Florida Small Farms and Alternative Enterprises Conference

Educating Entrepreneurs to Strengthen Local Food Systems

July 27-29, 2012 • Kissimmee, FL
http://smallfarms.ifas.ufl.edu
Welcome,

Your hosts, the two Land Grant Universities, University of Florida and Florida A&M University, welcome you to the 4th year of the Florida Small Farms and Alternative Enterprises Conference. This year marks the 150th anniversary of the Morrill Act, which established the Land Grant system in 1862, signed into law by then President Abraham Lincoln. We have provided a summary of the heritage of the Land Grant system on the next page in this program. We are proud to bring you this conference in the spirit of the engagement of Land Grant system, including the Cooperative Extension Service, as a way to bring research-based information from the Universities to the general public in hopes of making a difference in your lives.

This conference is provided to you as a result of a large and diverse group of educators, stakeholders, producers, ranchers, agencies, and industry representatives. We would like to give a special thanks to all of our many volunteer stakeholders who have worked tirelessly to assist in planning this conference. This premier agricultural event is a complex, challenging and yet, very rewarding undertaking. The diversity of the interests represented at this conference is perhaps the greatest strength of this event. Bringing together such diverse interests requires compromise and a focus on the bigger picture, which is to provide a venue that will collectively bring greater opportunities to smaller, yet important, sectors of Florida’s huge and diverse agricultural industry.

This conference provides the opportunity for producers to learn about new enterprises; learn how to implement processes on their farm to provide high quality, safe, and affordable food and fiber; learn how to develop a marketing plan, meet others with common interests who are leading the local foods movement in Florida; and network with friends and colleagues. Perhaps the greatest impact of this conference over the past three years has been to bring visible credibility of masses of Florida’s small farmers and also larger farmers who are seeking to learn about alternative enterprises on their farm. The name of this event is often unfortunately shortened to “The Small Farms Conference”. Yet the full name is the Florida Small Farms and Alternative Enterprises Conference. This may seem like a “small” issue, yet it really is a big deal to embrace the entire title as it speaks more directly to the inclusive philosophy of this event. The planners of this event see mainly the opportunities out there for farmers first and foremost, and not whether the farmers happen to be small or large, or in fact, not yet even farming at all and other forms of local food production, such as community gardens. One of the cornerstone decisions in building this event has always to keep the registration for attendees as low as possible. To make this happen, we depend on gracious financial support from our sponsors. The sponsors are recognized in the program booklet and we ask you to please say thank you to them or drop them a line and let them know their support is appreciated.

Along with the diverse and innovative educational sessions, comes a great exhibition floor with industry suppliers, organizations, agencies, farmers, and educators. We encourage you to take advantage of both as much as you can. Keep in mind, however, we will post the presentations on the conference web site after the conference, so if you can’t make all the sessions, you will be able to learn by visiting the site and finding the post conference materials. Perhaps the signature component of this conference is the food and beverage and this year will even take that to a new level. The Saturday night social networking
event will show off Florida-based celebrity chefs in action at the function and Florida’s abundant, interesting, and delicious foods and beverages will be waiting for you. Along these same lines, the keynote speaker this year is Michael Shuman, who is well known nationally for his regional studies and commitment to help communities strengthen their local food economies. Michael Shuman is the research director for the Business Alliance for Local Living Economies (BALLE), author of *The SmallMart Revolution*, lead author of *Community Food Enterprise: Local Success in a Global Marketplace*, and co-author of “25% Shift: Benefits of Food Localization”.

Your feedback drives the planning process every year, so please give us your unabridged feedback through our evaluations during the conference. We listen and believe us, it will make a difference. So, we hope you will enjoy the conference’s food and fellowship, learn a lot, and most importantly implement things on your farm that will make a positive difference in achieving the goals of your farming operation.

Enjoy, learn and prosper,

Sincerely,
2012 Conference Executive Committee

*Robert Hochmuth*
Suwannee Valley Agricultural Extension Center

*Danielle Treadwell*
Horticultural Sciences Department

*Rob Kluson*
Sarasota County Extension

*Susan Kelly*
Sumter County Extension

*Mary Beth Henry*
Polk County Extension

*Derek Barber*
Columbia County Extension

*Mandy Stage*
UF/IFAS Office of Conferences and Institutes
Land-grant Heritage

America’s system of public universities is the legacy of the Morrill Act of 1862 which established new public institutions in each state through the grant of federal lands. The original mission of these new institutions was to teach agriculture, military tactics, and the mechanic arts as well as classical studies so that members of the working classes could obtain a liberal, practical education. The Morrill Act provided a broad segment of the population with a practical education that had direct relevance to their daily lives.

The Second Morrill Act (1890) sought to extend access to higher education by providing additional endowments for all land-grant institutions, while prohibiting distribution of money to states that made distinctions of race in admissions. However, states that provided a separate land-grant institution for blacks were eligible to receive the funds. These institutions, known today as Historically Black Colleges and Universities, were founded or designated the land-grant for blacks in each of the then-segregated Southern states came to be known as “the 1890 land-grants.”

In 1994, Native American tribal colleges were granted land-grant status through passage of the Improving America’s School Act of 1994 and are sometimes called the “1994 land-grants,” in reference to the year they were granted land-grant status.

Today, America’s land-grant universities fulfill their mandate for openness, accessibility, and service to people through a variety programs and activities. Many of these institutions have joined the ranks of the nation’s most distinguished public research universities, enrolling more than 3.5 million undergraduate and 1.1 million graduate students who explore fields of inquiry far beyond the scope envisioned in the original land-grant act. A·P·L·U campuses employ more than 645,000 faculty members, and conduct nearly two-thirds of all federally-funded academic research, totaling more than $34 billion annually.

-- Provided by the Association of Public and Land-grant Universities (A·P·L·U)
Florida Small Farms and Alternative Enterprises Conference
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*Sustaining Partner*
Florida Department of Agriculture & Consumer Services

*Platinum*
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University of Florida, Office of Sustainability

*Gold*
Florida A&M University/CAFS
Whole Foods Market

*Silver*
Aramark
Florida FGT (Fast Growing Trees)
Florida Food Policy Council
Southern SARE – Sustainable Agriculture Research & Education
Verti-Gro

*Bronze*
Aquatic Eco-Systmes, Inc.
Bowen Brothers, Inc.
Florida Small Farms Academy
Jackman Florida Natural Wagyu Beef
Renaissance Organics

*General*
The Anderson’s, Inc.
Florida Farm Bureau Federation
Farm Credit
Florida Farm Bureau Insurance
OIA North America
Outstanding Contributors to the Florida Small Farmer Registration Scholarship

Contributions from the following individuals and organizations provided scholarships for the attendance of two or more Florida Small Farmers at the conference.

Chipolte Mexican Grill

Global Organic Specialty Source, Inc.

Jodi & Darrin Swank, Swank Specialty Produce, Loxahatchee, FL

UF, IFAS, Extension
Integrated Pest Management Program, IPM Florida

Thank you to everyone who has contributed to the Florida Small Farmer Registration Scholarship Fund. Your donation helped Florida Small Farmers participate in the conference who otherwise would not have been able to attend.
Committee Listings

STAKEHOLDER ADVISORY

Diane Campion, Slow Food Glades to Coast, Wellington, Palm Beach Co.
Dina Clingman-Bell, AGvocacy LLC and InterNatural Marketing, Lake Worth, Palm Beach Co.
Ray Cruze, Roosevelt Academy, Roosevelt Farms, Lake Wales, Polk Co.
Lisa Gaskalla, Florida Agriculture in the Classroom, Inc. (FAITC), Gainesville, Alachua Co.
Bobbie Golden, Golden Acres Ranch, LLC, Monticello, Jefferson Co.
Rick Hawkins, Localeopia; the Breakers, Indiantown, Martin Co.
Vonda Richardson, FAMU, CESTA, Tallahassee, Leon Co.
Jeb Smith, Smith Family Beef and Produce, Hastings, St. John's Co.
Danny Smith, Florida West Coast Resource Conservation Development Council, Ellenton, Manatee Co.
Eva Worden, Worden Farms, Punta Gorda, Charlotte Co.

