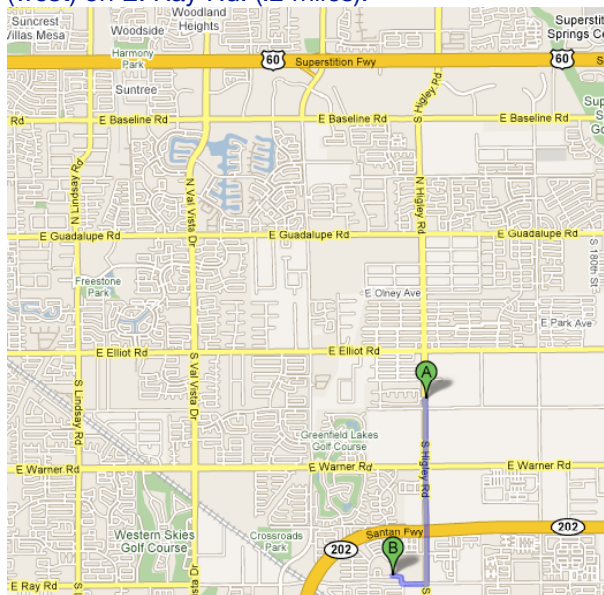
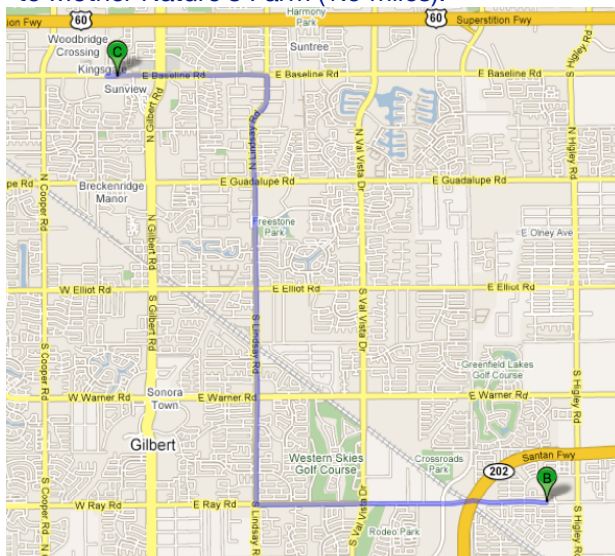


**Arizona Farm Bureau (A) to Agritopia (B)**  
 Head south on Higley Rd. (1.6 miles), then right  
 (west) on E. Ray Rd. (.2 miles).



**Agritopia (B) to Mother Nature's Farm (C)**  
 Head west on Ray Rd. to S. Lindsay Rd. (2.7  
 miles), turn right (north) on S. Lindsay Rd. to  
 Baseline (4 miles), then left (west) on Baseline  
 to Mother Nature's Farm (1.5 miles).



Agricultural and Resource Economics  
 College of Agricultural and Life Sciences  
 The University of Arizona  
 PO Box 210023  
 Tucson, Arizona 85721-0023

# DIRECT FARM MARKETING AND SUSTAINABLE AG CONFERENCE

Monday, March 3, 2008

9:00 AZ Farm Bureau  
 325 S. Higley Road  
 Gilbert, AZ 85296

12:15 Agritopia  
 3000 E. Ray Road  
 Gilbert, AZ 85296

2:30 Mother Nature's Farm  
 1663 E. Baseline Road  
 Gilbert, AZ 85233

Note: No registration fee is required  
 as lunch is "on your own."

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## AGENDA

- 9:00 **Welcome and Fill Your Plate**  
*Julie Murphree & Peggy Jo Goodfellow, Arizona Farm Bureau*
- 9:20 **Farmers' Market Nutrition Program: Farm Plans**  
*Allison Armenta, Arizona Dept. of Health Services*
- 9:55 **Assessing Direct Marketing Opportunities**  
*Russell Tronstad, U of AZ, Cooperative Extension*
- 10:30 Break
- 10:45 **Farm to School Opportunities**  
*Terry Marsh, formerly with Community Food Connections, now with the Rand Corp.*
- 11:25 **Sustainable Agriculture Grant Opportunities**  
*Rick Gibson, Pinal County Cooperative Extension*
- 12:00 **Adjourn at Farm Bureau and travel to Agritopia**
- 12:15 **Lunch at Agritopia**  
(lunch on own at Joe's Farm Grill)
- 1:15 **Tour of Agritopia** *Joe Johnston*
- 2:30 **Travel to Mother Nature's Farm**
- 2:45 **Tour of Mother Nature's Farm**  
*Wade & Sam Kelsall*
- 4:00 **Adjourn at Mother Nature's Farm**

Persons with a disability may request reasonable accommodation, such as a sign language interpreter, by contacting Russell Tronstad at 520-621-2425. Requests should be made as early as possible to allow time to arrange any accommodation.

*Russell Tronstad*

## ABOUT THE SPEAKERS

**Julie Murphree** is Director of public relations for Arizona Farm Bureau where she oversees two publications, public relations, marketing, and sponsorship duties. Murphree holds a Bachelor of Arts in Journalism from Arizona State University and a management certificate in strategic sourcing and supply chain management from the University of North Carolina at Chapel Hill. She is an Arizona native and grew up on a cotton and alfalfa farm with three brothers. She recently wrote a book about the country life called *Fresh Air*.

**Allison Armenta** is the current Farmers' Market Nutrition Program Manager for Arizona. She works for the Dept. of Health Services with local agencies, farmers' markets, and growers to help Arizonans eat more fresh fruits and vegetables and support local markets and farmers. Armenta is a native Arizonan, graduate of the University of Arizona and has work experience with other USDA programs.

**Russell Tronstad** is a Specialist and Professor in the Department of Agricultural Economics at the University of Arizona. He was involved with the first Direct Farm Marketing and Tourism meeting held in 1995 and has been working with other partners on developing an online tool for helping consumers connect with direct farm marketers (for more information please see [www.farmdirectory.org](http://www.farmdirectory.org)).

**Rick Gibson** is Director, Pinal County Extension, and Arizona's Coordinator for the western region's Sustainable Agricultural Research and Education or

SARE program. Through a national competitive grants program (USDA/CSREES), SARE advances farming systems that are profitable, environmentally beneficial, and desirable for communities.

**Terry Marsh** currently serves as a project associate in the RAND Corporation Health division as the field research coordinator for studies investigating physical activity in parks and the effectiveness of community base participatory research. Terry completed his Master of Public Health with a concentration in Policy and Management at the University of Arizona. In collaboration with Community Food Connections and the Community Food Security Center his thesis work focused on farm to school programs in Arizona.

**Joe Johnston** used to farm commodity crops (e.g., cotton, wheat, sorghum) as a lad on the land that is now home to Agritopia ([www.agritopia.com](http://www.agritopia.com)). Currently, the farm has 12 acres of permanent urban farming and the produce is used at Joe's Farm Grill. Under Joe's direction, the Agritopia community was built to border the farm and showcase Arizona's agricultural heritage.

**Wade and Sam Kelsall** produce and market everything from specialty pumpkins and Christmas trees to the farm experience at Mother Nature's Farm. Their farm is surrounded by urban growth and this has presented several challenges for them as they work to grow their direct farm marketing enterprise. Please visit the website of [www.mothenaturesfarm.com](http://www.mothenaturesfarm.com) to learn more about their operation.