



SCHOOL of
CONTINUING STUDIES
& ACADEMIC OUTREACH
EAST TENNESSEE STATE UNIVERSITY



GROWING AGRICULTURE CONFERENCE: FARMING FOR THE AGES

FOR BEGINNING FARM ENTERPRISES & FARMS TRANSITIONING TO THE NEXT GENERATION

MARCH 3, 2015 ~ WALTERS STATE EXPO CENTER, WHITE PINE, TN

Main Arena:

SIGN IN / COFFEE & TREATS starting at 7:30am

WELCOME: Walters State; Debbie Ball, TN Department of Agriculture

8:15 - 8:25

8:25 - 8:50

MORNING KEYNOTE: JENNIFER NICELEY, Riverplains Farm

Room 1

Room 2

9:00-9:40

PUBLIC AG SERVANTS- NRCS; UT Extension; CPA; FSA; and TDA resources are here for you and your farm

NRCS Morristown, Patty McCloud; TDA, Debbie Ball; Megan Leffew, UT CPA; Matthew Christian, FSA

CROPS FOR PROFIT: understanding & choosing crops for diff. markets

Chick Fish (ASD), Dusty Saylor (Pleasant Valley Farm), Matt Dobson (Boone St. Market)

9:40-10:20

DIRECT MARKETING STRATEGIES

Hollis Wild, Appalachian Sustainable Agriculture Project

GETTING STARTED WITH LIVESTOCK (Ruminants)

Webb Flowers, Grazing Specialist

CONSULTATIONS ONGOING THROUGH OUT DAY:

(1) marketing/venture development - Julie Walker, Agrivoice

10:20-11:00

FARM BUSINESS AND FINANCIAL PLANNING

David Bilderback, UT Agricultural Economics

CERTIFIED FARMING - why grow under a certification (Animal Welfare; Organic)?

Chris Wilson, Clover Creek Farm; TBA Organic; Naturally Grown; Appalachian Grown

(2) loan consult - First Bank and Trust, Roy Settle

(3) loan consult - Farm Service Agency, James Giffin

11:10-12:00

PANEL: GENERATIONAL FARMING & FAMILY ROLES with Jennifer Niceley, Dusty Saylor, Ethan Myers

(4) conservation - Land Trust for Tennessee, Gary Moore

* Exhibitors area will also be open*

12:00 - 1:30

LUNCH by Farmhouse Gallery & Gardens
AFTERNOON KEYNOTE - KEN GIVENS, former Commissioner of Agriculture

1:30 - 2:10

LAND ACCESS: Leasing agreements, real estate considerations

David Bilderback (UT) with grower Jimmy McAllister

SOIL HEALTH: Managing soil fertility

Mike Hubbs, NRCS Soil Health Specialist

2:10 - 2:50

FARM SURFING - making the web work for your farm; e-commerce, social media, websites.

Megan Leffew, Center for Profitable Agriculture

EXTENDING THE SEASON: Making the off season your on season with house and hoops

Tera Bunch (Walters State) with growers Elizabeth Malayer & Weyman Fussell

2:50 - 3:30

WHY ALL FARMS NEED A MARKETING PLAN

Julie Walker, Agrivoice

3:30 - 4:30

PANEL: PUBLIC FARMS--Agritourism for farms in the 21st century - Pat Lynch (Farmhouse Gallery & Gardens) and Vera Ann Myers (Myers Farm)

SOCIAL HOUR / TREATS

4:30 - 5:00