



8th Annual **Iowa Organic Conference**

Monday, November 24, 2008

Scheman Building, Ames, Iowa

IOWA STATE UNIVERSITY

Keynote Speaker—

Bob Scowcroft, Executive Director,
Organic Farming Research
Foundation—*Beyond Organic:
Practicing Sustainability in
Challenging Times*



The U.S. market for organic products reached \$17 billion in 2007. The demand for organic grains and produce continues to exceed supply, and growers everywhere are encouraged to consider the potential of organic production. Come hear from experts in the field! This year's Iowa Organic Conference will include sessions on:

- Transitioning to Organic Farming
- Organic Vegetable Production
- Marketing Organic Products
- Making the Farm Bill Work for You

Register Today:

<http://www.ucs.iastate.edu/mnet/organic08/home.html>

Schedule

Sunday, November 23

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|-----------------|---|
| 4:00 p.m. | Welcome |
| 4:05 p.m. | Tim LaSalle, The Rodale Institute |
| 5:00 p.m. | Iowa Organic Association Annual Meeting |
| 5:00 -7:00 p.m. | Sponsor/Exhibitor Set-Up |
| 6:00 -7:00 p.m. | Reception |

Monday, November 24

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| 7:00 a.m. | Registration and Trade Show |
| 8:00 a.m. | Welcome |
| 8:15 a.m. | Keynote Address
Bob Scowcroft, Organic Farming Research Foundation |
| 10:00 a.m. | Breakout Session 1 |
| 11:15 a.m. | Organic Luncheon and Trade Show |
| 1:30 p.m. | Breakout Session 2 |
| 2:45 p.m. | Trade Show |
| 3:45 p.m. | Breakout Session 3 |

IOWA STATE UNIVERSITY
University Extension



Schedule of Events

Sunday, November 23, 2008

- 4:00 p.m. Welcome**
Tim LaSalle, The Rodale Institute (Room 179)
Organic Agriculture: Solutions for the Global Climate Crisis
- 5:00 p.m. Iowa Organic Association Meeting**
**For more information, please contact Jerry Rosman (info@iowagorganic.org).
- 5:00-7:00 p.m. Exhibitor Set-up**
- 6:00-7:00 p.m. Reception**

Monday, November 24, 2008

- 8:00 a.m. Welcome**
Dr. Kathleen Delate, ISU Organic Agriculture Program;
Maury Wills, Iowa Department of Agriculture and Land Stewardship (IDALS)
Bill Northey, Secretary of Agriculture, IDALS
- 8:15-9:00 a.m. Keynote Address**
Bob Scowcroft, Organic Farming Research Foundation, *Beyond Organic: Practicing Sustainability in Challenging Times*
- 9:15-10:00 a.m. Tradeshow**
- 10:00-11:15 a.m. Breakout Session 1**

- Transitioning to Organic: Weed Management and Soil Fertility*
Scott Shriver, Jefferson, IA;
Emmanuel DeMarez, SQM;
Aaron Lehman, Polk County, IA
- Embracing the Retail Market: Retailers' Viewpoints on Organics*
John Aselage, Amy's Kitchen
Stacey Brown and Erin Davis, Wheatsfield Cooperative
- Organic Grain Production and Marketing*
Lowell Rheinheimer, Organic Valley;
Dr. Kathleen Delate, ISU Organic Agriculture Program;
Laverne Klecker, Sunrich
- Agri-Tourism and Organic Ag: A Perfect Fit*
Walt Gregory, R Pizza Farm;
Diane Weiland, Henry A. Wallace Country Life Center
- Filling Out Your Organic Certification Papers: Hands-On Session (Please bring your forms with you.)*
Geraldine Fridlington, IDALS

- 11:15-1:00 p.m. Lunch**
- 1:00-1:30 p.m. Tradeshow**
- 1:30-2:45 p.m. Breakout Session 2**

- Processing Your Organic Product*
Penny Brown Huber, Grow Your Small Market Farm—Business Solutions;
Maury Wills, IDALS
- Organic Meat Processing and Nutrition*
Dr. Joe Ward, Iowa Organic Association;
David Jacobs
- Follow-Up on Farm Bill: What's in Store for Organic Producers*
Traci Bruckner, Center for Rural Affairs;
Jerry Rosman, Iowa Organic Association
- Alternative Energy: New Opportunities and Legal Considerations*
Dean Crist, Mid-American Energy;
Neil Hamilton, Agricultural Law Center, Drake University
- Financial and Economic Considerations for Beginning and Transitioning Farmers*
David Baker, ISU Beginning Farmers Center;
Craig Chase, ISU Extension

