

Risk has always been a part of agriculture. But farming on Delmarva has changed dramatically over the past decade. Increasingly, farmers are learning that agriculture today is full of new rules, new stakes, and most of all, new risks. In addition to crop insurance, effective risk management involves selecting tools and approaches that reduce the financial effects of the uncertainties of weather, yields, prices, government policies, global markets and other factors that can cause wide swings in farm income and threaten economic viability.

Keynote speakers:

Alison & Paul Wiediger
owners of *Au Naturel Farm* in Smiths Grove, KY

Kevin Klair
Extension Economist
Center for Farm Financial Management
University of Minnesota

Jesse J. Richardson, Jr.
Associate Professor
Urban Affairs and Planning
Virginia Tech.

Topics include:

Crop Diversity

Marketing

Small Ruminants / Poultry

Business Management

Food Safety

Reserve your seat now!!

**Risk Management Conference
At the Sheraton Hotel, Dover, DE**

Directions to the conference hotel:

From East

Follow signs to Route 13 and Dover. The hotel is located on Route 13, 1/2 mile north of the Dover Mall.

From North

Take Route 1 South (Tollroad). Take Exit 104 and turn left at the light onto Route 13 South. Continue for approximately 1 mile. Turn right immediately past Walmart into the hotel parking lot.

From West

Take Route 301 to 302. Take Route 452 to Route 8 and take Route 8 to Route 13. Turn left on Route 13 and continue approximately 3 miles to the hotel.

From South

Take Route 1 North (Toll road). Take Exit 104 and turn left at the light onto Route 13 (DuPont Highway). Continue for approximately 1 mile. Turn right immediately past Walmart into the hotel parking lot.

For more information about the Sheraton Hotel call:
1-800-325-3535.

**Profiting from a Few Acres:
A Risk Management Conference**

is a joint effort of
USDA-Risk Management Agency
and

Delaware State University Cooperative Extension.

For more information about this conference

Contact:

*Dr. Albert Essel, DSU Assoc. Dean for Extension
at (302) 857-6462 or aessel@desu.edu*

Sponsored by:



Cooperative Extension Education in Agriculture, 4-H and Home Economics, Delaware State University, University of Delaware and United States Department of Agriculture cooperating. Dr. Dyremple B. Marsh, Dean and Administrator. It is the policy of Delaware Cooperative Extension that no person shall be subjected to discrimination on the grounds of race, color, sex, disability, age, or national origin.

DSU Cooperative Extension
US Washington CE Center
1200 N. Dupont Highway
Dover, DE 19901



**Profiting
from a
Few Acres\$**

A Risk Management Conference



**February 20 - 21, 2009
Sheraton Hotel
Dover, Delaware**

Schedule

Conference Keynote Speakers

Friday, February 20, 2009



Alison & Paul Wiediger, owners of *Au Naturel Farm* in Smiths Grove, KY, grow a mix of farm crops and products that provide year-round income for themselves and farm fresh products for their customers 52 weeks a year. The greenhouses provide winter income, while potted ornamentals and herbs are important spring income crops. In the summer, the couple rely on market garden crops, and then beef in the fall. Nearly 55 percent of their income is from crops. The Wiedigers also host workshops on winter salad production for farmers and garden/craft workshops on subjects such as herbs, soap making, and candle making. These value-added ventures bring in 3-5 percent of the couple's gross farm income. Some workshops are used as "drawing cards" to get potential customers to the farm where they can purchase the farm's products.

Saturday, February 21, 2009

Kevin Klair has been an Extension Economist at the Center for Farm Financial Management in the Department of Applied Economics at the University of Minnesota since 1987. He has taught numerous workshops through the country on farm business and financial management and on the use of farm financial management software programs. He helped develop the FINPACK farm financial planning and analysis software, the online AgPlan business planning program, and the online National Ag Risk Education Library. He serves as a national coordinator for Extension Risk Management Education.



Jesse J. Richardson, Jr. is an Associate Professor in Urban Affairs and Planning at Virginia Tech. He is also an attorney in private practice and is admitted to practice in both Virginia and West Virginia. Mr. Richardson has made numerous presentations on legal and economic issues to lay and professional audiences across the country. He received the 1999 American Agricultural Law Association Award of Excellence for Professional Scholarship and the 2004 William E. Wine Award for a history of teaching Excellence from Virginia Tech. He serves on the Virginia Farmland Preservation Task Force, the Virginia FarmLink Technical Advisory Committee and the Virginia Water Policy Technical Advisory Committee.

