

Two days filled with agricultural and business information, education and networking brought to you by Hiawatha Valley Resource Conservation & Development and River Country Resource Conservation & Development.



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Hurry! Have your registration post marked before Dec. 15, 2008 to take advantage of Early Bird Rates.

Tradeshow Exhibit

Thursday 8:00 a.m. - 6:00 p.m.

Friday 7:00 a.m. - 3:00 p.m.

Visit the Tradeshow.

A wide variety of exhibitors covering educational information and materials. This is your chance to find additional resources and make your operation more successful.

Exhibit Your Products!

Attendees include farmers, agricultural entrepreneurs, people interested in buying local, and educators looking forward to learning about your products and services. Expand your service area, meet new clients and showcase your products and services to the new and upcoming value added businesses.

For more information, call Jeff at 507.281.1959 ext. 4 or visit www.rivercountryrcd.org



Schedule

Track	General Sessions	Marketing	Regional Food	Business Management.	Bio-Energy
Thursday, January 22					
8:00 am	Registration				
9:00 am	Welcome				
9:30 - 10:30	Gary Zimmer- Every Farm is Local to Someone				
10:30 am	Break- Networking & Trade Show				
11:00 - 12:00	Breakout (1)	1. The Iowa Food Cooperative: A Web-Based Direct-to-Consumer Distribution System <i>Gary Huber</i>	2. Managed-Intensive Grazing: Is It Right For You? <i>Bonnie and Inga Haugen</i>	3. Business Feasibility <i>Greg Wise and Bill Pinkovitz</i>	4. Economics and Energy of Ethanol Production from Alfalfa, Corn and Switchgrass in the Upper Midwest <i>Ken Barnett</i>
12:00 - 1:30	Lunch with Mark Seeley- Changing Climate Patterns and their Impact				
1:30 pm	Break- Networking & Trade Show				
1:45-2:45 pm	Breakout (2)	5. Making Money by Direct Marketing Meat, Part 1 <i>Mike Lorentz</i>	6. Permanent Agriculture, an Intro to Designing Your Perennial Farm <i>Mark Shepard</i>	7. USDA-NRCS and USDA-FSA- How We Can Help You Achieve Your Operation's Business Goals In Harmony with a Sustainable Environment. <i>Debera Walchuk, Richard Bauer, and Mark Drewitz</i>	8. Solar Energy in the Midwest <i>Shawn Young</i>
2:45 pm	Break- Networking & Trade Show				
3:15-4:15 pm	Breakout (3)	9. Making Money by Direct Marketing Meat, Part 2 <i>Mike Lorentz</i>	10. Following Nature's Patterns: Imitating Natural Systems for Long-Term Profitability <i>Mark Shepard</i>	11. Case Study: Just Local Food, Worker Owned Food Cooperative, Supporting Local Food Systems in Creative, Innovative Ways <i>Aaron Ellringer</i>	12. Small Scale Solar and Wind Electrical Generation for Farms and Businesses <i>Howard McElroy</i>
4:15 pm	Networking & Trade Show				
4:30-5:15 pm	Round Table Discussions				
6:00-8:00 pm	Banquet Dinner with Keynote Kate Clancy- Building Alternative Food Systems: Next Steps				
8:00 pm	Hospitality				
Friday, January 23					
7:00 am	Registration				
7:00-8:00am	Early Bird Breakout (1)	13. Chippewa Valley Buy Local Consortium - a Partnership of Institutions and Farmers <i>Pam Herdrich, Rick Beckler and Aaron Ellinger</i>			
8:00-9:00 am	Pat Walsh- Emerging Carbon Economy				
9:00 am	Break- Networking & Trade Show				
9:30 -10:30	Breakout (2)	14. Tapping Creativity, Passion, and Innovation to Thrive <i>Herby Radmann</i>	15. Food Drying- Living a Sustainable Life <i>Mary Bell</i>	16. Plan Your Business Success <i>Madeline Schultz</i>	17. Cellulosic Ethanol <i>Pat Walsh</i>
10:30 am	Break- Networking & Trade Show				
11:00 - 12:00	Breakout (3)	18. Marketing Your Farm <i>Gary Zimmer</i>	19. Earning a Livelihood Growing Fresh Market Produce <i>John Hendrickson</i>	20. Shaking the Federal Money Tree, Part 1 <i>Margaret Krome</i>	21. Water Management for Bio-Fuel Facilities <i>Jim Sehl and Jim Strudell</i>
12:00-1:30	Lunch with Margaret Adamek - The Lure of Local: Relocalizing Our Food Systems				
1:30-2:30 pm	Breakout (4)	22. Retailers and Your Local Product- A Healthy Partnership <i>Jan Rasikas and Food Co-op Buyer Panel</i>	23. Food System Planning <i>Kate Clancy</i>	24. Shaking the Federal Money Tree, Part 2 <i>Margaret Krome</i>	25. On Farm Energy Production Using a Methane Digester <i>Jerry Jennissen</i>
2:30 pm	Break- Networking & Trade Show				
3:00-4:00 pm	Speaker Q&A Session/Prizes				
4:00 pm	Adjourn				