EXECUTIVE

Co-chair, Bob Hochmuth, UF-IFAS Suwannee Valley, Live Oak
Co-chair, Danielle Treadwell, UF-IFAS Horticultural Sciences Department, Gainesville
Derek Barber, UF-IFAS Columbia County Extension Office, Lake City
Mary Beth Henry, UF-IFAS Polk County Extension Service, Bartow
Susan Kelly, UF-IFAS Sumter County Extension Service, Bushnell
Robert Kluson, UF-IFAS Sarasota County Extension Service, Sarasota
Mandy Stage, UF-IFAS Office of Conferences & Institutes, Gainesville

EVALUATION

Chair, Sebastian Galindo, UF-IFAS Agricultural Education and Communication, Gainesville, Alachua Co.

EXHIBITOR

Co-chair, Derek Barber, UF-IFAS Columbia County Extension Office
Co-chair, Susan Kelly, UF-IFAS Sumter County Extension Service
Tim Carpenter, Verti-Gro, Summerfield
Kelly Monaghan, Sustainable Agriculture Research and Education
Linda Seals, UF-IFAS Brevard County Extension Service, Palm Bay
Katherine Williams, Brandt, Inc., Webster

FARMER OUTREACH

Chair, Alfred (Covey) Washington, UF-IFAS Jefferson County Extension Services, Monticello
Vonda Richardson, FAMU, CESTA, Tallahassee, Leon Co.

FARMER SCHOLARSHIP

Chair, Alex Bolques, UF-IFAS Gadsden County Extension Service, Quincy
Lester Muralles, UF-IFAS Gadsden County Extension Service, Quincy
Lynn Steward, Papa Lynn's Organic Farm, Arcadia, DeSoto Co.

FARM TOURS

Co-Chair, Richard Tyson, UF-IFAS Orange County Extension Service, Orlando
Co-chair, Ashley Fluke, UF-IFAS Osceola County Extension Service
Dennis Mudge, UF-IFAS Orange County Extension

FOOD and BEVERAGE

Chair, Rob Kluson, UF-IFAS Sarasota County Extension Service, Sarasota
Doug Gergela, UF-IFAS Hastings Research and Education Center
Ken Johnson, UF-IFAS Desoto County - South Central Extension Service, Arcadia
Dan Snowden, Freshpoint, Orlando, Orange Co.

FUNDRAISING

Chair, Bob Hochmuth, UF-IFAS Suwannee Valley, Live Oak
Dina Clingman-Bell, AGvocacy LLC and InterNatural Marketing, Lake Worth, Palm Beach Co.

INNOVATIVE FARMER*

Chair, David Nistler, UF-IFAS Clay County Extension Services, Green Cove Springs
Alfred (Covey) Washington, UF-IFAS Jefferson County Extension Services, Monticello
*Stakeholder Advisory members to review and rank the innovative farmer applications

LABOR POOL

Chair, Mike Alligood, UF-IFAS Horticultural Sciences Department, Gainesville

LOCAL ARRANGEMENTS

Chair, Jessica Sullivan, UF-IFAS Osceola County Extension Service, Kissimmee
NETWORKING SOCIAL  
Chair, Dina Clingman-Bell, AGvocacy LLC and InterNatural Marketing, Lake Worth, Palm Beach Co.  
Robert Kluson, UF-IFAS Sarasota County Extension Service, Sarasota

POSTERS - EDUCATIONAL and OUTREACH  
Chair, Dan Fenneman, UF-IFAS Madison County Extension Service, Madison  
Susan Haddock, UF-IFAS Hillsborough County Extension Service, Seffner  
Keith Wynn, UF-IFAS Hamilton County Extension Service, Jasper

PUBLICITY and MARKETING  
Chair, Susan Kelly, UF-IFAS Sumter County Extension Service, Bushnell  
Joan Bradshaw, UF-IFAS Citrus County Extension, Lecanto  
Bridget Carlisle, UF-IFAS Polk County Extension, Bartow  
Liz Felter, UF-IFAS Orange County Extension, Orlando  
Christine Kelly-Begazo, UF-IFAS Indian River County Extension, Vero Beach  
Libbie Johnson, UF-IFAS Escambia County Extension, Cantonment

EDUCATIONAL PROGRAM  
Co-chair, Mary Beth Henry, UF-IFAS Polk County Extension Service, Bartow  
Co-chair, Danielle Treadwell, UF-IFAS Horticultural Sciences Department, Gainesville, Alachua Co.

FOOD SAFETY  
Allison Meharg, Chair, UF-IFAS Escambia County Extension Service, Cantonment

BUILDING CAPACITY FOR LOCAL FOOD SYSTEMS  
Anna Prizzia, Co-chair, UF Office of Sustainability, Gainesville  
David Dinkins, Co-chair, UF-IFAS Tri-County Area Extension, Palatka

STARTING AND MANAGING SUCCESSFUL FARMER’S MARKETS  
Sharon Yeago, Chair, Farmers market and local food systems consultant, High Springs

FLORIDA FARM TO SCHOOL PROGRAMS  
Karla Shelnutt, Co-chair, UF-IFAS Department of Family, Youth and Community Sciences, Gainesville  
Kelly Monaghan, Co-chair, UF-IFAS Department of Family, Youth and Community Sciences, Gainesville

COMMUNITY GARDENS  
Ed Thralls, Chair, UF-IFAS Orange County Extension Service, Orlando  
Sydney Park-Brown, Member, UF-IFAS Environmental Horticulture Department, Gainesville  
Terry DeValle, Member, UF-IFAS Duval County Extension Service, Jacksonville

BEGINNING FARMER AND RANCHER  
Rose Koenig, Co-chair, UF-IFAS Agronomy Department, Gainesville  
Juan Carlos Rodriguez, Co-chair, UF-IFAS Agronomy Department, Gainesville

HYDROPONICS  
Jim DeValerio, Chair, UF-IFAS Bradford County Extension Service, Starke

LIVESTOCK AND LIVESTOCK EDUCATIONAL EXHIBITS  
Roy Beckford, Co-chair, UF-IFAS Lee County Extension Service, Fort Myers  
Joe Walter, Co-chair, UF-IFAS Brevard County Extension Service, Cocoa  
Ashley Fluke, Member, UF-IFAS Osceola County Extension Service, Kissimmee  
Robert Halman, Member, UF-IFAS Collier County Extension Service, Naples

HORTICULTURE  
Matt Lollar, Chair, UF-IFAS Seminole County Extension Service, Sanford  
Gary England, Member, UF-IFAS Lake County Extension Service, Tavares  
Blake Thaxton, Member, UF-IFAS Santa Rosa County Extension Service, Milton

ORGANIC AND SUSTAINABLE FARMING  
Danielle Treadwell, Chair, UF-IFAS Horticultural Sciences Department, Gainesville

THE BUSINESS OF FARMING  
Ed Skvarch, Chair, UF-IFAS St. Lucie County Extension Service, Fort Pierce  
Linda Landrum, Member, UF-IFAS Extension Agent Emeritus  
Al Wysocki, Member, UF-IFAS Food and Resource Economics Department, Gainesville

RENEWABLE ENERGY OPPORTUNITIES FOR YOUR FARM  
Clay Olson, Chair, UF-IFAS Taylor County Extension Service, Perry  
Susan Kelly, Member, UF-IFAS Sumter County Extension Service, Bushnell

HYDROPONICS FOR BEGINNERS  
Fred Burke, Chair, UF-IFAS Martin County Extension Service, Stuart

PASTURED POULTRY  
Elena Toro, Chair, UF-IFAS Suwannee County Extension Service, Live Oak

GOOD BUG, BAD BUG ID  
Mary Beth Henry, Chair, UF-IFAS Polk County Extension Service, Bartow

FLORIDA’S COTTAGE FOOD INDUSTRY  
Amy Simonne, Chair, UF-IFAS Family Youth and Community Sciences, Gainesville

SPECIALTY MUSHROOMS AS AN ENTERPRISE  
Carolyn Saft, Co-chair, UF-IFAS Suwannee County Extension Service, Live Oak  
Aparna Gazula, Co-chair, UF-IFAS Alachua County Extension Service, Gainesville
## Agenda-at-a-Glance

