

# The University of Delaware Cooperative Extension

in collaboration with the Cooperative Extension Services of:

Delaware State University

University of Maryland

and Rutgers, the State University of New Jersey

Presents the

## 8th Annual Women in Agriculture Conference



**January 22 - 23, 2009**

**Dover Downs Hotel**

**Dover, Delaware**

### Featured Speakers:

**Odonna Matthews**

*President of Odonna Matthews Consulting, Inc.*

A specialist in consumer communications, media and presentation skills training.

“Consumer Trends”

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**Troy & Stacy Hadrick**

*Advocates for Agriculture*

“Discovering Your Influential Power”

And

“Flexing Your Influential Muscle”

## Workshop Descriptions

### Workshop Session #1 10:15 - 11:30 AM Thursday, January 22

**High Tunnels** - Whether you're gearing up to sell at a farmers' market, through your roadside stand, or considering supplementing homemade meals with fresh produce you have grown yourself, high tunnels can be an important component in growing high quality and consistent produce. Used for germination, hardening off, season extension, or for protection from wind and rains, these increasingly popular structures can be an important part of a producer's operation. They are larger than cold frames useful in small "backyard-type" operations, and usually smaller and less complicated than a greenhouse, which is heated and ventilated by fans. High tunnels occupy a middle ground between the two, and have special uses of their own, making them invaluable on produce farms. Come explore your options.

**Learning Journeys: Exploring Interests Through Reading and Journaling - The Delaware Library Learning Journey (DLLJ) Program-** There are so many things to explore in this world! When a book creates curiosity about a new topic, why not document your learning journey through journaling or reading maps? Learn creative ways to document and build on your learning experiences in a fun, useful and memorable way. This session is an interactive examination/discussion of personal reading selection and tracking to help participants recognize their own methods, motivations and strong subject areas of interest. NOTE: a Delaware Library Learning Journal, *Between the Lines*, is provided to each participant.

**Goat Management** - Plan to attend this session to learn about goat management and production. The presentation will include information on selecting breeds and selecting goats. In addition, topics such as feeding, breeding and general goat health will be discussed..

**Crop Insurance: New Tools and Developments** - In an extremely volatile economic environment, farmers need to constantly improve their risk management strategies. In this session participants will explore new web-based tools for enhancing their risk management skills. The latest crop insurance developments will also be covered, including the relationship between crop insurance and the new FSA whole-farm Supplemental Revenue Assistance Program.

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### Workshop Session #2 1:00 - 2:15 PM Thursday, January 22

**What's in Your Market Basket?** - Pesticides help control insects, weeds, plant diseases, and other pests on our food crops. How much of the pesticide that is applied to our food ends up in what we and our families eat? Should we worry about residues in our food? Learn what the latest monitoring reports can tell us about balancing these benefits and risks.

**The Status of Honeybees** - This workshop will include updates on the Colony Collapse Disorder (CCD) phenomenon and overall honey bee colony health. Further, participants will learn how farmers can reduce the negative impact of their operations on honey bee hives, as well as make their farms conducive to colony health and survival.

**Broiler Production Management - For Potential & Existing Growers** - Broiler production is the largest agricultural revenue generator in Maryland and Delaware. This session will discuss factors evaluating broiler production as a farm enterprise or as an alternative or complementary farm enterprise. Current broiler producers also might find this class helpful. Among the subjects covered will be availability of an integrator, contract production, building and equipment requirements, labor and management requirements, equipment consideration, waste management regulations, nutrient management, cost share opportunities, bio-security, cash flow, income, profitability, and environmental requirements.

**Immigration Law** - Immigration issues affect every employer in the U.S., but the agricultural industry bears the brunt of this perhaps more than all the others. In addition to seasonal help concerns from foreign labor, such as the H-2A program, many employers in the agricultural industry are now faced with No-Match regulations, Executive Orders requiring employers to sign up with E-Verify, and running their businesses without the intervention of I.C.E. This workshop will describe the H-2A process and then address the myriad of current immigration-based regulations that affect the agricultural industry. We will also explore the possible laws and regulations that may come from a newly elected President Obama and Democratic controlled Congress.