Keynote Speaker

Kate Clancy, PhD, Food Systems Consultant, Senior Fellow at the MN Institute of Sustainable Agriculture

Kate Clancy is one of the nation's leading authorities on food systems, with expertise in sustainable agriculture, food policy, food systems planning, organic food, and related topics. She is now a food systems consultant working with many organizations around the country. She has served as a Senior Scientist at the Union of Concerned Scientists and before that Director of the Wallace Center for Agricultural and Environmental Policy. Clancy has a Ph.D. in Nutrition Sciences from the University of California at Berkeley and taught at Cornell and Syracuse universities. She was nutritionist and policy adviser at the Federal Trade Commission and a resident fellow at the National Center for Food and Agriculture Policy. She has served on numerous boards and committees, and is presently on the board of the Accokeek Foundation. She is also a Senior Fellow in the School of Agriculture Endowed Chair in Agricultural Systems at the University of Minnesota. She was a member of the Board on Agriculture panel that produced the groundbreaking report "Alternative Agriculture" and has published and spoken widely on sustainable agriculture and food systems. Her present interests include the development of regional food systems, the research needed to advance sustainable agriculture policy, the complementary issues of farmland preservation and farm viability, policies and policy research that support the grazing sector, and the misperceptions regarding nutritional qualities of organic food.

Keynote presentation: Building Alternative Food Systems: Next Steps. Several decades ago economists and other food and agricultural specialists began to flesh out the concept of "value-added", specifically as a way to improve the income of farmers and ranchers. We've come a long way in our understanding of value-added activities, and their role in, and with other phenomena such as new (but old) local and regional food systems, value chains, business clusters, and overall food system strategy. That strategy will always include direct marketing, but needs to encompass larger and more integrated alternative food enterprises, and to encompass businesses that function at a regional and larger scale. Problems with financial and credit markets, climate change, energy and food costs, among others, present challenges to the development of alternative food systems. But useful concepts and practical models, from the Midwest and elsewhere, are at hand to assist in this most important endeavor.

General Session Speakers



Margaret Adamek, PhD, Research Fellow, Local Food, Sustainability and Wellness at the University of MN

Dr. Margaret Adamek has worked in sustainable and local food systems for fifteen years. She specializes in assisting community-based efforts in 'scaling up' for systems change, producing nationally recognized cross-sector institutional change efforts in nutrition, local food systems, higher education and federal agencies. Adamek serves a bridging role between alternative paradigms of food, agriculture and community and mainstream institutions. She holds a bachelors degree in French Literature and African American Studies and a doctorate in Philosophy of Consciousness.

General presentation: The Lure of Local: Relocalizing Our Food Systems. What does it take to produce food nearby in a way that benefits communities, economies and the environment? How can the local foods movement be an instigator for economic development using the new/old paradigm of "localization"? This presentation explores the latest thinking in what it takes to "re-localize" food, energy, transportation and currency with a special emphasis on local food systems. We will explore cutting edge concepts and case studies that demonstrate how understanding the process of localization can be applied to create profitable, sustainable local food systems.