### Friday – July 27, 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00am-5:00pm</td>
<td>Livestock Educational Demonstrators ONLY: Animal Arrival and Housing KVLS Pavilion</td>
</tr>
<tr>
<td>1:00-5:00pm</td>
<td>Conference Registration Open / Exhibitor Move-in</td>
</tr>
<tr>
<td></td>
<td><strong>Exhibition Building</strong></td>
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</tbody>
</table>

### Concurrent Programs: Farm Tours, Presentations and Workshops

<table>
<thead>
<tr>
<th>Time</th>
<th>Type</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00-5:00</td>
<td>Farm Tours</td>
<td>Exhibition Building</td>
</tr>
<tr>
<td></td>
<td>Limited Space</td>
<td>Bus 1</td>
</tr>
<tr>
<td></td>
<td>Advance registration only</td>
<td>Bus 2</td>
</tr>
<tr>
<td>2:00-5:00</td>
<td>Presentations and Workshops</td>
<td>Extension Services Building</td>
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<tr>
<td></td>
<td></td>
<td>162</td>
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<tr>
<td></td>
<td></td>
<td>160/161</td>
</tr>
<tr>
<td>5:00-7:00pm</td>
<td><strong>Exhibit Preview and Opening Reception</strong></td>
<td>Exhibition Building</td>
</tr>
<tr>
<td></td>
<td>for Conference Attendees, Sponsors and Exhibitors</td>
<td>Kissimmee AB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kissimmee C</td>
</tr>
<tr>
<td></td>
<td></td>
<td>St. Cloud B</td>
</tr>
<tr>
<td></td>
<td>Horticulture Tour: Green Sky Growers &amp; Aquatic EcoSystems</td>
<td>Kissimmee C</td>
</tr>
<tr>
<td></td>
<td>Livestock Tour: Ashley’s Farm &amp; Double C Bar Ranch</td>
<td>Extension Services Building</td>
</tr>
<tr>
<td></td>
<td>Taking the Mystery Out of a Food Safety Audit</td>
<td>Exhibition Building</td>
</tr>
<tr>
<td></td>
<td>Starting and Managing Successful Farmer’s Markets</td>
<td>Exhibition Building</td>
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<tr>
<td></td>
<td>Florida Farm to School Programs</td>
<td>Exhibition Building</td>
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<tr>
<td></td>
<td>Community Gardens</td>
<td>Extension Services Building</td>
</tr>
<tr>
<td></td>
<td>Building Capacity for Local Food Systems</td>
<td>Exhibition Building</td>
</tr>
</tbody>
</table>

*Exhibition Building, Exhibit Area A*
## Agenda-at-a-Glance (continued)

**Saturday - July 28, 2012**

### 7:00-9:00am
Registration; Morning Refreshments, Visit Exhibitors, View Posters, Visit Livestock Arena

### 9:00-10:00am
Conference Kick-Off and Keynote by Michael Shuman

### 10:00-11:00am
Break, Visit Exhibitors, View Posters, Visit Livestock Arena

### CONCURRENT SESSIONS

<table>
<thead>
<tr>
<th>Time</th>
<th>11:00-12:00</th>
<th>11:00-12:30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Extension Services Building</td>
<td>KVLS Pavilion</td>
</tr>
<tr>
<td></td>
<td>KVLS Pavilion</td>
<td>Kissimmee AB</td>
</tr>
</tbody>
</table>

#### Noon-2:00pm
- **Florida’s Finest: A Celebration of Local Food - Lunch Provided; 12:45-1:15pm INNOVATIVE FARMER AWARDS**
- Visit Exhibitors, View Posters, Visit Livestock Arena
  - Exhibition Building / Livestock located in KVLS Pavilion

### CONCURRENT SESSIONS

<table>
<thead>
<tr>
<th>Time</th>
<th>1:30-3:00</th>
<th>2:00-3:00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Extension Services Building</td>
<td>KVLS Pavilion</td>
</tr>
<tr>
<td></td>
<td>KVLS Pavilion</td>
<td>Kissimmee AB</td>
</tr>
</tbody>
</table>

### 3:00-4:30pm
- Afternoon Break, Visit Exhibitors, View Posters, Visit Livestock Arena
  - Exhibition Building / Livestock located in KVLS Pavilion

**Exhibit Hall Closes at 4:30pm; Exhibitors break down (NO EXHIBITS ON SUNDAY)**

### CONCURRENT SESSIONS

<table>
<thead>
<tr>
<th>Time</th>
<th>4:30-5:30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Extension Services Building</td>
</tr>
<tr>
<td></td>
<td>KVLS Pavilion</td>
</tr>
</tbody>
</table>

**Livestock Barn Closes at 6:00pm (NO LIVESTOCK ON SUNDAY)**

### 5:30-8:00pm
- Networking Social: Live Entertainment, Hors d’oeuvres and Beverages
  - Featuring Local Produce, Celebrity Chefs and **Mark Gaignard with the mr. ainsworth band**
  - Exhibition Building, Exhibit Area B (Lunch area)
## Agenda-at-a-Glance (continued)

**Sunday - July 29, 2012**

**EXHIBITS, POSTERS AND LIVESTOCK NOT AVAILABLE ON SUNDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 7:30-9:00am   | Continental Breakfast  
Exhibition Building; Exhibit Hall B                                    |
|               | Presentations, Demonstrations, Discussions and Workshops (Part 1)      |
| 9:00-10:45    | Time                                                                 |
|               | Location                                                             |
|               | *Extension Services Building*                                         |
|               | 162                                                                  |
|               | *KVLS Pavilion*                                                      |
|               | 160/161                                                              |
|               | *Exhibition Building*                                                 |
|               | *Kissimmee AB*                                                       |
|               | *Kissimmee C*                                                        |
|               | *St. Cloud B*                                                        |
|               | *Specialty Mushrooms as an Enterprise*                                |
|               | *Hydroponics 101*                                                   |
|               | *Pastured Poultry*                                                  |
|               | *Good Bug ID*                                                        |
|               | *Florida's Cottage Food Industry and Beyond*                          |
|               | *Renewable Energy Opportunities for Your Farm*                        |

| 10:45-11:00am | Break - Lobby of Exhibition Building                                 |
|               | *Sessions Continue (Part 2)*                                        |
|               | Time                                                                 |
|               | 11:00-12:00                                                          |
|               | Location                                                             |
|               | *Specialty Mushrooms as an Enterprise*                               |
|               | *Hydroponics 101*                                                   |
|               | *Pastured Poultry*                                                  |
|               | *Good Bug ID*                                                        |
|               | *Florida's Cottage Food Industry and Beyond*                         |
|               | *Renewable Energy Opportunities for Your Farm*                      |

| 12:00pm       | Conference Adjourns                                                 |
Keynote Address

Michael Shuman
Author of “The Small-Mart Revolution”

Michael H. Shuman is an economist, attorney, author, and entrepreneur, and Director of Research and Marketing for Cutting Edge Capital. He has authored, coauthored, or edited eight books. His most recent book, just published by Chelsea Green, is Local Dollars, Local Sense: How to Move Your Money from Wall Street to Main Street and Achieve Real Prosperity. His previous book, The Small Mart Revolution: How Local Businesses Are Beating the Global Competition (Berrett-Koehler, 2006), received a bronze prize from the Independent Publishers Association for best business book of 2006. He helped co-found BALLE, which represents 22,000 local businesses in North America in 80 communities, and is now a Fellow there. At Cutting Edge Capital, a consulting firm that helps communities and businesses solving finance challenges, he manages its economic development initiatives.

Michael Shuman is sponsored by the Florida Food Policy Council, a nonprofit organization encouraging the development and expansion of the capacity of local food systems to meet food security needs in communities across Florida.
Florida Innovative Farmer Award

The future of a farm enterprise is dependent upon its ability to innovate. With that in mind, the goal of the Florida Innovative Farmer Award is to recognize farmers and ranchers who are innovative leaders and excel in:

- **Achievement**: Success in making farming systems more profitable over the long term.
- **Innovation**: Ability to use farming practices that enhance, rather than harm, natural resources.
- **Leadership**: Leading - or participation in - activities that support viable communities, either through economic development or contribution to regional food system.
- **Outreach**: Effective outreach and/or education about sustainable agriculture ideas and practices to others, such as producers, community leaders, agricultural educators and the general public.

