

***CALIFORNIA REGIONAL OUTREACH CONFERENCE:  
SUCCESS STRATEGIES FOR SMALL AND LIMITED RESOURCE  
FARMERS AND RANCHERS***

*A Forum for Networking between Public and Private Stakeholders*

**AGENDA**

**Wednesday, May 18, 2005**

7:00 am – 8:15 am

REGISTRATION

EXHIBITS SET-UP

CONTINENTAL BREAKFAST

8:15 am – 9:20 am

**OPENING SESSION:**

*CALL TO ORDER*

**Spirit Drumz**

*PRESENTATION OF COLORS &  
NATIONAL ANTHEM*

**San Mateo High School** (invited)

*PURPOSE*

**Ross J. Davidson**, Administrator  
USDA Risk Management Agency

*WELCOME*

**Youth Representatives**, Gila Crossing Community School, Child Development Council of Franklin County, and  
EcoVillage Farm Learning Center

**John "Jack" Olsen**, Executive Manager  
San Mateo County Farm Bureau

**John Smythe**, State Executive Director  
Farm Service Agency

*KEYNOTE ADDRESS*

**Margaret Adamek**, Special Projects Director  
Center for Urban & Regional Affairs, University of Minnesota

9:20 am – 9:30 am

BREAK

9:30 am – 10:45 am

**Plenary: Small Farms, Outreach, Equity and Accountability at USDA**

Panel: John Zippert - Federation of Southern Cooperatives, Alfonzo Drain – USDA Small Farms Program,  
Dr Gladys Vaughn – USDA Office of Outreach, Dr Desmond Jolly – California Small Farm Program

10:45 am – 11:00 am

BREAK

11:00 am – 12:00 pm

CONCURRENT WORKSHOPS

Session 1

(A) Production

**Innovative Livestock Production Models that Make Good Cents**

Speakers: Jim Dunlop – Poultry Grower, Joe Morris – Rancher, Ron Garthwaite - Rancher

(B) Marketing

**Small Acreages Yield Large Returns: Marketing that Makes Dollars and Sense**

Speakers: Tony Serrano, Neri Hernandez and Dina Izzo - Agriculture and Land-Based Training Association

(C) Human Resources

**Cooperation Pays Dividends: Protecting Health & Safety and Meeting Workers Compensation & Labor Requirements with Farmer-Farmworker Partnerships**

Speakers: Carlos Marentes - Border Agricultural Workers Union, Tirso Moreno – Farmworker Association of FL, Anthony Corlette – Star Alliance Insurance, Guy Avagliano – Millman USA, Chukou Thao – SFRTC

(D) Legal

**Protecting Your Land and Intergenerational Transfer**

Speakers: Savi Horne & Annette Hiatt – Land Loss Prevention Project, Mieshha Thomas & Jerry Pennick, FSC

(E) Financial

**Characteristics for Successful Outreach**

Speakers: Bill Murphy - USDA Risk Management Agency, Lincoln (Ed) Burton – USDA Natural Resources Conservation Service, Roger J. Trindale – USDA Rural Development, Monique Kristofors – USDA Farm Service Agency, Dr Desmond Jolly – California Small Farm Program at UC Davis

(F) Alternative Enterprises

**Show Me the Money: The Viability of Alternative Livestock Markets**

Speaker: Renita Page – Concentric Management Applications

(G) Women in Agriculture

**Redefining Success: Women Producers for the 21<sup>st</sup> Century**

Speakers: Aviva Maller – Community Supported Agriculture, Erika Allen – Urban Agriculture, and Maria Inez Calderon - Cooperative

(H) Youth

**Mini-Farms: Youth Perspective**

Speakers: Youth Representatives of Gila Crossing Community School, Child Development Council of Franklin County, and EcoVillage Farm Learning Center

12:05 pm – 1:05 pm

NETWORKING LUNCHEON

1:15 pm – 2:45 pm  
CONCURRENT FORUMS

**(A) Proposal Writing**

Speaker: Margaret Krome, Michael Fields Agricultural Institute

**(B) Project Planning**

Speaker: Dr. Gail Myers, CA Small Farms Conference and Farms to Grow

2:45 pm– 3:00 pm  
BREAK

3:00 pm – 4:00 pm  
CONCURRENT WORKSHOPS

Session 2

(A) Production

**How to Promote Biodiversity on Your Farm and Help Comply with Environmental Regulations**

Speakers: Sam Earnshaw – Community Alliance with Family Farmers, Jo Ann Baumgartner – Wild Farm Alliance, Rebecca Thistlethwaite – Agriculture Land-Based Association

(B) Marketing

**Direct Marketing and the Small Family Farm – Winning the Race from Field to Face**

Speakers: Allen Moy & Kim Madison – Pacific Coast Farmers' Market Association

(C) Human Resources

**Culture and Agriculture: Meeting Family Needs**

Speakers: Mily Trevino-Saucedo – Lideres Campesinas, Denise O'Brien – Women Food & Agriculture Network, Dorothy Barker – Operation Spring Plant, Katherine Minthorn Good Luck – IAC, Wil Allen – Growing Power

(D) Legal

**Recordkeeping & Compliance For Insurance, Workers Compensation, Labor & Marketing**

Speakers: Chukou Thao – Small Farm Resource & Training Center, Ben Burkett – MS Association of Cooperatives, Hezekiah Gibson – United Farmers USA, John Kirwan – Star Alliance Insurance

(E) Financial

**Make Your Vision a Reality: Financial Tools for Success**

Speakers: Sue Gribben and Bell Davis – USDA Farm Service Agency

(F) Alternative Enterprises

**Food for Thought: Innovative Approaches for Producers in Intensive Production and Food Security**

Speakers: Neelam Sharma - Community Services Unlimited, Inc. (CSU), Erika Allen - Growing Power

(G) Women in Agriculture

**The Hand That Tills the Soil: A Facilitated Networking Session for Women Ag Professionals**

Facilitators: Patti Martinson & Terrie Badhand, Taos County Economic Development Corporation (TCEDC)

(H) Youth

**Mini-Farms: Building Youth Programs in Your Community**

Speakers: Tim Moore – Gila Crossing Community School, Cheryl Foster – Child Development Center of Franklin County, Shyaam Shabaka – EcoVillage Farm Learning Center

4:10 pm – 4:50 pm  
*CLOSING SESSION*

*Charge to Action*

**Vernon Parker,**  
Assistant Secretary for Civil Rights  
U.S. Department of Agriculture

*Closing Remarks*

**Office of Civil Rights and Community Outreach**  
USDA Risk Management Agency

5:00 pm – 7:00 pm  
NETWORKING RECEPTION

**Thursday, May 19, 2005**

6:00 am – 5:00 pm  
AGRI-TOURS

**Growing Urban Food Systems:**

The People's Grocery, West Oakland Food Project, EcoVillage Farm Learning Center  
Tour Host: Heather Fenney – California Food and Justice Coalition

**A Taste of the North Coast:**

Golden Gate Produce Terminal, Marin County Farmers' Market, Clos Du Bois Vineyard  
Tour Hosts: Debra Moretton - USDA Risk Management Agency, Chris Lewis - UC Santa Cruz and The Small Farm Center at UC Davis

**San Mateo County Coastal Farms that Use Innovation & Conservation to Stay Viable & Profitable:**

Lemos Farm, San Mateo County RCD, Full Spring Farms, Harley Goat Farm, Cascade Historic Farm  
Tour Hosts: Reina O'Beck and Rick Casale – USDA Natural Resources Conservation Service, Mike Ednoff - San Mateo Resource Conservation District