Mark Seeley, PhD, Professor, Department of Soil, Water, and Climate at the University of MN

Mark Seeley joined the faculty at the University of Minnesota Department of Soil, Water and Climate in 1978, after spending time as a principal scientist at the NASA/Johnson Space Center in Houston, TX. He is trained and published in both meteorology and climatology. Dr. Seeley primarily conducts research (20%) and extension (80%) programs related to the utilization of meteorological and climatological data for agricultural production systems and management of natural resources. He has served as a weekly commentator on Minnesota

Public Radio's Morning Edition news program since 1992, and is a frequent guest on other radio and television news programs. He also writes the weekly newsletter "Minnesota WeatherTalk" and helps produce a weekly public radio science podcast called "Jet Streaming."

General presentation: Changing Climate Patterns and their Impact. Recent decades have brought signals of climate change to Minnesota and the Western Great Lakes Region. These changes are measurable and not without consequence. The temperature records at all locations show warming, the summer dewpoints have been trending higher, and precipitation variability has amplified. The consequences of these changing climate features are broad in scope and will require a response from Minnesota citizens to insure that the quality of life, along with the state's abundant and diverse natural resources might be preserved for future generations.



Pat Walsh, Co-Director of the UW-Extension Solid and Hazardous Waste Education Center; Professor, Department of Biological Systems Engineering, UW-Madison/Extension

Pat Walsh has extensive experience in environmental and energy issues. He is co-director of the UW-Extension Solid and Hazardous Waste Education Center and Professor in the Department of Biological Systems Engineering at the University of Wisconsin -

Madison. He is an attorney and engineer. Prior to joining the University, he was an assistant attorney general in the environmental unit of the Wisconsin Department of Justice and an attorney in private practice. He has authored numerous articles in environmental and energy policy and technology. For ten years, he was the assistant dean and statewide program leader for Community, Natural Resources and Economic Development programs for University of Wisconsin Cooperative Extension. He currently is co-team leader for the UW-Extension Energy Conservation and Renewable Energy Team.

General presentation: Emerging Carbon Technology. This session will analyze the trends which are expected to promote development of the carbon economy in the United States. Issues including peak oil and national security, population growth and climate change are influencing policy discussions at the federal level. The impact of a growing carbon economy on opportunities for bio-energy project development will be discussed.



Gary Zimmer, President of Midwestern Bio Ag

Gary Zimmer, author of the book *The Biological Farmer*, is a farmer, agri-businessman and educator. Dedicated to improving farming through restoring and balancing soils, he has spoken to farmers across the U.S. and in Canada, Europe, Australia, New Zealand and South Africa. Gary has evaluated farming practices as a consultant, on his family's farm, and as president of Midwestern Bio-Ag, a biological farming consulting and products company. The Zimmer family's organic farms utilize the ideas Gary has gleaned over a

lifetime spent studying agriculture. Otter Creek Organic Farm includes a 200-cow organic dairy, pastured hogs and beef cattle, vegetables, and other crops on 1,000 acres. Several years ago the Zimmer family expanded the operation with direct marketing of cheese from the dairy herd and established Local Choice Farm Market in Spring Green where they offer meats and cheeses from the farm, as well as other local products and produce. More recently they added a facility for processing and marketing of organic and local meats.

General Session: Every Farm is Local to Someone. So what kind of local food do you want to produce? Have a farm story and make your farm visible, provide the customer with something unique. Offer better fresh food raised humanely and sanely, protecting plants, animals and the environment.



Breakout Sessions

1. The Iowa Food Cooperative: A Web-Based Direct-to-Consumer Distribution System

Gary Huber, Senior Program Specialist, Practical Farmers of IA

This presentation will review the process used to develop the Iowa Food Cooperative (IFC) and demonstrate its website and software. Using software that was first developed by the Oklahoma Food Cooperative, farmers go on-line to upload product information and then consumers go on-line to shop by placing items in a shopping cart. When the shopping cart closes, farmers are automatically sent information on who ordered what products. Order fulfillment happens one week later when farmers bring ordered products to the IFC's initial distribution site in Des Moines during the morning. Consumers then come to the site to pick up their orders during the afternoon.

