

	Track I 1:45-3pm Thursday, Dec. 7	Track II 3:15-4:30pm Thursday, December 7	Track III 9-10:15am Friday, December 8	Track IV 10:30-11:45am Friday, December 8
Beginning CSA Farmers	<p>Is CSA farming right for me?</p> <p>CSA is a beautiful business model. With payments early in the season, shared risk and shared bounty inherent in the system, and a built-in community of supporters, it seems like a no-brainer, but there is more than meets the eye. Running a CSA farm is complex. Learn what it takes to run a successful CSA farm from two beginning farmers who have made CSA the foundation of their young businesses.</p> <p><i>Lauren Rudersdorf, Raleigh's Hillside Farm & Bethanee Wright, Winterfell Acres</i></p>	<p>Launching a Farm Business</p> <p>This session will feature practical, no-nonsense advice and tools to help you navigate the process and set the foundation for achieving your goals. This workshop will discuss enterprise selection and farm scale considerations, record keeping systems, tools and tips on creating important documents such as your first cash-flow budget, setting realistic sales and income goals, estimating capital investment requirements, and more.</p> <p><i>John Hendrickson, UW-CIAS & Stone Circle Farm</i></p>	<p>Creating Community in your CSA in the Start-Up Years</p> <p>CSA is uniquely about community and relationships. How can you weave relationship building into the day-to-day fabric of your CSA farm to assure long-term success? This session features three CSA farms with decades of experience in building their CSA community.</p> <p><i>Dan Guenther & Margaret Penning, Common Harvest Farm and Patty Wright & Mike Racette, Spring Hill Community Farm</i></p>	<p>CSA in the Urban Setting</p> <p>This workshop will explore the unique challenges and opportunities of building a CSA in an urban setting. What considerations do you need to think about from the production side of things and what community building opportunities should you look for.</p> <p><i>Stay tuned for final details on presenters!</i></p>
Building Community	<p>Member Voices: Strengthening CSA Relationships at the Farm and Community Level</p> <p>This panel of CSA farmers and CSA members will share what factors they find as key to the CSA relationship. The workshop will build off of the themes introduced in the opening general session of the conference. What are the opportunities and challenges for building towards resiliency and vibrancy? What can be done at the farm level, but also what can be done at the community level to strengthen these relationships?</p> <p><i>Laura Mortimore, Orange Cat Community Farm and member and a TBA CSA farmer/member</i></p>	<p>Lessons In Preferences</p> <p>Why do CSA members choose CSA? Why do they stay with or leave a farm? How can we better understand consumer preferences to inform marketing? FairShare CSA Coalition, along with partner farms and researchers from UW-Madison and UW-Extension, conducted a recent survey of CSA members, to answer these questions. Learn insights gained. Hear from FairShare staff and a farmer about how the survey will help us move forward to attract and retain CSA members.</p> <p><i>Erika Jones, FairShare CSA Coalition and Scott Laeser, Plowshares & Prairie Farm</i></p>	<p>Strategies for Improving Food Access (and Farm Viability)</p> <p>In this session we'll give an overview of how current food assistance programs support the CSA model along with examples of innovations developing across the country. We'll discuss barriers, and also ideas for navigating among the options to grow the CSA farm business while at the same time improving access to CSA for low-income members</p> <p><i>Kim Beyer, Great Lakes CSA Coalition, Garrett Ziegler, Michigan State University</i></p>	<p>Facebook Best Practices for Increasing CSA Shares</p> <p>The workshop will provide results from a field test of Facebook targeted advertising using four different conceptually informed messages designed to drive traffic to CSA farmer websites with the goal of increasing sales of shares. The field test aim was to offer CSA farmers evidence-based recommendations for effective online messaging.</p> <p><i>Bret Shaw and Kristin Runge, UW-Extension and Tony Whitefeather, Whitefeather Organics</i></p>

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Business & Financial Management	<p>Improving Your Financial Management Skills</p> <p>“We’ve been doing CSA for years. How are we doing? Learn how to put together a few basic financial statements and use them to analyze the financial performance of your farm. Is the farm profitable? Is it providing cash flow to cover operating expenses, family living costs, loan payments, and still have dollars left to save or reinvest in the farm? If the answer to these questions is “no,” what can be done to change the it to “yes?”</p> <p><i>Paul Dietmann, Compeer Financial</i></p>	<p>Strategic Diversification</p> <p>Would your farm benefit from diversification? This workshop will cover what questions you need to ask yourself when considering diversification. What are ways to strategically assess the opportunities? What are the risks? What do farmers wish they knew then – what they know now? Presenters will share what they have learned and ask you to share your experiences and ideas.</p> <p><i>Erin Schneider, Hilltop Community Farm, additional presenter (TBA)</i></p>	<p>Fair Labor Relationships on the Farm for Farmer & Worker</p> <p>Labor is a critical part of CSA farm viability - both farmer and family labor and hired labor. This session will share results from the UW-Center for Integrated Agricultural Systems CSA case study as part of a larger study on Domestic Fair Trade and Decent Work. The researchers invite your feedback on the results and will facilitate discussion on how to improve labor relationships.</p> <p><i>Michelle Miller, Kelly Maynard and John Hendrickson, UW-CIAS and Sarah Lloyd, Wisconsin Farmers Union</i></p>	<p>Building CSA Farm Viability Through Unique Succession and Labor Strategies</p> <p>Attracting and retaining quality labor is an ongoing challenge. Hear from diversified organic vegetable growers who are working with the Department of Workforce Development to create a formal apprenticeship for organic vegetable farm managers. Learn about efforts to set up a labor pool for CSA and other small farms.</p> <p><i>Claire Strader, FairShare CSA Coalition and UW-Extension, Chris McGuire, Two Onion Farm and Kelly Maynard, CIAS and Center for Cooperatives</i></p>
Production & Logistics	<p>Risk Management I - Managing Risk Through Variety Selection</p> <p>Your choices of vegetable and other crop varieties can make a big difference in production and marketing, but how do you choose which are right for your farm? Well-adapted varieties can be important for integrated risk-management. On-farm research seems intimidating, but you can get reliable results with simple methods. Learn steps of setting up an on-farm trial and basics of collecting observations to guide decisions.</p> <p><i>Julie Dawson UW-Madison Kat Becker, Cattail Organics</i></p>	<p>Building a Culture of Food Safety on Your Farm</p> <p>How do you build a culture of food safety on your farm? This session will review the Food Safety Modernization Act and its impact on CSA farms. There will be discussion of Good Agricultural Practices. The session will provide information from the Local Food Safety Consortium organized by National Farmers Union and give you what you need to know for your farm and resources available to help you get where you need to be.</p> <p><i>Kirsten Slaughter, Wisconsin Farmers Union</i></p>	<p>Managing Risk by Managing Expectations, Communicating</p> <p>It seems to happen every season. A certain crop gets wiped out by a pest or weather reduces or delays production. This session will provide space to think and discuss What and When do you tell your members? And how do you work on building a culture of shared risk at your CSA farm. This workshop will feature both production and communication considerations.</p> <p><i>Dela Ends, Scotch Hill Farm, additional farmer presenter TBA</i></p>	<p>Cool Tools - Mechanical Weed Control Techniques and Tools</p> <p>Theoretical and practical suggestions for mechanical weed control from a researcher and a farmer. What are the appropriate weeding tools for your farm? If you can only get one weeding tool what should it be? Which tools work well together?</p> <p><i>Sam Hitchcock Tilton, Michigan State University and Hans Bishop, PrairieErth Farm</i></p>