This year the quality of applications we received was again outstanding, and we cannot thank everyone enough for the time they took from their busy farm schedules to share their stories with us. We are pleased to announce this year’s Florida Innovative Farmer Awards two very deserving farmers:

**Gabriele Marewski**
*Paradise Farms Organic*
*Homestead, FL*

**Pamela and Hank Sindlinger**
*Gateway Organic Farm*
*Clearwater, FL*

Please take the time to seek out and congratulate these special farmers, and thank them for the good work that they do.
Past Florida Innovative Farmer Awardees

2009

**Bobbie Golden**
Golden Acres Ranch
Monticello, FL

**Linda Hart**
Crazy Hart Ranch
Fellsmere, FL

**Lynn Steward**
Mr. Citrus Organics and Vegetables
Arcadia, FL

2010

**Chris and Eva Worden**
Worden Farm
Punta Gorda, FL

**George Owens**
George Owens’ Farm
Chipley, FL

**Trish Strawn**
Deep Creek Ranch
Deland, FL

2011

**Alan and Yvonne Hart**
Windmill Acres Farm and Goat Milk Dairy LLC
Ocklawaha, FL

**Roger Twitchell and Ellyn Hutson**
Caney Branch Farm
Monticello, FL

**Nancy Roe**
Green Cay Produce and Farming Systems Research, Inc.
Boynton Beach, FL
Detailed Session Listing -- Friday
Tours, Workshops and Session Descriptions

FRIDAY TOURS
Exhibition Building – Pre-conference Area
(Pre-Registration was required for tours)

1:00-5:00. HORTICULTURE TOUR - Travel by bus to visit two local horticulture operations
Green Sky Growers is a hi-tech rooftop farm located in the historic district of Winter Garden, Florida. It produces year-round fresh vegetables and fish without the use of harmful pesticides. It uses environmentally friendly growing practices which include the harvesting of rainwater.
- Multiple growing systems include hydroponic floating raft and vertical production systems as well as aquaponics.
- All the growing systems continuously recycle 100% of the nutrients and water.
- The majority of food produced is available to the local Winter Garden community.

Aquatic Eco-Systems is a world supplier of aquaculture and hydroponic equipment with 35 years experience headquartered in Apopka, Florida. Recently branching out into aquaponic educational workshops, they have floating raft hydroponic and aquaculture systems setup to demonstrate one of the latest methods for co-producing vegetables and fish.

Host: Richard Tyson, UF-IFAS Orange County Extension Director

1:00-5:00. LIVESTOCK TOUR - Travel by bus to visit two local livestock farming operations
Ashley’s Farm - Owned by Ashley Stahl, Ashley’s Farm, is a small meat goat operation located in St. Cloud, Florida. Established in 2010, Ashley and family started raising Boer Goats for their own use for 4-H projects and sell the meat to the public. With increased 4-H projects and requests for meat, they began building their stock. At any given time they now have roughly 40-50 head of goat. They have traditional Boers along with some solid Reds. They have a mixture of both Fullblood Registered stock as well as some percentage stock. They are members of the ABGA (American Boer Goat Association). Several of their goats have been shown in the County Fair and have always shown very well, often taking Grand Champion and Reserve Grand Champion.

Double C Bar Ranch is a family owned and operated Brahman Cattle ranch. Located in Kenansville, Florida, the ranch is home to some of the finest pure-bred Brahman Cattle. The bulls have been sold for use in commercial cattle operations as well as to other Brahman Breeders for herd sires in their purebred herds. Along with the purebred Brahman Cattle, the ranch also has a herd of commercial and crossbred cattle. Their crossbred herds are made up of Brahman and Angus cattle.

In recent years, Double C Bar Ranch has expanded the commercial cattle side of the ranch to include local sales of beef. The ranch raises both grass fed and grain fed beef. They supply several farmers’ markets in the state and several restaurants.

Host: Ashley Fluke, UF-IFAS Osceola County Extension Service
FRIDAY WORKSHOPS

2:00-5:00. TAKING THE MYSTERY OUT OF A FOOD SAFETY AUDIT
Extension Services Building – Room 162

Take the mystery out of a third party food safety audit. Participants will compare several models and approaches for food safety training including Family Farmed’s On-Farm Food Safety Project and Global GAPs. The program will also focus on the Top 10 stumbling blocks when experiencing an audit and feature speakers that will share their personal experiences, as well as answer questions, on having walked through an on farm audit.

Moderator: Allison Meharg, UF-IFAS Extension Escambia County, Cantonment, FL
Speaker: Dan Fenneman, UF-IFAS Madison County Extension, Madison, FL
Speaker: Jay Fraliegh, Grow Eco, Madison, FL

2:00-5:00. STARTING AND MANAGING SUCCESSFUL FARMER’S MARKETS
Extension Services Building – Room 160/161

This workshop is for both experienced and new market managers, market sponsors, volunteers and vendors. Participants will learn key elements successful market development, best practices for operating markets, organizational capacity building for markets and their sponsors, how markets fit into the bigger picture of food systems, new wireless technology, and existing resources and opportunities available to community markets in Florida.

Moderator: Sharon Yeago, Farmers Market and Local Food Systems Consultant, High Springs, FL
Speaker: Kim Lyons, Director of Business Development, Merchant Source
Speaker: Danny Raulerson, Bureau Chief, State Farmers’ Markets, FDACS, Tallahassee, FL
Speaker: Amy Van Scoik, Frog Song Organics, Hawthorne, FL
Speaker: Steve Peacock, Florida Department of Children & Families EBT Project Office
Speaker: Chuck Peltier, Regional Manager, JP Morgan Chase

2:00-5:00. FLORIDA FARM TO SCHOOL PROGRAMS
Exhibition Building – Kissimmee AB

What do farmers, policy makers, children, dietitians, teachers, administrators and chefs have in common? Why, the Florida Farm to School program of course! This workshop is designed to share success stories, identify partners and resources, and engage in a productive and enlightening dialog about Florida’s Farm to School program.

Moderator: Karla Shelnutt, UF-IFAS Family Youth and Community Sciences, Gainesville, FL
Moderator: Kelly Monaghan, Sustainable Agriculture Research and Education, Gainesville, FL
Speaker: Robin Safley, Office of Food, Nutrition and Wellness, Florida Department of Agriculture and Consumer Services, Tallahassee, FL
Speaker: Eric Hahn, Director of External Operations, Localecopia Marketplace, L3C, Palm Beach County
Speaker: Quad Whitworth & Glenn Whitworth, President & Sales Manager, Whitworth Farms/Whitworth Sales, Boynton Beach, FL
Speaker: Robert Kluson, Agriculture/Natural Research, Sarasota County Extension
Speaker: Carol Chong, Director, Food & Menu Management, Miami-Dade County Public Schools
Speaker: Lisa Gaskalla, Executive Director, Florida Ag in the Classroom, Gainesville, FL
Speaker: Kirk Farquharson, Southeast Regional Office, Farm to School Coordinator, USDA
2:00-5:00. COMMUNITY GARDENS
Exhibition Building – Kissimmee C

Do communities grow gardens, or do gardens grow communities? This workshop is for county officials, outreach coordinators, master gardeners, extension agents, teachers, and others interested in establishing or maintaining gardens for education, nutrition, or fostering community. This interactive session will address zoning, water access, food safety, community organizing, marketing, and fundraising with a diverse group of seasoned community gardeners.

*Moderator:* Ed Thralls, UF-IFAS Orange County Extension, Orlando, FL  
*Speaker:* Robert Bowden, Executive Director of Harry P. Leu Gardens, Orlando, FL  
*Speaker:* Bridgete McKenna, UF-IFAS Seminole County Extension, Sanford, FL  
*Speaker:* Georgeanna Butler, Orlando Police Department, Orlando, FL

2:00-5:00. BUILDING CAPACITY FOR LOCAL FOOD SYSTEMS
Exhibition Building – St. Cloud B

This workshop is designed to foster a community of practice for local food systems work in Florida. Session leaders and participants will discuss the components and core competencies necessary for successful program development, explore the opportunities to create networks that can enhance current successes, and examine the role of UF/IFAS in supporting and facilitating these efforts.

