
Event Agenda

2024 National Farm Viability Conference

Mon, Apr 29, 2024

9:00 AM - 8:30 PM

Pre-Conference Tour: Soaring to New Heights

Location: Off-site - Meet in Lobby

Tue, Apr 30, 2024

8:30 AM - 5:00 PM

Registration Open

Location: Grand Lobby

9:00 AM - 10:00 AM

Networking | Arrival Coffee & Snacks

Location: Elk River Atrium

10:00 AM - 11:30 AM

What a Lender Wants to Know

Location: 212

Speakers: Gary Matteson, Chris Laughton, Paul Dietmann, Trey Keyser

10:00 AM - 11:30 AM

Suicide Prevention and Farm Stress in Rural Communities

Location: 215

Speakers: Ami Cook, David Roberts, Jodi Richmond, Alex Smith

10:00 AM - 11:30 AM

Navigating the Farm Viability Sector as a BIPOC Advisor

Location: 214

Speakers: Amanda Chang, Silvia Cuesta, Geoffrey Van

10:00 AM - 11:30 AM

Engaging Farmers in the Business Planning Process

Location: 217

Speakers: Melissa Adams, Myrna Greenfield

10:00 AM - 11:30 AM

Farmland Access Pathways and Pitfalls

Location: 211

Speakers: Jan Joannides, Liya Schwartzman, Molly Johnston-Heck

10:00 AM - 11:30 AM

Design the Software Solutions for Small Farms (Yes, you!)

Location: 216

Speakers: Michael Parker, Paige Wyler

10:00 AM - 11:30 AM

What's Happening with the New USDA Regional Food Business Centers?

Location: 213

Speakers: Marisa Aull, Cynthia Caul, Adam Hudson, Jade Umberger

11:45 AM - 12:45 PM

Lunch | Welcome Message

Location: Ballroom C

12:45 PM - 1:45 PM

Plenary Address 1: Ethics and Values for Business Advisors and Organizations

Location: Ballroom C

Speakers: Poppy Davis, David Mancera

2:00 PM - 5:15 PM

Industry Insights: 1:1 Business Technical Assistance

Location: 217

Speakers: Benneth Phelps, Erica Campbell, Sam Smith, Lily Schneider, Shemariah Blum-Evitts, Amanda Chang, Chris Laughton

1:1 Business Technical Assistance Programs: Case Studies in Effective Programing

2:00 PM - 3:00 PM

Location: 217

Speakers: Lily Schneider, Erica Campbell, Sam Smith

Farmer Stories: The Impact of 1:1 BTA on Farm Viability and Farmland Access

3:15 PM - 4:15 PM

Location: 217

Speakers: Benneth Phelps, Erica Campbell

The Role of Workforce Development and Sector Coordination in BTA and Food System Outcomes: Case Studies from 1:1 BTA Programs

4:15 PM - 5:15 PM

Location: 217

Speakers: Erica Campbell, Chris Laughton, Amanda Chang, Shemariah Blum-Evitts, Sam Smith

2:00 PM - 3:30 PM

Family Land: An Introduction to Heirs' Property Challenges and Remedies

Location: 211

Speakers: Francine Miller, Portia Johnson, Kara Woods

2:00 PM - 3:30 PM

Integrating Emerging Conservation Funding Sources into Capital Stacks

Location: 212

Speaker: Tera Johnson

2:00 PM - 3:30 PM

Proposing a Framework for Understanding Farm Viability: A Roundtable Discussion

Location: 214

Speaker: Anna Chotzen

2:00 PM - 3:30 PM

Advocacy 101: Learning the Basics of Influencing Policy and Why YOUR Story Matters

Location: 216

Speakers: Emily Liss, Tim Fink, Nick Rossi

2:00 PM - 3:30 PM

Mechanics and Challenges of Two Cost of Production Programs

Location: 213

Speakers: Lennie Larkin, John Hendrickson, Tanya Murray

2:00 PM - 3:30 PM

Breaking into Institutions: Working with aggregators and using value chain coordination for institutional sales