2. Managed-Intensive Grazing: Is It Right For You?

Bonnie and Inga Haugen, Farm Owners, Springside Farm

A special invitation to current non-grazers. A basic overview of grazing dairy cows on the rolling hills of SE MN with emphasis on how grazing has positively affected the water, soil and biodiversity of Springside Farm. Learn from our mistakes! How grazing has affected our financial profitability, human health, life balance and overall sustainability. Grazing is not just for dairy cows, and is not for everyone, but come and learn how it might work for you, and why we think it's right for everyone from consumers to critters.

3. Business Feasibility

Greg Wise, Professor, UW-Extension and

Bill Pinkovitz, Professor, UW-Extension

Thinking of starting a farm business or expanding into some new venture? Ready to give it a good, hard look? The unique workshop is designed specifically for ag entrepreneurs and covers family readiness, market data and shoe-leather research using two familiar Wisconsin farm stories.

4. Economics and Energy of Ethanol Production from Alfalfa, Corn and Switchgrass in the Upper Midwest

Ken Barnett, Extension Educator, UW-Extension

Which crop is the best choice for ethanol production? It depends on the ultimate goal and a series of trade offs. While corn is the "king" of ethanol production now, alfalfa could be a good "queen" to corn for a variety of reasons. Switchgrass, too has its place. How do these three crops compare?

5. Making Money by Direct Marketing Meat, Part 1

Mike Lorentz, Co-owner and CFO, Lorentz Meats

Mike will share his observations of the costs associated with direct marketing and provide strategies for pricing products to add dollars to your bottom line.

6. Permanent Agriculture, an Intro to Designing Your Perennial Farm

Mark Shepard, Owner and CEO, Forest Agriculture Enterprises and New Forest Farm

This workshop will introduce Agroforestry and Permaculture principles and techniques to make your farm more sustainable, from land shaping to water collection to various different perennial plant families and animals. Learn how to imitate nature and create a farming system that builds the health of the ecosystem and requires decreasing inputs.

7. USDA-NRCS and USDA-FSA- How We Can Help You Achieve Your Operation's Business Goals In Harmony with a Sustainable Environment

Debra Walchuk, State Outreach Coordinator, MN NRCS

Richard Bauer, County Executive Director, Farm Service Agency

Mark Drewitz, Farm Loan Manager, Farm Service Agency

USDA-NRCS and USDA-FSA works side-by-side with farmers, ranchers, communities and other individuals and groups to stabilize farm income, provide credit, and protect natural resources on private lands. We can help you balance your economic goals with the needs of the environment, ensuring productive lands that feed our people, supply fiber and forest products, and energy resources. Learn about the 2008 Farm Bill programs administered by NRCS and FSA.

8. Solar Energy in the Midwest

Shawn Young, Solar Thermal Division Director,

H&H Solar Energy Services

Overview of the available solar technologies in the upper Midwest. What incentives are available to the public. Success stories of recent projects. Educational opportunities for the public. Open for questions.

9. Making Money by Direct Marketing Meat, Part 2

Mike Lorentz, Co-owner and CFO, Lorentz Meats

Mike will share his observations of the costs associated with direct marketing and provide strategies for pricing products to add dollars to your bottom line.

10. Following Nature's Patterns: Imitating Natural Systems for Long-Term Profitability

Mark Shepard, Owner and CEO, Forest Agriculture Enterprises and

New Forest Farm

This workshop will present several different natural ecosystems in WI and MN as case studies. We will discuss the income opportunities of each as well as how to imitate them with intentionally designed systems. Learn how to work WITH nature rather than fight against it.

11. Case Study: Just Local Food, Worker Owned Food Cooperative, Supporting Local Food Systems in Creative, Innovative Ways

Aaron Ellringer, Owner/Buyer, Just Local Food Co-op

Presented by Aaron Ellringer, co-founder and one of 12 current worker/owners of the Just Local Food Cooperative in Eau Claire, WI. Just Local Food started in 2004 as a home delivery service in partnership with a handful of local family farms. Since then, the co-op has grown to support over 75 local and regional suppliers with over \$500,000 in sales for 2008. In the fall of 2008 the coop moved into a former convenience store in downtown Eau Claire and has seen steadily increasing sales. This workshop will follow the progress of the collective and include topics such as business incorporation (member, worker, producer or hybrid cooperative), business management (collective structure vs hierarchy management), retail venues (home delivery, farmers markets and small grocery store) and education and marketing activities used to grow sales of local food in the Chippewa Valley. This workshop has ample time for Q&A between presenter and attendees to flush out opportunities and threats to other local food development projects.