The nation's most successful farmers are now searching for a consistent and knowledgeable approach to risk management. Survival means farming with confidence in our rapidly changing world, filled with new, attractive farming opportunities.

The **Profiting from a Few Acres Risk Management Conference** will bring together private and public sector educators and other agricultural professionals to share ongoing and emerging successful risk management education efforts which target small scale agricultural producers and their families. Conference participants will learn about what is working to help producers effectively manage the financial, crop diversity, production, marketing, and legal risks associated with their agribusinesses.

Friday, February 20, 2009

9:00 - 10:00 am Registration ~ hot beverages

10:00 - 11:30 am Plenary Session I

Welcome

Keynote Speakers

Au Naturel Farm

Alison & Paul Wiediger, Smiths Grove, KY

11:30 - 11:45 am Break/Display viewing

11:45 am - 1:00 pm Lunch

Presentations by USDA agency representatives

1:00 - 2:30 pm Breakout Session I ~ choose one

Economic Possibilities for Growing Ethnic Crops

Stephan Tubane, University of Maryland-Eastern Shore

Marketing Possibilities for Ethnic and Specialty Crops

Bill Sciappara, Rutgers University

Profiting from Pastures

Poultry – Anne Fanatico, ATTRA

Pork- Peter J. Lammers, Iowa State University

Goats & Sheep –Susan Schoenian, University of Maryland

52 Weeks of Sales Using High Tunnels

Paul & Alison Wiediger

Food Safety Training I

Gordon Johnson, University of Delaware

2:30 - 2:45 pm Break

2:45 - 3:45 pm Breakout Session II ~ choose one

Transitioning to Organic and Possible Produce to Extend Your Market "mini melons & dried beans"

Laura Hunsberger, University of Maryland

Pasture Management

Richard Taylor, University of Delaware

Success in Marketing Products from Small Acreage

Bob Russell, Specialty Crop producer, Milford, DE

Food Safety Training II

Gordon Johnson, University of Delaware

Adjourn

Saturday, February 21, 2009

8:00 - 9:00 am Registration, Continental Breakfast

9:00 - 10:30 am Plenary Session II

Keynote Speakers

An Easier Way to Create a Business Plan

Kevin Blair, University of Minnesota

Managing Legal Risks

Jesse Richardson, Virginia Tech

10:30 - 10:45 am Break

10:45 - 12:15 pm Breakout Session III ~ choose one

Thinking Outside the Box with Herbs

Dr. Arthur O.Tucker, Delaware State University

Distribution Experiences in Fresh Herbs and Specialty Produce

Jimi Farrell, Coosemans DC, Inc.

Profiting from Pastures

Poultry – Anne Fanatico, ATTRA

Pork- Peter J. Lammers, Iowa State University

Goats & Sheep –Susan Schoenian, University of Maryland

Marketing Grower Panel

Community Supported Agriculture, Farmers Market

Meat & Animal

Be Energy Smart on your Farm

DE Office of Energy, TBA

Crop Insurance for Small Farms

Don Clifton, Delaware Department of Agriculture

12:15 - 1:30 pm Lunch

Presentations by USDA agency representatives

1:30 - 3:00 pm Breakout Session IV ~ choose one

Beginner "DO(s) and Don't(s)"

Learn from my Mistakes, Gordon Johnson

Equipment Safety, Ron Jester, University of Delaware (retired)

Livestock, Susan Garey, University of Delaware

Taking Poultry from a Hobby to a Profitable Small Business

Matt John, Shady Lane Poultry Farm, Inc.

Heritage Breeds

Elaine Shirley, Colonial Williamsburg, VA

Available Marketing Assistance Panel

DDA, DE Cooperative Extension, USDA Rural Development,

Small Business Development Center/DSU

Business Vs. Personal Finance- Making it all Work!

Maria Pippidis, University of Delaware

Adjourn

Registration Form ~ Please return by: February 6, 2009

Name	
Address	
Phone	E-mail
Session choices:	
I	
II	
III	
IV	

Payment method: \$25 registration fee. Limited scholarships available. Please make check or money order for \$25 payable to: DSU Cooperative Extension 1200 Dupont Highway, Dover, DE 19901. For persons requiring assistance due to disabilities, please call (302) 857-6424.