*Moderator:* Al Wysocki, UF-IFAS Food and Resource Economics Department, Gainesville, FL  
*Moderator:* Anna Prizzia, UF Office of Sustainability, Gainesville, FL  
*Speaker:* John O’Sullivan, Kellogg Foundation Endowed Chair of Community Based Food Systems, North Carolina Agricultural & Technical State University, Greensboro, NC  
*Speaker:* Al Wysocki, UF-IFAS Food and Resource Economics Department, Gainesville, FL  
*Speaker:* Trish Strawn, Growing Synergy, Florida Food Policy Council and Slow Food Orlando, De Leon Springs, FL  
*Speaker:* Val Leitner, Blue Oven Kitchens, Gainesville, FL  
*Speaker:* David Dinkins, UF-IFAS Multi-County Extension, Flagler, Putnam and St. John’s Counties  
*Speaker:* Kayla Gude, Panhandle Fresh Marketing Association
Detailed Session Listing -- Saturday

THE BUSINESS OF FARMING
Extension Services Building – Room 162

Track description: You know how to grow vegetables but can you grow your farm business? In the ‘Business of Farming’ session you will learn how to produce profits through strategic planning and break even analysis. By the end of this session you will also understand how to assess the internal strengths and weaknesses of your farm. This informative session will also cover estate planning so you can remain financially secure once you make that big decision step down. So whether you’re just starting out or thinking about passing down your farm, the ‘Business of Farming’ will provide you with the tools to help grow, expand or pass down your family farm.

11:00-12:30. Passing Down the Farm
You’ve worked long and hard growing your family farm business. As you think about who will succeed you and take over running the family business, many questions and issues have to be addressed to ensure the continued operation of the family farm. In this workshop we’ll cover financial and estate planning strategies as well as mistakes to avoid so that you can remain financially secure when that big decision becomes reality.
Moderator: Linda Landrum, UF-IFAS Extension Agent Emeritus
Speaker: Frank J. Yong, Small Business Development Center, Jacksonville, FL

2:00-3:00. Setting a Price through Break-even Analysis
In this workshop you will learn how to use break-even as a powerful planning and decision-making tool in your family farm business. Attendees will learn what break-even is and how to calculate it. Understand the relationship between price, volume and costs, and how to grow profits using break-even analysis.
Moderator: Linda Landrum, UF-IFAS Extension Agent Emeritus
Speaker: Dr. Philip Geist and Mike Chung, Small Business Development Center, Jacksonville, FL
Speaker: Eva Worden, Worden Farms, Punta Gorda, FL

4:30-5:30. Farmer to Farmer Strategic Enterprise Assessments
Strategic enterprise assessments are powerful tools for analyzing a business, its resources, and its environment. SEA’s are commonly used as part of strategic planning and helps you too look at your internal strengths & weaknesses. SEA’s can also help your business to discover what you do better than the competition and what competitors do better than your business.
Moderator: Ed Skvarch, UF-IFAS St. Lucie County Extension
Speaker: Al Wysocki, Professor UF-IFAS Food and Resource Economics Department

HYDROPONICS
Extension Services Building – Room 160/161

Track description: This track features advanced topics for hydroponic growers interested in fine tuning their system for increased efficiency and crop quality. For beginning growers, please plan on attending the Sunday session Hydroponics 101.

11:00–12:00. Fine Tuning Nutrient Solution and Irrigation Management
Attendees will learn what to do after setting up a floating or non-circulating hydroponic system and mixing the nutrient solution. Learn how to maintain optimal nutrient solution for lettuce production which is an elusive target when rainfall on outdoor systems occurs. Participants will also learn how to ensure crops are getting enough nutrient solution but not too much through leachate/irrigation ratio management.
Moderator: Jim DeValerio, UF-IFAS Bradford County Extension, Starke, FL
Speaker: Ronnie Schnell, UF-IFAS West Florida Research and Education Center, Jay, FL
Speaker: Jim DeValerio, UF-IFAS Bradford County Extension, Starke, FL
1:30-3:00. Choosing Varieties for Hydroponic Production
So many cultivars! What should I grow? Attending farmers will increase economic sustainability by hearing first hand grower experiences regarding variety selection of greenhouse tomato, cucumber, pepper and leafy green crops in various hydroponic production systems. The audience is encouraged to participate by asking the experts questions during this panel presentation and discussion session.

**Moderator:** Susan Kelly, UF-IFAS Sumter County Extension, Bushnell, FL
**Speaker:** Brad Patterson, The X-Farms, Bushnell, FL
**Speaker:** Wanda Laughlin, UF-IFAS Suwannee Valley Agricultural Extension Center, Live Oak, FL
**Speaker:** Oliver Kann, Heart of Christmas Farms, Christmas, FL
**Speaker:** Wm. “Skeeter” Bethea, Pepper and Tomato Specialist, Enza Zaden, Myakka City, FL

4:30-5:30. Biological and Chemical Insect Control in Greenhouses
Don’t let insect pests eat your lunch! Learn how to minimize pest management costs by using pest scouting as decision making tools to select appropriate biological and chemical insect control strategies. Attendees will also learn about important greenhouse exclusionary structural improvements, aimed to minimize pest insect greenhouse entry that should be incorporated into all greenhouse pest management programs.

**Moderator:** Mary Beth Henry, UF-IFAS Polk County Extension, Bartow, FL
**Speaker:** Lance Osborne, Entomologist, Mid-Florida Research and Education Center, Apopka, FL
**Speaker:** Jim DeValerio, UF-IFAS Bradford County Extension, Starke, FL

LIVESTOCK
KVLS Pavilion

**Track description:** A component of modern agriculture, livestock production is the practice of raising animals for subsistence or for profit. The farming of livestock for various human benefits raises the issue of the relationship between humans and animals, in terms of the status of animals and obligations of people. Educational sessions in this track will address these factors and highlight husbandry strategies for animal and human health, profit, subsistence and other benefits derived from livestock enterprising.

11:00 – 12:00. FAMACHA Training and general parasite control in small livestock
The barber-pole worm (Haemonchus contortus) is the most devastating parasite in sheep and goats. The primary impact of this parasite is anemia and loss of blood and protein, and it is resistant to many dewormers. The FAMACHA chart method significantly decreases the rate at which the Haemonchus parasite develops resistance, and once trained, producers use the chart to determine which animals should be treated. The FAMACHA chart is one component of an integrated farm management protocol among others which will be outlined in this session.

**Moderator:** Roy Beckford, UF-IFAS Lee County Extension, Fort Myers, FL
**Speaker:** Dr. Robert M. Purvis, DVM, FAMU, Tallahassee, FL

1:30-3:00. The Value of using Heritage Breeds in Livestock and Poultry Production
Interest in heritage breeds of livestock has continued to grow as producers become increasingly aware of the demand for rare breeds of animals many of which have been brought back from the brink of extinction due to specialization over the decades. These historic breeds of livestock help to conserve genetic biodiversity on American farms, and provide added value well beyond their use for milk and meat. Experts will review various heritage poultry breeds and heritage cracker cattle in a rotational, intensive grazing system.

**Moderator:** Robert Kluson, UF-IFAS Sarasota County Extension, Sarasota, FL
**Speaker:** Jeff Scarbrough, Crowley Museum and Nature Center, Sarasota, FL
**Speaker:** Danny Williamson, Windmill Ranch and Good Shepherd Turkey Ranch, Lindsborg, KS
4:30 – 5:30. Small Ruminant Production for Value Added Products
A farm’s value chain is part of a larger competitive agricultural system and enterprises that is made up of value chains of upstream suppliers of inputs and downstream channels and customers of primary and processed products. Before these can be achieved, legal and regulatory barriers and external threats must be crossed and these often dissuade prospective enterprisers. This session will examine these issues and provide clarity for finding solutions based on the experience of the presenters.

Moderator: Roy Beckford, UF-IFAS Lee County Extension, Fort Myers, FL
Speaker: Larry Woodis, Co-owner, Umbuzi Goat Farm (Certified Dairy), Fort Myers, FL
Speaker: Robert Halman, UF-IFAS, Collier County, Naples, FL

Livestock Educational Demonstrations
KVLS Pavilion

We are pleased to host our area farmers and ranchers as they display their livestock in the KVLS Livestock Arena.