12. Small Scale Solar and Wind Electrical Generation for Farms and Businesses

Howard McElroy, Consultant with Winkelman's Environmentally Responsible Construction

Howard will provide you with information on planning, design and installation issues for generating electricity from small scale wind and solar systems.

13. Chippewa Valley Buy Local Consortium - a Partnership of Institutions and Farmers

Pam Herdrich, NRCS Coordinator, River Country RC&D

Rick Beckler, Director of Hospitality, Sacred Heart Hospital

Aaron Ellringer, Owner/Buyer of Just Local Food Co-op

A group of farmers and institutions partnered to develop the Chippewa Valley Buy Local Consortium, which is developing the infrastructure to provide locally, produced food and other items to institutions in the Chippewa Valley. Project members will give a brief history and description of the effort, outline success, lessons learned, barriers identified and the strategies to overcome them. A significant portion of the breakout session will be devoted to a question/answer period.



Breakout Sessions

14. Tapping Creativity, Passion, and Innovation to Thrive

Herby Radmann, Soul Proprietor, The Bullfrog's Eat My Fish Farm

Herby Radmann, Soul Proprietor of the Bull Frog Fish Farm, will discuss the creative innovations that the Bull Frog Fish Farm has applied to grow and sustain their business. You'll hear about the Society for the Preservation of Character, home-grown relatives, soul proprietor – a community supported business model, developing new product and services and marketing them at a local and regional level.

15. Food Drying- Living a Sustainable Life

Mary Bell, Proprietor, The Dry Store

In this class you'll find out how to: Make great jerky, a wildly popular low-fat, high-protein, fast food. Save money and promote good health by drying fresh, frozen or canned fruits and vegetables - from apples to watermelon and from asparagus to zucchini. Dry locally grown, in-season, chemical free and preservative-free food. Dry fruit and vegetable purees, from applesauce to thick liquids such as spaghetti sauce and soup. Make exotic and nutritious raw foods. Prepare lightweight, portable dried foods to take along when adventuring in the great out-of-doors. Cook and bake with dried foods. Make terrific dried food powders. Dry herbs and flowers. Treat your pet with homemade goodies. Make great gifts and home decorations. This food drying class will present something for everyone; vegetarians, natural and raw food enthusiasts, hunters, fisherman, gourmet cooks, gardeners and hikers. This class is also intended to encourage everyone to look around and to find creative ways to utilize undervalued and under utilized foods.

16. Plan Your Business Success

Madeline, Program Assistant, IA State University Extension Value Added Agriculture Program

The Plan Your Business Success presentation will help participants understand how and why business plans can be used to enhance business success for both start-up and on-going businesses. The presentation will showcase effective business planning tools and walk participants through the planning process. Participants will learn the importance of aligning personal and business values and using these to create business goals. The speaker will discuss how to make the most of individual resources and knowledge, identify and evaluate markets, develop financial forecasts, find the right employees, plan for generational succession, and monitor business success.

17. Cellulosic Ethanol

Pat Walsh, Co-Director, UW-Extension Solid and Hazardous Waste Education Center and Professor, Department of Biological Systems Engineering, UW-Madison/Extension, UW-Extension

This session will address the reasons that United States is strongly promoting development of cellulosic ethanol production will be described. Technical and economic challenges to cellulosic ethanol development will be discussed.

18. Marketing Your Farm

Gary Zimmer, President of Midwestern Bio Ag

Developing a story, building an image of a producer that deserves customer support.