Location: 210

Speakers: Heather Nieto-Friga, Michael Carter Jr

2:00 PM - 3:30 PM

Farmlinking Roundtable

Location: 215

Speakers: Liya Schwartzman, Margaret Rossano, Shemariah Blum-Evitts

3:30 PM - 4:00 PM

Networking | Snack Break

Location: Elk River Atrium

4:00 PM - 5:30 PM

Market Channel Analysis and Applications in the Field

Location: 212

Speakers: Mariah Beverly, Ryan Pesch

4:00 PM - 5:30 PM

"But, I Don't Plan to EVER Retire": Working with Young Farmers on Retirement Saving, and Senior Farmers on Retirement Planning and Implementation to Support Farm Succession

Location: 211

Speaker: Mike Ghia

4:00 PM - 5:30 PM

Shifting Power to Farmers: Equitably accessing land and capital

Location: 213

Speakers: Thomas Nelson, Tania Zuñiga, David Mancera

4:00 PM - 5:30 PM

Successfully Integrating Business Technical Assistance with Conservation, Environmental & Climate Initiatives

Location: 216

Speakers: Connor Stedman, Dorothy M Suput

- 4:00 PM - 5:30 PM** **Asset Protection and Catastrophe and Disaster Preparedness and Response**
Location: 210
Speakers: Winona Dorris, Sarah Campbell
- 4:00 PM - 5:30 PM** **Cultivating The Entrepreneurial Mindset (and Money Shame)**
Location: 215
Speaker: Julia Shanks
- 4:00 PM - 5:30 PM** **Building Trust and Motivating Clients: Fine-Tuning your Planning Process**
Location: 214
Speakers: Sara Armstrong Donegan, Nikki Lennart, Gina Simmons
- 6:00 PM - 7:00 PM** **Networking and Cash Bar**
- 7:00 PM - 8:30 PM** **Dinner**
Location: Ballroom C
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Wed, May 01, 2024

- 8:00 AM - 1:30 PM** **Registration Open**
Location: Grand Lobby
- 9:00 AM - 10:30 AM** **Research on Customer Spending at NY Farmers Markets: Using POS systems to Inform Market Practices**
Location: 211
Speaker: Matthew LeRoux
- 9:00 AM - 10:30 AM** **"Can we fund a farm without generational wealth?" An Exploration**
Location: 213
Speakers: Eric DeLuca, Mark Watson, Tera Johnson, Jennifer Morton
- 9:00 AM - 10:30 AM** **Supporting New American Farmers with Culturally Competent Technical Assistance**
Location: 215
Speakers: Tracy Lerman, Ani Ventocilla King
- 9:00 AM - 10:30 AM** **Advocacy 201: Developing and Advocating for Better Business Technical Assistance (BTA) Programming**
Location: 216
Speakers: Emily Liss, Tim Fink, Nick Rossi, Todd Erling
- 9:00 AM - 10:30 AM** **Hands-On Tax Workshops to Help Farmers Prepare to File Income Tax Returns**
Location: 217
Speakers: David Mancera, Asia Hampton, Andrea Levy
- 9:00 AM - 10:30 AM** **Getting into the Weeds of Supporting Farmers with Cost of Production Analysis: Peer Input and Solutions for Challenges and Sticking Points**
Location: 210
Speakers: Tanya Murray, Jen Miller, John Hendrickson, Lennie Larkin, Julia Shanks
- 9:00 AM - 10:30 AM** **Using Climate Resilience Thinking in Farm Business Planning**
Location: 212
Speakers: Dorothy M Suput, Laura Lengnick, Mark Cannella
- 10:30 AM - 11:15 AM** **Networking | Coffee Break**
Location: Elk River Atrium
- 11:30 AM - 11:45 AM** **Morning Welcome and Reflections**
Location: Ballroom C
- 11:45 AM - 1:00 PM** **Lunch**
Location: Ballroom C

