

It's grow time!

Please join us for the **2013 Grower's Own Conference**
and pre-conference workshops.

Friday, February 1 & Saturday, February 2
College of Idaho, Caldwell, ID



Friday, February 1

8:30 am – 4:30 pm Pre-conference Workshops

Track A [All day]: Direct Marketing & Wholesale Success: Post-harvest Handling & Food Safety for Fresh Produce Growers – Atina Diffley, Family Farmed.org. FREE manual (\$70 value) for each farm!

Track B [Half day, offered in morning & afternoon]: Planning for Profit: Financial Statements, Budgeting, Enterprise Selection & Record Keeping – Tammy Hinman, National Center for Appropriate Technology

4:30 – 5:30 pm Grain Grower Update

Growing Grain, Growing Connections: Bakers & Growers Explore Opportunities to Develop a Regional Grain Economy in Southern Idaho – Mathieu Choux, Cafe de Paris/Gaston's Bakery; Beth Rasgorkshek, Canyon Bounty Farm

5 – 9 pm Grower's Own Conference Opening

5 - 6 Social & no-host bar

6 - 7 Dinner

7 - 9 Virtual Farm Tours: Laura Masterson, 47th Avenue Farm; Bill and Carol Gayle, Mesquite Cattle Company; Judd McMahon, Wood River Organics

9 – 10:30 pm [BONUS] After hours Talent Show & Social (no-host bar)

Saturday, February 2

8 am – 4:15 pm Grower's Own Conference

Hot Breakfast

Farmer-to-Farmer Exchange [Concurrent sessions based on topic votes]

Lunch

Farmer-to-Farmer Exchange [Concurrent sessions based on topic votes]

Wrap Up: Sharing of Season Highlights and Lessons Learned

Grower's Own Conference Featured Guest Farmer

This year's guest farmer presenter is **Laura Masterson** of **47th Avenue Farm** in Portland, Oregon. She has attended numerous Oregon farmer-to-farmer exchanges and will bring that experience to our gathering.

Laura farms on 50 acres south of Portland. She has been farming for 17 years and has extensive experience with organic vegetable production, season extension, year-round CSA production and marketing, employee and intern management, microenterprise budgeting, and farm advocacy. While Laura has long used draft horses for fieldwork, she recently added livestock to her farm.



Workshop Details – Friday, February 1

8:30 am	Check-in & Coffee/Tea Time	<u>Track A</u> Direct Marketing & Wholesale Success** <i>[All day]</i>	<u>Track B</u> Planning for Profit <i>[Half day; sessions repeated in afternoon]</i>
9:00–10:30	Marketing and Packing Quality <i>Good marketing is key to success for produce growers. Meeting your buyers' needs with quality and consistency through attention to details is crucial for long-lasting, stable market relationships. We'll discuss brand name and relationship marketing, trends and fads, sequential planting for market consistency, sorting and standard pack-outs, contracts, and the pros and cons of various markets.</i>	Sharpening Your Financial Management Tools <i>In this interactive workshop, we will revisit and clarify your farm goals and improve your basic accounting practices. We will also focus on financial management strategies to increase the profitability and enjoyment of your farm. We will cover income statements, cash flow budgets and balance sheets.</i>	
10:30	Break	Break	
10:45–12:15	Post-harvest Handling <i>How fresh produce is handled after harvest has a critical impact on its shelf life, quality, and safety. Come learn the tools, techniques, and philosophies for proper handling at each step of the cold chain: harvest, cooling, cleaning, drying, curing, storing, and transporting.</i>	Record-keeping for Profitability <i>How do you know which enterprises are most profitable? This interactive workshop will explore strategies for recordkeeping and methods for determining the profitability of specific enterprises. If you have developed effective ways to keep records or evaluate enterprises, bring them to share.</i>	
12:15 pm	Lunch	Lunch	
1:15	Writing a Food Safety Plan <i>Food safety is something that every produce farm must address. Evaluate your operation from field through postharvest to identify possible food safety issues. Learn the tools available to support writing a food safety plan.</i>	[Repeated] Sharpening Your Financial Management Tools <i>Same as above.</i>	
	Pack Shed Tour <i>A well-designed packing shed is a crucial component of an efficient farming operation. It is also important for food safety. We'll discuss key design considerations and take a visual tour of small and mid-sized packing operations.</i>		
2:45	Break	Break	
3:00–4:30	Retail and Food Service Buyer Panel <i>Learn directly from buyers in the Treasure Valley about their local foods purchasing practices, packaging needs, food safety requirements, and product needs.</i>	[Repeated] Record-keeping for Profitability <i>Same as above.</i>	
4:30	Conclude	Conclude	

** Each attending farm will receive a FREE manual *Wholesale Success: A Farmer's Guide to Selling, Postharvest Handling and Packing Product*, valued at \$70.

Grain Grower Update

4:30 – 5:30 pm **Growing Grains, Growing Connections**

If you grow grains in your rotation and are curious about new market opportunities, check out this update from a Treasure Valley working group of bakers and growers. The group has been exploring what it would take to create a regional grain economy in southern Idaho. This discussion will give growers and bakers a chance to meet; a better understanding of the needs of bakers, growers and millers; and an opportunity to discuss future directions.