Hair Sheep, C54 Ranch (C54 Ranch produces hair sheep and cattle)
Steve Nagel, Owner, Valkaria, FL

Milk Goats, Heart of Christmas Farm ( Produces goat products, grass-fed beef, lamb, pork and vegetables)
Richard and Diane Kann, Owners, Christmas, FL

Fainting Goats, Raven’s Rest Farm (Breeder of fainting goats)
Martin and Terri Lenoci, Owners, Grant, FL

Beef Cattle, Lazy A Ranch (Angus cow/calf operation)
Rick Stotler, Owner, Apopka, FL

Poultry, Recycle Ranch (Heritage breeds of poultry and beef cattle)
Jennifer and Joe Walter, Owners, Christmas, FL

Quail, L&MC Farms (Breeder of Japanic quail, cattle, goats and poultry)
Leo Calligaro, Owner, Cocoa, FL

Llamas, [Sunshine State Llamas] (Llamas and goats)
Lisa Dreggors, Owner, Silver Springs, FL

Alpacas, [Alpaca Magic USA] (Alpacas)
Jean Riley, Owner, Homosassa, FL

Dorper Sheep, Happy Hills Farm (Breeder of full blood, pure and percent Dorper sheep)
Deborah Lepley, Owner, Babson Park, FL
HORTICULTURE
Exhibition Building – Kissimmee AB

Track description: The horticulture track will focus on the core of a small farm operation - diversification. The sessions are designed to encourage growers to expand their production palettes by exploring specialty crops such as cut flowers and foliage. Along with these specialty care, which will be addressed through proper water and nutrient management and thinking outside the box with day-to-day farm tasks.

11:00-12:30. Drip Irrigation Design and Nutrient Uptake
Irrigation system design is critical for effective nutrient management. Crop nutrients are extremely mobile and are prone to high rates of leaching in Florida’s sandy soils. During this session participants will learn about drip irrigation technology and efficient timing including a hands-on setup of a drip irrigation system. Attendees will also have an opportunity to ask questions of a panel of specialists.

Moderator: Gary England, UF-IFAS Lake County Extension
Speaker: Lincoln Zotarelli, UF-IFAS Horticultural Sciences, Gainesville, FL
Speaker: Dan Fenneman, UF-IFAS Madison County Extension Service, Madison, FL
Speaker: Mike Alligood, UF-IFAS Horticultural Sciences, Gainesville, FL

2:00-3:00. Low Cost Production Solutions
Interested in identifying creative solutions to costly farming implements? This session will feature two Central Florida Vegetable Growers. Information will be presented on the farm equipment development and adaptation to reduce production costs.

Moderator: Blake Thaxton, UF-IFAS Santa Rosa County Extension
Speaker: Jonathan Morris, Vegetable Grower, Sanford, FL
Speaker: Tom Carey, Sundew Gardens, Oviedo, FL

4:30-5:30. Cut Flower/Foliage Production
Interested in establishing cut flower operation or diversifying your crop portfolio? This session will feature a UF Researcher. Information will be presented on the production of cut flowers and foliage.

Moderator: Juana Popenoe, UF-IFAS Lake County Extension Director
Speaker: Bob Stamps, UF-IFAS Mid-Florida Research and Education Center
Speaker: Anna Prizzia, Forage Farm, Gainesville, FL

BEGINNING FARMER AND RANCHER
Exhibition Building – Kissimmee C

Track description: Designed for aspiring and beginning farmers, second career farm entrepreneurs, and landowners interested in developing farming enterprises, which include fruit and vegetable production and who have 2-5 years of experience managing a farm. The workshop will focus on business and marketing startup, soil and fertility management and crop selection using lecture and group work activities.

11:00–12:00. Building a Business and Marketing Plan
Get your farm off to the right start with a solid plan! This session will feature business professionals with expertise in building business and marketing plans and offer resources to help new farmers obtain land, apply for credit and navigate legal business decisions.

Moderator: Jacob Leech, Florida West Coast RC&D Council, Inc., Ellenton, FL
Speaker: Jonathan Borghi, Farm Credit of FL, Homestead, FL

1:30-3:00. Healthy Soils Healthy Farms
Participants will be able to describe the components of soil and their importance for growing crops. Additionally, the workshop will use lecture, farm scenarios, and sample data to create a soil management plan to maintain or improve soil organic matter on their farms.

Moderator: Rose Koenig, UF-IFAS Agronomy Department, Gainesville, FL
Moderator: Juan Carlos Rodriguez, UF Post Doctoral Researcher, Gainesville, FL
Speakers: Rose Koenig and Juan Carlos Rodriguez
4:30-5:30. Selecting Crops to Fit Your Farm Marketing Plan
Participants will be able to examine different production and marketing considerations to make decisions about how to choose, schedule and sell their crops. The lectures and activities in this session use visual imagery, sample data and scenarios of farms in Florida.

**Moderator:** Rose Koenig, UF-IFAS Agronomy Department, Gainesville, FL
**Moderator:** Juan Carlos Rodriguez, UF Post Doctoral Researcher, Gainesville, FL
**Speakers:** Rose Koenig and Juan Carlos Rodriguez

ORGANIC AND SUSTAINABLE FARMING
Exhibition Building – St. Cloud B

**Track description:** Farmers strive to make management decisions that are economically, environmentally and socially sustainable. Consumer interest and support of local food systems is fostering new partnerships among farmers and buyers. We begin with the consumer, and discuss major themes, barriers, and opportunities in the organic market. Next, we return to the farm for advanced pest and soil management and look for ways to put natural inputs, cultural practices and the ecology to work to achieve farming system success.

11:00-12:30. Capturing the Organic Market
For certified organic producers or producers who are thinking about becoming certified, this is a “can’t miss” session if you want to sell before you grow! This is your chance to discuss market opportunities with a diverse panel of buyers, managers, and marketing experts. Find out what’s hot and what’s not, how to avoid common mistakes and market like a superstar.

**Moderator:** Marty Mesh, Florida Organic Growers and Consumers, Inc. and Quality Certification Services (QCS), Gainesville, FL
**Speaker:** Marty Mesh, Florida Organic Growers and Consumers, Inc. and QCS, Gainesville, FL
**Panelist:** Dee Dee Digby, Local and Organic Foods Consultant
**Panelist:** Chris Bell, InterNatural Marketing, Lake Worth, FL
**Panelist:** Sharon Yeago, Farmers Market and Local Food Systems Consultant, High Springs, FL
**Panelists:** Annie Malka, Annie’s Buying Club, Osprey, FL

2:00-3:00. Organic Pest Management
This advanced session describes the connection between soil health and disease, and how to best manage diseases and other pests from a systems perspective.

**Moderator:** Jose Perez, Florida Organic Growers and Consumers, Inc., Gainesville, FL
**Speaker:** Ariena van Bruggen, UF-IFAS Emerging Pathogens Institute, Gainesville, FL
**Speaker:** Kevin O’Dare, Osceola Organic Farm, Vero Beach, FL

4:30-5:30. Alternative Soil Management
If your soil could talk, what would it tell you? Cover crops and nutrient balancing will be some of the topics of conversation in this session exploring alternative tillage and nutrient management practices. Case studies from 2 farms will exemplify novel approaches.

**Moderator:** Gary England, UF-IFAS Lake County Extension, Tavares, FL
**Speaker:** Ben McLean III, Uncle Matt’s Organics, Clermont, FL
**Speaker:** Kirk Brock, Brock Farms, Monticello, FL
**Speaker:** Danielle Treadwell, UF-IFAS Horticultural Sciences, Gainesville, FL
Detailed Session Listing -- Sunday

SUNDAY WORKSHOPS

9:00 – 12:00. SPECIALTY MUSHROOMS AS AN ENTERPRISE
Extension Services Building – Room 162

Learn how to grow shiitake and oyster mushrooms through two different production systems. One production system uses hardwood logs to produce mushrooms and the other system uses a media and bag for production. Additionally, a restaurateur shares his seasonal needs and what he is looking for when purchasing products locally.