- 12:20 PM - 1:00 PM** **Plenary Address 2: USDA Agricultural Marketing Service Programs Updates**
 Location: Ballroom C
 Speaker: Jenny Lester Moffitt
- 1:30 PM - 6:00 PM** **TOUR IS FULL - Farm Tour: Reading the Farm Workshop at Gritt's Farm**
 Location: Off-site
 Speaker: Hannah Booth
- 1:30 PM - 6:00 PM** **Farm Tour: Ohio Valley Showcase**
 Location: Off-site
 Speaker: Hannah Booth
- 1:30 PM - 6:00 PM** **Farm Tour: Shopping and Spirits**
 Location: Off-site
 Speaker: Hannah Booth
- 1:30 PM - 6:00 PM** **TOUR IS FULL - Farm Tour: Maple Syrup and Year-Round Market**
 Location: Off-site
 Speaker: Hannah Booth
- 6:30 PM - 8:30 PM** **Small Plate Hors d'Oeuvres and Cash Bar**
 Location: Elk River Atrium

Thu, May 02, 2024

- 8:00 AM - 10:30 AM** **Registration Open**
 Location: Grand Lobby
- 8:30 AM - 10:00 AM** **Small Farm Economics: Looking at the Financial Reality of Subacre Farms through Benchmarking Data**
 Location: 217
 Speakers: Julien Barrere, Jennifer Hashley, Emily Round
- 8:30 AM - 10:00 AM** **Emerging Farm Transfer Planning Models - A Discussion of Successes and Challenges**
 Location: 213
 Speakers: Laura Barley, Liya Schwartzman, Melissa Adams, Liz Gleason, Stephen Bishop
- 8:30 AM - 10:00 AM** **Navigate and Advocate: Being the Bridge between Farmers of Color and Farm Viability Programing**
 Location: 216
 Speaker: Lisa Misch
- 8:30 AM - 10:00 AM** **Ethical quandary: Supporting farmers to achieve their dreams while knowing how difficult it is to achieve that dream**
 Location: 214
 Speakers: Paige Phinney, Tania Zuñiga, Lily Schneider, Geoffrey Van
- 8:30 AM - 10:00 AM** **Legal Resilience for Nonprofit and Social Benefit Farms**
 Location: 212
 Speakers: Rachel Armstrong, Chloe Johnson
- 8:30 AM - 10:00 AM** **Navigating Challenges: Insights from the Closure of a Food Hub in West Virginia and Key Lessons in Farm Viability from Three Years of Operations**
 Location: 215
 Speaker: Fritz Boettner
- 8:30 AM - 10:00 AM** **How much is it worth and how do I sell it? Farm Business Valuation and Sales-Strategies and Stories**
 Location: 211
 Speaker: Sam Smith
- 10:00 AM - 10:30 AM** **Networking | Coffee Break**
 Location: Elk River Atrium

- 10:30 AM - 12:00 PM** **Cultivating Success: Using Customer-Centric Strategies to Boost Farm Viability**
Location: 216
Speaker: Myrna Greenfield
- 10:30 AM - 12:00 PM** **Working with white* farmland owners: addressing issues of land ownership and power dynamics**
Location: 215
Speakers: Rachel Brice, Molly Johnston-Heck, Heidi Exline, Amanda Shaw, Laura Poliné González
- 10:30 AM - 12:00 PM** **New Resources for Teaching The Basics of Federal Income Tax to Small and Beginning Farmers and Ranchers**
Location: 217
Speakers: Poppy Davis, Winona Dorris
- 10:30 AM - 12:00 PM** **Leveraging Conservation: Agricultural Conservation Easements as a Business, Succession and Access Strategy**
Location: 213
Speakers: Cris Coffin, Ebonie Alexander, Jan Joannides, Mike Ghia
- 10:30 AM - 12:00 PM** **Reading the Woods: A Method for Assessing and Developing the Potential Contributions of Non-Timber Forest Products for Small Farm Viability**
Location: 211
Speakers: Joey Aloï, Tom Hammett
- 10:30 AM - 12:00 PM** **The Role of Storytelling from Soil to Plate: Implications for Rethinking Farm-level Education and Training**
Location: 212
Speakers: Eric Scott Bendfeldt, Katie Trozzo
- 12:00 PM - 1:00 PM** **Lunch | Closing Message**
Location: Ballroom C
- 1:00 PM - 8:00 PM** **Post-Conference Tour: Local Showcase**
Location: Off-site - Meet in Lobby