Grower's Own Conference Details – Friday evening & Saturday, February 2

The Grower's Own Conference is an amazing opportunity to hear directly from fellow farmers. Friday evening opens with photographic farm tours from Idaho farmers, as well as our guest farmer Laura Masterson. These virtual farm tours are a favorite of past attendees, where innovative ideas on marketing to modified mulch layers are often revealed.

Saturday features concurrent discussions in the round, with pre-selected topics through the voting process (see registration form). Guest farmer Laura Masterson will share her experience and expertise to launch several of the sessions.

The morning will start with one large discussion as a full group on a topic of interest to all, which introduces new attendees to the format and gives everyone a chance to hear from the full group. We will then break into two to three smaller groups to discuss different topics.

**Sessions at Grower's Own focus on organic methods;
anyone interested is welcome to attend.**

Presented By:



University of Idaho
Extension

This is an equal opportunity event.

Directions to the College of Idaho, Caldwell, ID

From I-84, take exit 29 for Franklin Rd. Travel west for ½ mile. Go straight on N 21st Ave for ½ mile. Turn left on Cleveland Blvd (one-way) and travel to corner of campus. Turn right onto Indiana St. Turn right on Oak St. Turn right into the college's special events parking lot (parking is free).

Directions to Simplot Dining Hall

From the parking lot, walk north beyond the Albertson Activity Center and Blatchley Hall to the Simplot Dining Hall. Follow the signs for the conference.

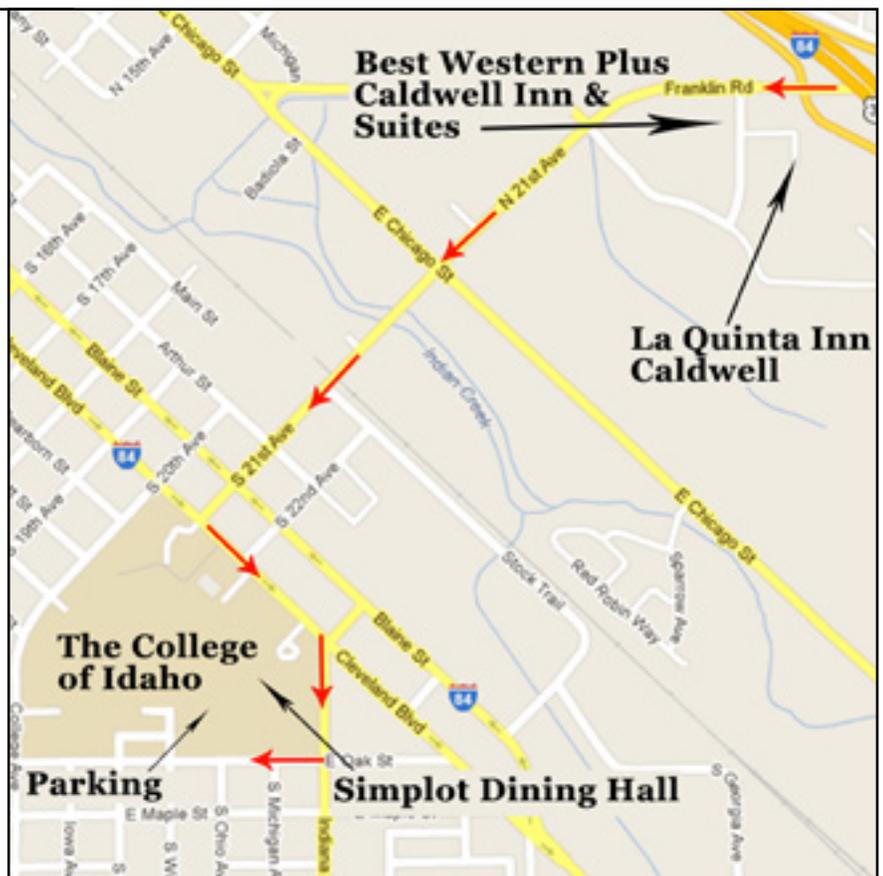
Lodging & Home Stays

There are two hotels near the College of Idaho:

Best Western Plus Caldwell Inn & Suites,
208-454-7225

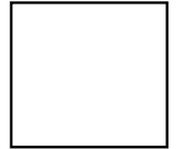
LaQuinta Inn, 208-454-2222

If you are interested in a home stay (either hosting or staying), see the registration form.



Jennifer Miller

5902 Brian Way
Boise, ID 83716



Register Today!

Direct Marketing & Wholesale Success Workshop
Planning for Profit Workshop
2013 Grower's Own Conference

Presented by:



University of Idaho
Extension

2013
grower's own
CONFERENCE

**Friday, February 1 &
Saturday, February 2**

**College of Idaho
Caldwell, ID**

Register by January 18!

**Pre-conference Workshops
on Friday, Feb. 1**

Track A - Direct Marketing & Wholesale Success: Post-harvest Handling & Food Safety for Fresh Produce Growers (Each farm receives a free manual valued at \$70)

Track B - Planning for Profit: Financial Statements, Budgeting, Enterprise Selection & Record Keeping

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