

March 2-3, 2005 Sturbridge, Massachusetts



# RISK MANAGEMENT STRATEGIES FOR SMALL AND LIMITED-RESOURCE FARMERS AND RANCHERS

***Risk Management Strategies Northeast Conference***

*Training and Networking for Small and Limited Resource Farmers and Farm Service Providers*



# Risk Management Strategies Northeast Conference

presented by

USDA's Risk Management Agency and Community Teamwork, Inc. / New Entry Sustainable Farming Project

## Welcome

You are cordially invited to attend a small farm conference in Sturbridge, Massachusetts on March 2 and 3, 2005. Public and private agricultural organizations and small and limited resource farmers will be participating in this conference.

Leading specialists will focus on six primary areas of agricultural risk management:

- Financial
- Legal
- Production
- Marketing
- Environmental
- Human Resources

They will discuss how risks can impact an operation, as well as introduce the availability of risk management tools, and how to use them effectively.

In addition, the conference will feature dozens of exhibits from agencies and companies, plus farming and community organizations that can assist within the areas of risk management. Each participant will receive a regional resource guide for future use.

## Program Topics

### March 2

Join us as experts from a variety of federal and state agricultural agencies address programs and services available to farmers in the Northeast and propose changes for the upcoming Farm Bill.

Listen to a panel of successful farmers discuss how they have managed a variety of farm enterprises. Also, participants will have an opportunity to network, share ideas, exchange information and collect information during a reception with exhibitors.

### March 3

Participants will have the option to choose among several workshop sessions where they can join speakers representing leading agricultural organizations in classroom-style discussion on: production, marketing, finance, legal, human resource and environmental risk management strategies. A Spanish language track is featured throughout the day.

An open forum listening session will follow with Commissioners from the Northeast Association of State Departments of Agriculture (NEASDA). In addition, the Commissioners would like to get input from participants on what federal or state agriculture programs are valuable or could be strengthened. This input will also help NEASDA formulate their farm bill strategy to target areas that are not being met.

## Featured Speakers

**Wil J. Bullock** of The Food Project in Boston and a Kellogg Food and Society Policy Fellow will present his vision of a food system that celebrates the role of small farms and local agriculture.

**August Schumacher, Jr.**, former USDA Undersecretary, will provide an overview of successful risk management marketing strategies for small and medium size farms.

**Cheryl Rogowski**, a Pine Island, New York vegetable grower and winner of both the 2004 McArthur Award and 2004 Glynwood Harvest Award, will provide her perspectives on farming in the Northeast.



For more information visit [www.rma.usda.gov](http://www.rma.usda.gov)

USDA is an equal opportunity employer and provider.

# Concurrent Workshop Sessions

The following workshops will focus on risk management strategies, tools, and programs. After reviewing the workshop topics, please mark your top two selections on the registration form.

## Session I Topics

- Production** - Understanding Crop and Disaster Insurance Programs
- Marketing** - On-Farm Event Planning and Website Marketing
- Finance** - How to Prepare and Pinpoint Tax Savings for Your Farm
- Legal** - Farmland Access and Farm Transfer
- Human Resource** - Minority Farm Registry
- Environmental** - Organizing an Agricultural Commission for Your Community
- Latino** - Available USDA Services

## Session II Topics

- Production** - Organic Certification and Managing Organic Production Risks
- Marketing** - Building Local Markets as a Risk Management Strategy
- Finance** - Recordkeeping Toolkit for Small and Beginning Farmers
- Legal** - Protecting Your Farm Through Appropriate Business Structures
- Human Resource** - Programs and Resources For New Immigrant Farmers
- Environmental** - Alternative Enterprise Strategies and Agritourism Resources
- Latino** - Ethnic Marketing and Seed Sources

## Session III Topics

- Production** - Diversity Sells - An Introduction to Ethnic Crops
- Marketing** - Institutional Sales Strategies: Farm-to-School and Selling to Marriott
- Finance** - Developing a Small Farm Business Plan
- Legal** - Introduction to Risk Assessment and Strategies for Your Farm
- Human Resource** - Women in Agriculture
- Environmental** - Pesticide Certification/Safety and Environmental Compliance
- Latino** - A Panel and Networking Session

Spanish translation will be provided for three workshop sessions. Latino/Hispanic producers and providers are encouraged to attend. Se proporcionara traducción en Español para tres secciones de taller. Se anima a que productores y abastecedores de habla hispana asistan.

## Accommodations & Directions

**Sturbridge Host Hotel  
& Conference Center on Cedar Lake**  
366 Main Street Sturbridge, MA 01566  
**Phone: 508-347-7393**

- \$87 - Single/Double occupancy
  - \$97 - Triple occupancy
  - \$107 - Quadruple occupancy
- (Plus tax rate - 9.7%)

Room Block Name  
**Successful Strategies for Small  
& Limited Resource Farmers**

**Please contact the hotel directly to make your hotel reservation for the conference.**

### Directions

**By Air** - Sturbridge is about 1 to 1.5 hours drive from Boston's Logan Airport, Hartford's Bradley Airport, or Providence's T. F. Green Airport. The hotel recommends Knight's Airport Limousine Service for shuttle service from each airport. Please call 1-800-822-5456 to check on departure times and rates.

**By Car** - Sturbridge is located on Route 20 West. From the North, East, and West, take Massachusetts Turnpike (Interstate 90) to Exit 9, (exit for Route 84) and get right onto Route 20 West going into Sturbridge. Host hotel is located across from the famous Old Sturbridge Village - the New England of yesteryear - open year round. Go to [www.osv.org](http://www.osv.org) for more details.