Moderator: Aparna Gazula, UF-IFAS Alachua County Extension, Gainesville, FL
Moderator: Carolyn Saft, UF-IFAS Suwannee County Extension, Live Oak, FL
Speaker: Log Production: Carolyn Saft
Speaker: Bag Production: Aparna Gazula
Speaker: Bag production demonstration: Sue Greimel, Melrose, FL
Speaker: Log production demonstration: Art Shiver, High Springs, FL
This session includes a log and bag demonstration on the west side of the Exhibition Building

9:00 – 12:00. HYDROPONICS 101
Extension Services Building – Room 160/161

This young farmer couple will explain and answer questions on hydroponic systems at the 101 level. Drawing from the experience of their four year old operation, this couple will provide practical demonstrations and an overview of hydroponic options for the new grower. Their farm located in Hobe Sound, FL grows many varieties of greens, tomatoes, broccoli, and cauliflower in addition to herbs and edible flowers.

Moderator: Fred Burkey, UF-IFAS Martin County Extension, Stuart, FL
Speaker: Natalie Parkell, Vertical Horizon Farm, Hobe Sound, FL
Speaker: Kevin Osburn, Vertical Horizon Farm, Hobe Sound, FL

9:00 – 12:00. PASTURED POULTRY
KVLS Pavilion

If you are interested in raising heritage turkeys for holiday markets, then join our special guest speaker, Danny Williamson, owner of Windmill Ranch in Lindsborg, Kansas share his years of experience in turkey production, enterprise management and marketing in practical terms for the small to mid-sized farmer. Danny serves as the General Manager and CFO of Good Shepherd Turkey Ranch in Tampa, KS, the largest grower of “heritage” turkeys in the country (www.goodshepherdpoultryranch.com). Topics include an introduction to free range production including breed selection, brooding, nutrition, marketing heritage birds, the economics of outdoor systems and more.

Moderator: Elena Toro, UF-IFAS Suwannee County Extension, Live Oak, FL
Speaker: Danny Williamson, Windmill Ranch and Good Shepherd Turkey Ranch, Lindsborg, KS

9:00 – 12:00. GOOD BUG, BAD BUG ID
Exhibition Building – Kissimmee AB

Learn the basics of insect identification and control and get more familiar with biological control with this hands on session. Common insect pests will be reviewed as well as naturally occurring and commercially available biological control agents. Live specimens and microscopes will help participants gain experience and implement their knowledge on the farm.

Moderator: Mary Beth Henry, UF-IFAS Polk County Extension, Bartow, FL
Speaker: Lance Osborne, UF-IFAS Mid-Florida Research and Education Center, Apopka, FL
Speaker: Hugh Smith, UF-IFAS Gulf Coast Research and Education Center, Wimauma, FL
Assistant: Irma Herrera, UF-IFAS Mid-Florida Research and Education Center, Apopka, FL
Assistant: Fabieli Irizarry, UF-IFAS Mid-Florida Research and Education Center, Apopka, FL
9:00 – 12:00. FLORIDA’S COTTAGE FOOD INDUSTRY AND BEYOND
Exhibition Building – Kissimmee C

The Florida Department of Agriculture’s Cottage Food law provides opportunities for small farm operators to enhance their offerings and improve their cash flow. We will review the Cottage Food Law, the permits required for inspected kitchens, minimum construction standards for mobile kitchens, and discuss how mobile kitchens foster local food systems.

Moderator: Amy Simonne, UF-IFAS Family Youth and Community Sciences
Speaker: Vivian Knippen and Brenda Morris, FDACS, Tallahassee, FL
Speaker: Anna Johnson, Department of Business and Professional Regulation (DBPR), Tallahassee, FL
Speaker: Valerie Leitner, Blue Oven Kitchens, Gainesville, FL

9:00 – 12:00. RENEWABLE ENERGY OPPORTUNITIES FOR YOUR FARM
Exhibition Building – St. Cloud B

Energy use in any agricultural enterprise is a major cost of production, these can include crop system in puts for production, storage, handling, marketing. All traditionally use fossil fuel energy. Transitioning away from these traditional forms of energy and implementing renewable alternatives requires creative thinking and economic considerations and evaluation of how these technologies might fit into your enterprise.

Moderator: Clay Olson, UF-IFAS Taylor County Extension, Perry, FL
Moderator: Susan Kelly, UF-IFAS Sumter County Extension, Bushnell, FL
Speaker: David Ryan, National Center for Appropriate Technology, Butte, MT
Speaker: Clay Olson, UF-IFAS Taylor County Extension, Perry, FL
Speaker: Sean French, Alternative Energy Solutions, Palatka, FL
Speaker: Mike Goodchild, UF-IFAS Walton County Extension, Defuniak Springs, FL
This session includes a biodiesel truck demonstration and wood gas powered vehicle outside the IFAS extension building.
Poster Directory

NOTE: Educational Posters will be on display Friday evening and Saturday.
(Listed in alphabetical order by title)

The Age of Florida Citrus Industry Members and their Preferred Communication Methods – Jamie D. Burrow1 and Megan M. Dewdney2 | 1Citrus Research and Education Center, University of Florida, Lake Alfred and Colorado State University, Fort Collins, Colorado; 2Citrus Research and Education Center, University of Florida, Lake Alfred, Florida

Assisting Resource-Limited Farmworkers Improve Their Quality of Life through Sustainable Agriculture – Christine Kelly-Begazo1 and Yolanda Gomez2 | 1Indian River County Extension, Vero Beach, Florida; 2Farmworkers Association of Florida, Fellsmere, Florida

Beekeeping in the Panhandle: A Diversified Team Effort to Educate New and Existing Beekeepers across County and State Lines – J.A. Ludlow4, R. L. Carter5, L. Johnson6, M.A. Meharg7, M.C. Donahoe8, J.D. Atkins9, L. Williams10, S. Dunning11, M.J. Goodchild12, M.S. Hittle13, A.M. Andreasen14, M. Orwat15, D.E. Mayo16, R. Trawick17, H.G. Grant18, L.M. Muralles19, W. Sheftall20, J.D. Dillard21, C. Simon22, J. Ellis23, M. Dykes24, G.L. Harrison25, S. Kraeft26, S. Eubanks27, L.S. Jackson28, M. Moore29 and W. Mahan30 | 1Extension Agent, UF IFAS Calhoun County Extension, Blountstown, Florida; 2Extension Agent, UF IFAS Gulf County Extension, Wewahitchka, Florida; 3Extension Agent, UF IFAS Escambia County Extension, Cantonment, Florida; 4Extension Agent, UF IFAS Santa Rosa County Extension, Milton, Florida; 5Extension Agent, UF IFAS Okaloosa County Extension, Crestview, Florida; 6Extension Agent, UF IFAS Walton County Extension, Defuniak Springs, Florida; 7Extension Agent, UF IFAS Washington County Extension, Chipley, Florida; 8Extension Agent, UF IFAS Jackson County Extension, Marianna, Florida; 9Extension Agent, UF IFAS Gadsden County Extension, Quincy, Florida; 10Extension Agent, UF IFAS Leon County Extension, Tallahassee, Florida; 11Extension Agent, UF IFAS Jefferson County Extension, Monticello, Florida; 12Extension Agent, Alabama Cooperative Extension, Andalusia, Alabama; 13Extension Specialist, University of Florida, Gainesville, Florida; 14Extension Program Assistant, University of Florida, Gainesville, Florida; 15Extension Agent, UF IFAS Wakulla County Extension, Crawfordville, Florida; 16Extension Agent, UF IFAS Holmes County Extension, Bonifay, Florida; 17Extension Agent, UF IFAS Bay County Extension, Panama City, Florida; 18Extension Agent, UF IFAS Franklin County Extension, Apalachicola, FL

The Blue Dye Doesn’t Lie: On Farm Demonstration of Water Movement in Plastic Mulched Beds – A. Gazula3, R. Hochmuth4 and E. H. Simonne5 | 1Alachua County Extension; 2Multi-County Extension Agent; 3Northeast District Extension Director