- 2:45-3:45 p.m. Tradeshow**
- 3:45-5:00 p.m. Breakout Session 3**

- Local Foods Production and Marketing—Organic Vegetables*
Linda Halley, Gardens of Eagan Organic Farm;
Nancy Levandsowski and Sue DeBlieck, ISU Dining Services;
Loyd Johnson, Bloomin' Woolly Acres
- Organic Dairy and Beef Production and Marketing*
Jeremy Matthes, Organic Valley;
Steve Williams, Naturally Iowa
- Government/NGO Efforts in Organic*
Jerry DeWitt—Leopold Center for Sustainable Agriculture
- Update on Organic Seed and GMO Issues*
Maury Johnson, Blue River Hybrids & Organic Seed;
Bob Turnbull, ISU Extension
- New Fruits for Organic Producers*
Eldon Everhart, ISU Extension;
Patrick Byers and Andy Thomas, University of Missouri

More Information

Directions and Parking

The Scheman Building is located in the Iowa State Center on the Iowa State University Campus. From Interstate 35, take U.S. Highway 30 West in to Ames. Take the University Blvd. exit and travel north past Jack Trice Stadium. The Scheman Building is located between Hilton Coliseum & C.Y. Stephens Auditorium. Free parking is available at the Scheman Building.

Hotel Information

Best Western University Park Inn & Suites

Rates: \$79.96 per night

2500 University Boulevard, Ames, IA 50010

(515) 296-2500

<http://book.bestwestern.com>

Heartland Inn

Rates: \$69.99 per night

U.S. 30 and Interstate 35, Ames, IA 50010

(515) 233-6060

www.heartlandinns.com/locations/ames.html

Further Information

Questions on program content can be directed to Kathleen Delate, kdelate@iastate.edu or (515) 294-7069. Registrations inquiries can be directed to Registration Services, (515) 294-6222 or ucs-info@iastate.edu.

Emergency Messages

During conference hours, messages may be left at (515) 294-3347 or faxed to (515) 294-6223. Messages will be posted at the registration desk in the first floor lobby of the Scheman Building.

Change in Plans

Substitutions may be made at any time. Cancellations made on or before November 17, 2008 will be refunded less a \$25 processing fee. No refunds will be processed after November 17, 2008. Cancellations or substitutions may be made by contacting Registration Services at (515) 294-6222 or ucs-info@iastate.edu.

Iowa State University does not discriminate on the basis of race, color, age, religion, national origin, sexual orientation, sex, marital status, disability or status as a US Veteran. Any persons having inquiries concerning this may contact the Director of Equal Opportunity and Diversity, 3680 Beardshear Hall, (515) 294-7612.

Registration – Iowa Organic Conference

First Name (as it will appear on your name badge)

Middle Initial

Last Name

Organization

Dept./Subunit

Title

E-mail

Day Phone

Mailing Address Line 1

Evening Phone

Mailing Address Line 2

Fax Number

City

State

Zip Code

Please check which breakout sessions you will attend:

Session 1: 1 2 3 4 5

Session 2: 1 2 3 4 5

Session 3: 1 2 3 4 5

Iowa State University requests this information to preregister you in a conference. No one outside the university, with the exception of participants in this conference, is routinely provided this information. If you fail to provide the required information, we cannot promise accurate registration. (Reference: Iowa Code, Chapter 22.11; Iowa Fair Information Practices Act)

It's Easy to Register

Online: <http://www.ucs.iastate.edu/mnet/organic08/home.html>

Mail: Registration Services, Iowa State University Extension, 102 Scheman, Ames, IA 50011-1112

Fax: (515) 294-6223

Registration Fees

Early Registration (on or before Nov. 7) \$105

Late Registration (after Nov. 7) \$125

Method of Payment Check payable to Iowa State University

Visa Mastercard Discover

Card Number _____ Expiration Date _____

Cardholder Name _____ Signature _____

Purchase Order (Please complete billing address below if different from above)

PO Number: _____

Send Invoice to: Name _____

Billing Address: _____

Telephone/Fax _____ / _____

8th Annual **Iowa
Organic
Conference**

Monday, November 24, 2008

Scheman Building, Ames, Iowa

CONFERENCE PARTNERS

Iowa Department of Agriculture and Land Stewardship

- Iowa State University Extension • Leopold Center for Sustainable Agriculture
- Midwest Organic and Sustainable Education Service (MOSES)
- Organic Valley/Organic Prairie • Practical Farmers of Iowa

CONFERENCE SPONSORS

ISU Extension Value Added Agriculture Program

- Midwest Organic Services Association (MOSA) • Professional Proteins, Ltd.
- Scoular Grain • SunOpta Grains and Foods Group • Troque Farms

UCS.1061.1008

IOWA STATE UNIVERSITY
University Extension
Conference Planning & Management
1601 Golden Aspen Dr.
#110
Ames, IA 50010
P300-0917