19. Earning a Livelihood Growing Fresh Market Produce

John Hendrickson, Senior Outreach Specialist, CIAS, UW-Madison

John Hendrickson will share observations and information on market farm economics, costs of production, setting prices, farm scale, and quality of life in this session geared toward growers of fresh market produce. At what scale can a market farm provide a livelihood? How are growers tracking costs of production and setting prices? John is a Senior Outreach Specialist at the University of Wisconsin working in the area of fresh market vegetable production and marketing. He coordinates the Wisconsin School for Beginning Market Growers and also operates his own certified organic vegetable farm.

20. Shaking the Federal Money Tree, Part 1

Margaret Krome, Policy Program Director, Michael Fields Agricultural Institute

Participants will learn principles of 1) designing sound projects; 2) identifying federal programs appropriate to their needs; and 3) writing successful grant proposals. This participatory workshop is designed to demonstrate to you how much you already know about these topics. You will receive handouts supporting this work, including a copy of Building Better Rural Places, a 146-page guide to federal programs that support sustainable agriculture and forestry.

21. Water Management for Bio-Fuel Facilities

Jim Sehl, Regional Ground Water Specialist, MN DNR

Jim Strudell, Senior Pollution Control Specialist, MN Pollution Control Agency
Growth in the bio-fuels industry throughout Minnesota has become a highly charged social and environmental issue regarding the potential impacts to the natural resources of the state. One side of the issue contends there are too many restrictions and requirements for determining the availability of water for production needs. The other side contends the state issues water appropriation permits for large volume users without adequate safeguards. Jim Sehl will provide an overview of the water quantity assessment (aquifer test) process that must be completed as part of the Department of Natural Resources Water Appropriation Permit application. Jim Studell will focus on the need to develop and maintain a dependable water balance for ethanol plants. Minnesota ethanol plants generate wastewaters from water treatment and cooling processes. These wastewaters require environmentally sound disposal. Decisions on ethanol plant location have a huge impact on treatment needs and costs, which can affect project viability.

22. Retailers and Your Local Product - A Healthy Partnership

Jan Rasikas, General Manager, Viroqua Food Co-op

Consumer Food Co-ops have led the way on supporting their local growers for decades. Driven by the same set of cooperative principles that state concern for their community, food co-ops commit resources to developing and supporting the local economy by focusing on locally grown and produced products. Our panel of co-op buyers and marketers will discuss their strategies to connect shoppers with those who grow and produce their food locally. They'll discuss what it takes to get your product on the retail shelf, including packaging, labeling, packing and delivering your products. Co-ops do more than just sell your goods; we like to partner with our growers. Let us show you how it works! There will be time for questions.

23. Food System Planning: It's Time Has Come Again

Kate Clancy, Food Systems Consultant

Food system planning has a long history, but at no time has it been more important than now. We'll review that history, and look at present-day efforts that now include professional planners.

24. Shaking the Federal Money Tree, Part 2

Margaret Krome, Policy Program Director, Michael Fields Agricultural Institute

Participants will learn principles of 1) designing sound projects; 2) identifying federal programs appropriate to their needs; and 3) writing successful grant proposals. This participatory workshop is designed to demonstrate to you how much you already know about these topics. You will receive handouts supporting this work, including a copy of Building Better Rural Places, a 146-page guide to federal programs that support sustainable agriculture and forestry.

25. On Farm Energy Production Using a Methane Digester

Jerry Jennissen, Owner/Operator, Jer-Lindy Farms

Jerry Jennissen of Jer-Lindy Farms, on behalf of the Minnesota Project, will discuss his methane digester project. Jerry owns and operates a 177 head dairy herd near the town of Brooten, MN. He recently installed, with the assistance of the Minnesota Project, a 37 kW generator powered by methane to supply power for his dairy operation. Attendees will learn about how the project started and the operation of the digester.

Special thanks to our organizers.

Blackhawk Hills RC&D
ERC/MN Regional Partnership
Farmers from both MN and WI
Hiawatha Valley RC&D
MN Dept. of Agriculture
MN Grown
MN NRCS
River Country RC&D
UMEX
UWEX
Viroqua Food Co-op
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SOUTHWEST BADGER
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 Driftless Area Initiative Coordinator
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David.Wilson@rcdnet.net

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The Driftless Area Initiative unites organizations and individuals within the Driftless Area of the Upper Mississippi River Basin for collaborative action to enhance and restore this region's ecology, economy, and cultural resources in a balanced, integrated fashion.