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### Workshop Session #3 2:45 - 4:00 PM Thursday, January 22

**Interviewing, Hiring and Employee Leave Laws You Need to Know** - Are you asking legal questions on your employment application? What liability do you have for hiring and/or retaining a dangerous employee? What types of leave are your employees permitted? This workshop will focus on updating your employment application and making sure you are asking proper questions during interviews. We will also discuss your liability for hiring and/or retaining an employee with a known criminal record or who has a dangerous background. Finally, the various leave laws will be addressed, including military leave (USERRA), family or personal leave (FMLA), and other leaves of absence permitted under the law.

**Farm To-and-In Schools** - This session will feature programs that incorporate using fresh foods to supply school cafeterias as well teach students the value of growing the food they eat.

**Workshop Descriptions continued on page 4.**

## Conference Schedule

	<u>Thursday, January 22, 2009</u>		<u>Friday, January 23, 2009</u>
7:45	Registration & Continental Breakfast	8:00	Continental Breakfast
8:30	<u>General Session</u> <b>Keynote Address: <i>Odonna Matthews</i></b>	8:30	Workshop Session 4
10:15	Workshop Session 1	9:45	Break
11:45	<u>Luncheon</u>	10:00	Workshop Session 5
1:00	Workshop Session 2	11:30	<u>General Session</u> <b>Capstone Speakers: <i>Stacy &amp; Troy Hadrick</i></b>
2:15	Break		
2:45	Workshop Session 3		
4:15	<u>General Session</u> <b>Featured Speakers: <i>Stacy &amp; Troy Hadrick</i></b>		
5:30—7:30	Reception and Harness Racing		

### Additional Information

A block of hotel rooms has been held for conference participants. Please call the Dover Downs Hotel at 866-473-7378 by **January 10, 2009** to reserve your room at the conference rate of \$125, for single or double occupancy. You must mention that you are with the **Women in Agriculture** group to get the \$125 rate.

On Thursday evening, January 22, we will host a “networking” reception and an opportunity to watch harness racing. The reception will follow Advocates for Agriculture - Stacy & Troy Hadrick. Looking forward to seeing you at the conference!

*Laurie Wolinski*

Extension Associate, University of Delaware Cooperative Extension

For more information contact Laurie Wolinski at 302-831-2538 or visit the web at: <http://ag.udel.edu/extension/kent/womeninag.htm>

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Conference Registration is **\$40.00**. Please mail your registration form and include a check made payable to:

University of Delaware

**Please mail registration by Wednesday, January 7, 2009.**

Registrations should be sent to:

Susan Olson—Women in Ag Registration

University of Delaware

213 Townsend Hall

Newark, DE 19716-2130 OR Fax: 302-831-0857

Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail address \_\_\_\_\_

Phone Number \_\_\_\_\_ I plan to attend the Thursday evening reception. Yes \_\_\_\_ No \_\_\_\_

Workshop Choices: Circle **ONE** topic from each COLUMN. \* Grain Marketing is a double session - please choose both sessions—4 & 5.

Session #1 (10:15—11:30)	Session #2 (1:00—2:15)	Session #3 (2:45—4:00)	Session #4 (8:30—9:45)	Session #5 (10:00—11:15)
High Tunnels	Market Basket	Employment Law	Establishing a Winery	Safe Food on the Farm
Reading/Journaling	Honeybees	Farm To-and-In Schools	*Grain Marketing	*Grain Marketing
Goat Management	Poultry Management	Farm Service Agency	Selling Direct/Farmer Markets	Agritourism
Crop Insurance	Immigration Law	Estate Planning	Hiring Teenagers	Business Planning

## Featured Speakers

### Oonna Matthews

Ms. Matthews is President of Oonna Mathews Consulting, Inc., specializing in consumer communications, media and presentation skills training. She is a speaker at numerous industry conferences and has over 30 years of experience in the food industry.

Formerly, Ms. Matthews was Vice President - Consumer Affairs for Giant Food and Stop & Shop Supermarkets.

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### Stacy and Troy Hadrick

Troy and Stacy Hadrick are fifth generation United States ranchers from western South Dakota. Their goal is to help you tell the positive story of agriculture. Visit their website to learn more - <http://advocatesforag.com/>

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***The goal*** of the Women in Agriculture Conference is two-fold: to recognize women for the critical role they play in day-to-day farm and agribusiness activities; and to provide risk management information and tools so that participants can make informed decisions concerning their agribusinesses and families. This conference offers an opportunity for participants to learn and network in a relaxed atmosphere.

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## Workshop Descriptions, cont.

