

8:00 a.m. | **REGISTRATION OPEN**

9:00 a.m. | **WELCOME** – Pam Jahnke, Mid-West Farm Report

**KEYNOTE** – Tom Arnold, Arnold’s Farm, Elizabeth, IL: *Three Decades of Resiliency and Innovation*

10:00 – 11:50 a.m. | **BREAKOUT SESSIONS** | Trade show and curbside consultations also available at this time.

	SPEED SESSIONS			INTENSIVE SESSIONS
10:00–10:20	<b>Dairy Composting</b> John Rosenow, COWSMO	<b>Income from your Woods-Maple Syrup</b> Andy Rowe <i>Many Maples Sugar Bush</i>	<b>Grant Opportunities Overview</b> Diane Mayerfeld <i>Sustainable Agriculture Coordinator, UW-Extension</i>	<b>Farm Financials</b> Paul Dietmann, <i>Compeer Financial</i>
10:30–10:50	<b>Value Added Product: Dairy Focus</b> Ron Henningfeld, <i>Hill Valley Dairy</i>	<b>Income from your Woods-Timber Harvesting/Logging</b> Andy Rowe <i>Rowe’s Forest Products</i>	<b>Identifying the Unique Strengths of Your Farm</b> Tera Johnson, <i>Food Finance Institute</i>	
11:00–11:20	<b>Organic and Conventional Crops: Finding your Mix</b> Megan Wallendal, <i>Wallendal Farms</i>	<b>Agritourism</b> Kyle Vesperman, <i>Vesperman Farms</i>	<b>FSA Programs</b> Nicole Allison, FSA	<b>Direct Marketing 101</b> Lois Federman, <i>Something Special from Wisconsin™, WI Department of Agriculture, Trade and Consumer Protection</i>
11:30–11:50	<b>Grant Opportunities with Compeer Financial</b> Karen Schieler and Melanie Olson	<b>Agritourism Farm Stays</b> Dan Wegmeuller, <i>Wegmeuller Farm</i>	<b>Leasing your Land</b> Paul Dietmann, <i>Compeer Financial</i>	

12:00 p.m. | **LUNCH**

1:00 – 2:50 p.m. | **BREAKOUT SESSIONS** | Trade show and curbside consultations also available at this time.

	SPEED SESSIONS			INTENSIVE SESSIONS
1:00–1:20	<b>Dairy Retail vs. Farmgate Price</b> Norm Monsen, <i>WIDATCP</i>	<b>Financials &amp; Marketing: What about Hemp?</b> Leah Sandler, <i>Michael Fields Agricultural Institute</i>	<b>Legal Track: Business Structure</b> Rachel Armstrong, <i>Farm Commons</i>	<b>Creating a Practical Commodity Marketing Plan</b> Brenda Oft & Clint McLaughlin, <i>MidWest Market Management</i>
1:30–1:50	<b>Developing your Farm Product Brand</b> Jenni Gavin, <i>Gavin Farms &amp; Compeer Financial</i>	<b>Cooperatives 101: How to Get Started</b> Kelly Maynard, <i>Center for Cooperatives</i>	<b>Legal Track: Insurance and Liability</b> Rachel Armstrong, <i>Farm Commons</i>	
2:00–2:20	<b>Conservation Method: Prairie Strips</b> Charles Hammer, <i>Hammer &amp; Kavazanjian Farms</i> ; Craig Ficenec, <i>Sand County Foundation</i>	<b>Community Supported Agriculture (CSA)</b> Kate Rowe <i>Burr Oak Gardens</i>	<b>Legal Track: Human Resource Management</b> Rachel Armstrong, <i>Farm Commons</i>	<b>Succession Planning</b> Joy Kirkpatrick, <i>UW-Center for Dairy Profitability</i>
2:30–2:50	<b>Specialty Grains and Value Added Processing</b> Gilbert Williams, <i>Lonesome Stone Milling</i>	<b>Transitioning Industries: Dairy to Wine</b> David Danzinger, <i>Danzinger Winery</i>	<b>Legal Track: Partnering with Another Enterprise or Person</b> Rachel Armstrong, <i>Farm Commons</i>	

3:00 p.m. | **RESILIENCY WRAP UP** – Hear from a panel of farmers and industry representatives on how to move your ideas from today into evaluation and action over the next 90 days.

4:00 p.m. | **CONFERENCE ENDS** – See you next year!