Conservation.
 Our Purpose. Our Passion.

Contact your local NRCS Service Center or
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"Our Purpose



United States Department of Agriculture
 Natural Resources Conservation Service

How do I get there?

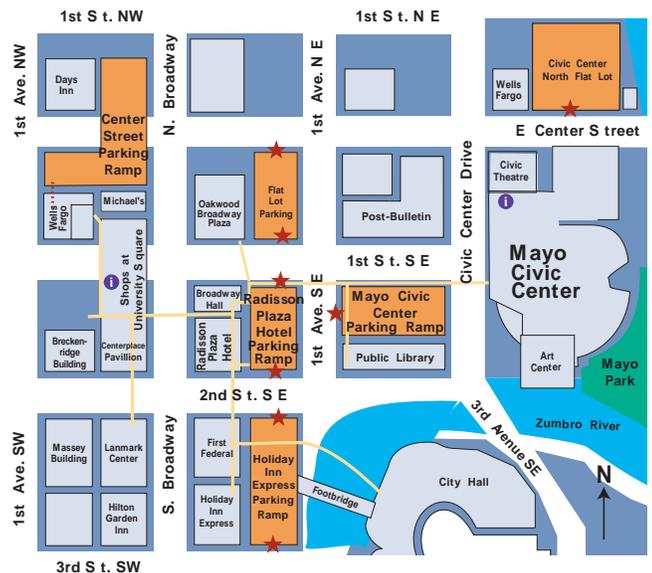
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Radisson \$95 + tax per night includes validated parking, connected to the civic center by Skyway
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Both hotels have reserved rooms under Midwest Value Added Ag conference



1. Who Are You?

Please **PRINT CLEARLY** the information as you would like it to appear on your badge.

Name _____

Business, Farm Name, Affiliation _____

Address _____

City _____ State _____ Zip _____

E-mail _____

Phone () _____ Fax() _____

2. Mark all that apply.

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Farmer | <input type="checkbox"/> full time farmer | <input type="checkbox"/> part time farmer | <input type="checkbox"/> full time off farm |
| <input type="checkbox"/> livestock | <input type="checkbox"/> dairy | <input type="checkbox"/> row crops | <input type="checkbox"/> forage |
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| <input type="checkbox"/> Business | <input type="checkbox"/> agricultural | <input type="checkbox"/> consultant | <input type="checkbox"/> family farm |
| | <input type="checkbox"/> value added processing | <input type="checkbox"/> other | |

3. Choose your sessions.

If you are with a group please fill out **one form** for **each attendee**. Or write in the **number** of people next to the session indicating how many will attend each session. This does not commit you to this workshop but merely allows for more accurate planning.

Thursday, January 22

9:00 a.m. Welcome

9:30 - 10:30 a.m. General Session

11:00 - 12:00 p.m. Breakout Sessions

1. The Iowa Food Cooperative: A Web-Based Direct-to-Consumer Distribution System

2. Managed-Intensive Grazing

3. Business Feasibility

4. Economics and Energy of Ethanol

12:00-1:30 p.m. Lunch & General Session

1:45 p.m. - 2:45 p.m. Breakout Sessions

5. Making Money by Direct Marketing Meat, Part 1

6. Permanent Agriculture, an Intro to designing your perennial farm

7. USDA-NRCS and USDA-FSA How We Can Help You Achieve Your Operation's Business Goals In Harmony with a Sustainable Environment.