### Workshop Session #3 cont. 2:45 - 4:00 PM Thursday, January 22

**Farm Service Agency: Helping Women Farm** - Whether you participate in a family farm business or are looking to start a farming operation, USDA's Farm Service Agency (FSA) is here to help. A team of FSA personnel will be on hand to discuss farm production, disaster and conservation programs. In addition they will share information about a variety of loan programs available for purchasing inputs, equipment, or land; for farm storage facilities; for youth projects; and for crop marketing. FSA has a program for almost any situation that affects your farm.

**Six Steps to An Effective Estate Plan** - An effective estate plan ensures that you and those you care for most will enjoy the security of your assets. This in-depth discussion focuses on "best practices" to preserve your life's holdings, ensure their efficient transfer to your beneficiaries and meet family objectives. Attendees will learn about: Wills, Living Wills, and Powers of Attorney - What they do and don't do; When to update; How to protect your assets from death taxes and nursing home care costs; Your options for paying for home care and assisted living care; Keeping the peace: Ideas for reducing conflict among family members; Stretching IRA-reducing tax liability over multiple generations; Special issues unique to farmland and farming businesses; and What you can start doing now to prepare for the possibility of your death or disability.

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### Workshop Session #4 8:30 - 9:45 AM Friday, January 23

**Establishing a Winery** - Learn from the co-owner of Serpent Ridge Winery about her personal experience in starting a winery. She will discuss what to consider when beginning a winery, including licensing and permitting, and the many challenges involved in the process. Useful web sites for winery start-up will be shared.

**Grain Marketing - Tool Time for Pre-Harvest Marketers (double session)** - What pricing tools are available to grain marketers before harvest? This workshop will use the example of a pre-harvest plan for corn in 2007 to illustrate the pros and cons of six different pricing tools: forward contracts, selling futures contracts, hedge-to-arrive contracts, buying put options, forward contracting and buying call options, and selling calls to form a price window. Once they develop a better understanding of the tools, participants will be invited to "test drive" these tools in a realistic marketing game.

**Selling Direct: A strategy for Hard Times** - Panel members from Rutgers Food Innovation Center, the Historic Lewes Farmers Market, and a third generation grower-retailer who participates in the year-round Trenton Farmers Market, will share their experience, findings, and suggestions about the opportunities for participating in community farmers markets, as well as finding other retail outlets. In addition, information about new online courses for starting farmers markets will be discussed.

**Hiring Teenagers** - Teenagers have many options for seasonal work. Adults and teenagers have different perspectives in working with clientele and job responsibilities. Understanding generational differences is important in keeping a harmonious work environment. Experienced farmers who employ teenagers will share their experiences with understanding, hiring and employing this age group. In addition, a 4-H Educator will address the notion of generational differences.

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### Workshop Session #5 10:00 - 11:15 AM Friday, January 23

**Keeping Food Safe While It's on the Farm** - Good agricultural practices (GAPs) and good handling practices (GHPs) encompass the general procedures that producers and packers of fresh fruits and vegetables should follow to ensure the food safety of their product. These include pre-harvest practices (i.e., in the field) and post-harvest practices including packing and shipping. During this workshop, we'll review the latest information regarding microbial contamination trends, updates on regulations, and strategies for the safe handling of produce, both fresh and minimally processed.

**Grain Marketing - Tool Time for Pre-Harvest Marketers (double session)** - See above for a description of this double session.

**Agritourism: Growing Farm Revenues** - Agritourism entrepreneurs and farmers considering agritourism enterprises are encouraged to attend this conference session to gain new ideas and marketing resources from agency professionals and other experienced operators. Agritourism allows farmers to diversify their core operations and keep farmland in production, while preserving scenic vistas and maintaining farming traditions. This session will provide: challenges and opportunities for growing agritourism enterprises for new and not-so-new agritourism operators; resources and networking to build your business locally and throughout the Northeast region; examples of enterprise design, regulations, and ways to tap into tourism industry resources; and a look beyond today's corn mazes and pumpkin patches to a preview of new and expanding ideas for attracting more visitors to the farm.

**Business Planning** - Planning is essential to any business, no matter how large or small your inventory, payroll and bank account. To be successful, a farm operation must know its current status and future plans. Having these plans mentally is not enough! Taking time to formulate thoughts, evaluate your business, devise a strategy, and anticipate possible problems will help your business be successful. This workshop will offer information and helpful tools, including a workbook and CD, to complete your farm business plan.

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