*)
- 08:30a.m.**              **REGISTRATION**
- 09:00-09:15a.m.**      **WELCOME/GREETING**  
**Welcome:** James Miles, Regional Extension Agent, Commercial  
Horticulture Alabama Cooperative Extension System, Mobile, AL
- 09:15a.m.-05:00p.m.**      **Moderator:** JaMarkus Crowell, Program Assistant, Small Farms  
Research Center, Alabama A&M University, Normal, Alabama
- 09:15-10:30a.m.**      **Small Ruminant Herd Health**  
Felicia Bell, Livestock Specialist, NCAT, Jackson, Mississippi
- 10:30-10:45a.m.**      **BREAK**
- 10:30-11:45a.m.**      **Business Plan: Tips, Strategies, and Lifeline**  
D. Chongo Mundende, Associate Professor, Langston University,  
Langston, Oklahoma
- 11:45a.m. -12:00noon**      **Overview and Updates: Small Farms Research Center**  
E'licia L. Chaverest, Assistant Director, Small Farms Research  
Center, Alabama A&M University, Normal, Alabama
- 12:05-01:30p.m.**      **LUNCH**
- 01:30-2:30p.m.**      **Hydroponic Vegetable Demonstration (Indoor & Outdoor)**  
Jeremy Pickens, Extension Horticulturist, Auburn University and  
Alabama Extension, Ornamental Horticulture Research Center  
Auburn University's Department of Horticulture and Alabama  
Cooperative Extension System, Mobile, Alabama
- 02:30 -2:45p.m.**      **BREAK**
- 02:45-04:00p.m.**      **USDA Farm Service Agency: Available Programs and Services**  
Lashanda James, County Operations Trainee (COT) and Outreach  
Coordinator, Farm Service Agency, Mobile, Alabama
- Bryan Ray, Farm Loan Manager, USDA/FSA, Montgomery, Alabama
- Thomas Boyd, Farm Loan Manager, USDA/FSA, Montgomery, Alabama
- 04:00p.m.**              **ADJOURN**

AGRICULTURAL RISK MANAGEMENT AND BUSINESS DEVELOPMENT WORKSHOP  
MOBILE, ALABAMA

**FRIDAY, AUGUST 21, 2015**

- 06:30-08:00a.m.**      **BREAKFAST** (*Drury Inn Hotel*)
- 08:30a.m.**              **REGISTRATION**
- 09:00-09:10a.m.**      **Greetings:** E'licia L. Chaverest, Assistant Director, Small Farms Research  
Center, College of Agricultural, Life and Natural Sciences, Alabama A&M  
University, Normal, Alabama
- 09:10-03:30a.m.**      **Moderator:** JaMarkus Crowell, Program Assistant, Small Farms Research  
Center, College of Agricultural, Life and Natural Sciences, Alabama A&M  
University, Normal, Alabama.
- 09:10-10:20a.m.**      **Overview of the Cottage Law**  
Amelia McGrew, Regional Extension Agent, Alabama Cooperative Extension  
System, Mobile, Alabama
- 10:20-10:30a.m.**      **BREAK**
- 10:30-11:45a.m.**      **Market Marker: Marketing Agricultural Products**  
Elizabeth Myles, Marketing Specialist, Alcorn State University, Lorman,  
Mississippi
- 12:00-01:15p.m.**      **LUNCH**
- CONCURRENT SESSION (Choose one)**
- 01:15-02:00p.m.**      **Cottage Law Training (small fee)**  
Amelia McGrew, Regional Extension Agent, Alabama Cooperative Extension  
System, Mobile, Alabama
- 01:15-02:00p.m.**      **Leadership Training: Community Projects and Sustainable Agriculture**  
Bobby Wilson, CEO, Metro Atlanta Urban Farm, College Park, Georgia
- Cathy Walker, Director of Program and Operational Manager, Metro Atlanta  
Urban Farm, College Park, Georgia
- 02:00-02:15p.m.**      **BREAK**
- 02:15-03:00p.m.**      **New and Beginning Farmers and Ranchers-Financial Management**  
Rockiell (Roc) Woods, Gulf States Regional Director, National Center for  
Appropriate Technology, Jackson, Mississippi
- 03:00-03:45p.m.**      **Soil Management**  
Catie Young, Outreach Coordinator, National Center for Appropriate Technology,  
Jackson, Mississippi
- 04:00p.m.**              **ADJOURN (Depart Home)**