8. Solar Energy in the Midwest

3:15 p.m. - 4:15 p.m. Breakout Sessions

9. Making Money by Direct Marketing Meat, Part 2

10. Following Nature's Patterns: Imitating Natural Systems for Long-Term Profitability

11. Case Study: Just Local Food, Worker Owned Food Cooperative, Supporting Local Food Systems in Creative, Innovative Ways

12. Small Scale Solar and Wind Electrical Generation for Farms and Businesses

6:00 p.m. Dinner and Keynote

Friday, January 23

13. Chippewa Valley Buy Local Consortium - a Partnership of Institutions and Farmers

8:00 - 9:00 a.m. General Session

9:30 a.m. - 10:30 a.m. Breakout Sessions

14. Tapping Creativity, Passion, and Innovation to Thrive

15. Food Drying- Living a Sustainable Life

16. Plan Your Business Success

17. Cellulosic Ethanol

11:00 a.m. - 12:00 p.m. Breakout Sessions

18. Marketing Your Farm

19. Earning a Livelihood Growing Fresh Market Produce

20. Shaking the Federal Money Tree, Part 1

21. Water Management for Bio-Fuel Facilities

12:00-1:30 p.m. Lunch & General Session

1:30 - 2:30 p.m. Breakout Sessions

22. Retailers and Your Local Product- A Healthy Partnership

23. Food System Planning

24. Shaking the Federal Money Tree, Part 2

25. On Farm Energy Production Using a Methane Digester

3:00 - 4:00 p.m. Speaker Q&A Session, Prizes and Closing Remarks

4. Register.

Full Conference (both days Jan 22-23)	Early Bird Before Dec 19	After Dec 19	HOW MANY?	Total
<input type="checkbox"/> Adult	\$105	\$120		
<input type="checkbox"/> Additional adults from same farm or family	\$80	\$95		
<input type="checkbox"/> Student w/ID	\$55	\$70		
<input type="checkbox"/> Child (5-18 yrs old)	\$45	\$60		
Single Day Registration				
Thursday, Jan 22 <input type="checkbox"/> Adult	\$65	\$80		
<input type="checkbox"/> Student w/ID	\$40	\$55		
<input type="checkbox"/> Child (5-12 yrs old)	\$35	\$50		
Friday, Jan 23 <input type="checkbox"/> Adult	\$55	\$70		
<input type="checkbox"/> Student w/ID	\$35	\$50		
<input type="checkbox"/> Child (5-12 yrs old)	\$30	\$45		

Tradeshow Exhibits	Early Bird Before Dec 19	After Dec 19	Total
*All booth staff must register for conference.			
<input type="checkbox"/> Agency or Business Exhibit Space (table & chairs included)	\$185	\$205	
<input type="checkbox"/> Educational or Farm Exhibit Space non-profit or farms only (table & chairs inc.)	\$85	\$95	

Special Requests

- vegetarian meals
- other special dietary needs
- If you have special needs that may require accommodations, please check this box and a member of our staff will contact you to discuss your needs.

Reasonable accommodations for individuals who qualify under the Americans Disabilities Act are available. If accommodations are not requested at least 10 days in advance, we cannot guarantee availability of accommodations on site.

Interested in the conference, but don't have much time?

Sign up to attend a lunch or dinner presentation!

(If you have registered for the conference above, there is no need to sign up for meals).

- Thursday Jan 22 lunch 12:30-1:30 pm with Mark Seeley \$15
- Thursday Jan. 22 dinner 6:00-8:00 pm with Kate Clancy \$20
- Friday Jan. 23 lunch 12:00-1:00 PM with Margaret Adamek \$15

GRAND TOTAL	\$
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5. Payment information.

College and technical college students, please contact River Country RC&D for a discounted rate.

- Check/ Money order Purchase Order Credit Card

Please note a \$15 service fee may be added to all credit card registrations.

If you would like to pay by credit card an email address is required so instructions on how to pay via paypal can be sent to you.

E-mail _____

Please make checks payable to Hiawatha Valley RC&D and mail completed registration and payment to: Hiawatha Valley RC&D, Value Added Ag Conference 1485 Industrial Dr. NW, Room 104, Rochester, MN 55901



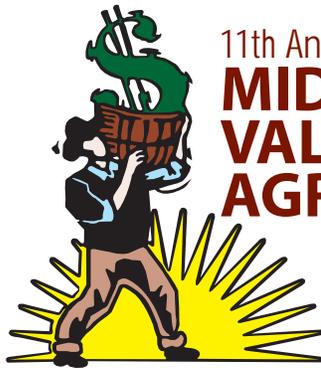
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Conference



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River_Country@hotmail.com

SAVE THE DATE