Capitalizing On The Resources Of The Small Farm Academy – Carolyn Saft1, Terry DelValle2, Jim DeValerio3, Dan Fenneman4, Bob Hochmuth5, Rebecca Jord6, Alicia Lamborn7, Nichelle Demorest8 and Wendy Wilbur9 | 1Carolyn Saft, UF/IFAS Suwannee County Extension, Live Oak, FL; 2Terry DelValle UF/IFAS Duval County Extension, Jacksonville, FL; 3Jim DeValerio, UF/IFAS Bradford County Extension, Starke, FL; 4Dan Fenneman, UF/IFAS Madison County Extension, Madison, FL; 5Bob Hochmuth, UF/IFAS Suwannee Valley Agricultural Extension, Live Oak, FL; 6Rebecca Jord, UF IFAS Nassau County Extension, Yulee, FL; 7Alicia Lamborn, UF/IFAS Baker County Extension, McClenny, FL; 8Nichelle Demorest, UF/IFAS Columbia County Extension, Lake City, FL; 9Wendy Wilber, UF/IFAS Alachua County Extension, Gainesville, FL

Establishing an Urban Farmers Market – Melva Stephens Morfaw | FAMU Cooperative Extension Program /UF/ IFAS, Madison County Extension

Evaluation of Several Lettuce (Lactuca sativa L.) Cultivars Grown Inside a Greenhouse Using Nutrient Film Technique – Robert. C. Hochmuth1, Wonda. L. Laughlin1 and Aparna Gazula2 | 1Suwannee Valley Agricultural Extension Center, University of Florida, Live Oak, FL; 2Alachua County Extension, University of Florida, Gainesville, FL

FAMU New and Beginning Farmer Training Program – Vonda Richardson and Sandra Thompson | Cooperative Extension Programs, Florida A&M University, Tallahassee, FL
Field Observations of Machine-Harvest Inefficiencies and Suggested Corrective Measures for a Commercial
‘Noble’ Muscadine Grape Block Trained to a Single Cordon – Jacque Breman and Paul Laubacker


Hands-on Training through the University of Florida Living Extension IPM Field Laboratory – Carolyn Saft and Robert C. Hochmuth

Introducing Pomegranates to Volusia County – K. Stauderman | UF/IFAS Volusia County Extension, DeLand, FL

Land Cover and Farmland Habitat Influences on Native Bee Diversity in Northern Florida – Rosalyn D. Johnson | Department of Wildlife Ecology and Conservation, University of Florida, USA

Marketing Alternatives for Small-Scale Farmers – Vonda Richardson | Cooperative Extension Programs, Florida A&M University, Tallahassee, FL

Obesity Prevention through Garden-based Learning for 4th and 5th graders in North Florida – Sandra Thompson, Damon Miller and Lawrence Carter | Cooperative Extension Program, Community Resource Development, Florida A&M University, Tallahassee, FL

Participatory Onfarm Trials of Potato Cultivars in SW Florida – Robert Kluson and Doug Gergela

Preparing Young Scientists for Integrating Research and Extension in Water Resources – Jasmeet Judge, Kati Migliaccio, Reza Ehsani, Bin Gao, Eric McLamore, Rafa Munoz-Carpenter, Rao Mylavarapu, James Syvertsen and Jeff Ulman

Small Acreage farms need Estate Planning Too! – Robert Halman | Collier County Extension, University of Florida IFAS Extension

A Small-scale Intensive Vegetable Production System for the Farmers’ Market – J. Breman, B. Hochmuth, N. Demorest, J. Jump and D. Barber

UF and FDACS Specialty Crop Block Grant: Expanding Production through New Ideas and Protected Structures – M. A. Meharg, L. Johnson, J. Mullainey, R. Schnell, W. Wendt and K. Holley

Youth Entrepreneurship: Learning by Doing – Donna Salters, Sandra Thompson and Lawrence Carter | Cooperative Extension Program, Community Resource Development, Florida A&M University, Tallahassee, FL
Conference Networking and Social Functions

FRIDAY
5:00-7:00pm  Exhibit Preview and Opening Reception
Exhibition Building, Exhibit Room A

At the conclusion of Friday’s sessions, participants are invited to attend the exhibit preview and opening reception. Come and find out what’s new and what works from industry representatives and other supporting institutions while enjoying light refreshments. You will meet new associates and renew past acquaintances in a friendly and relaxed atmosphere.

SATURDAY
7:00-9:00am  Morning Refreshments; Visit Exhibitors and Livestock Arena
Exhibition Building, Exhibit Room A & KVSL to see Livestock

Saturday morning check-in will be busy. Beat the crowds by arriving earlier to visit with exhibitors while enjoying morning beverages and refreshments.

12:00–2:00pm  Florida’s Finest: A Celebration of Local Food
Exhibition Building, Exhibit Room B

Saturday participants are invited to enjoy a bountiful display of delicious cuisine using vegetable, fruits, and meats that are produced from around the state of Florida. Lunch is available from Noon-2:00pm and set in a leisurely buffet style, enabling everyone a chance to partake.

12:45-1:15pm  Innovative Farmer Awards
During lunch, plan to join us in congratulating this year’s Innovative Farmer Award winners with formal recognition of their achievements taking place

5:30-8:00pm  Networking Social: Live Entertainment, Hors d’oeuvres and Beverages
Exhibition Building, Exhibit Room B

Join us for an exciting, fun filled evening of food and festivities! This is the time to make new acquaintances and celebrate with the movers and shakers of the local foods movement in FL.

✓ Sample beverages from Florida Farm wineries, breweries and fruit juice producers. Network with the producers of these delicious beverages who also support local foods and local foodsheds in FL.

✓ Experience scrumptious hors d’oeuvres showcased by Florida celebrity Chefs using foods from Florida farmers! For example, there will be chef Greg Baker from the Refinery Restaurant in Tampa, chef Darwin Santa Maria of Darwin’s on the 4th Restaurant/Brewery in Sarasota, chef Tony Adams of Big Wheel Provisions in Orlando, chef Dak Kerprich of Pizzeria Oceano in Palm Beach and chef Steve Ells, Chipotle Founder and CEO, and our own executive chef Tony Donnelly of Osceola Heritage Park and SAVOR.. Come interact with these Chefs and learn how to network with these leaders of the local foods movement in FL.

✓ Dance to the awesome tunes of Mark Gaignard with the mr. ainsworth band!

Mark Gaignard, the bluesy former singer of Big Sky brings his live show to town fronting the mr. ainsworth band. Check out Mark’s sites, including a video from his solo album.
http://backspacerecords.com/wordpress/?page_id=92
http://www.youtube.com/watch?v=MmChmYt8HhY
http://www.myspace.com/markgaignard

SUNDAY
7:30-9:00am  Continental Breakfast
Exhibition Building, Exhibit Room B

Start the final day off right with produce provided from Florida farmers. It will be the ideal opportunity to compare notes or just to meet with new and old friends before beginning the final day of sessions.
Fresh from Florida Small Farmers to You

The food committee and the SAVOR food service staff welcome all of the attendees to the 2012 Small Farms & Alternative Enterprises Conference. Again we are pleased to inform you that you will be treated to memorable meals featuring locally grown foods fresh from Florida small farmers. We want you to know that we have been able to accomplish this feat only because of the participation of many small farmers and supporters across the state of Florida who answered our call. Therefore, please, take the time to read the food signage to learn about the farmers and programs that are providing the delicious and diverse foods that you will soon be enjoying. Hopefully, you will get a chance to meet some of these folks during the conference and be inspired to answer the call next year with foods that you produce.

This year we have some special food news about our very popular Saturday Social Event that was initiated last year. Specifically, several celebrity chefs from across Florida will participate at cooking stations to treat you to tastings of their signature dishes using Florida grown ingredients. These chefs are serving Florida foods at their restaurants and represent the growing commitment and leadership in the hospitality industry to support the Florida agriculture community. In addition, we are very pleased to welcome to this event our new conference sponsor, Chipotle Mexican Grill, which will also provide a tasting station where you can learn of their efforts in local food sourcing for their locations in Florida. So definitely plan to stop by these cooking stations to enjoy the food and network with these leaders in the Florida local food movement.

Last but not least, we are very pleased to again provide at the Saturday Social Event tastings of fine beverages from Florida wineries, micro-breweries, and fruit juice producers. In addition, our celebrity chefs will be offering their guidance on beverage pairings with their foods for your enjoyment. We hope that these activities with beverages and hors d’oeuvres made with foods fresh from Florida small farmers, along with our fabulous live music band, will make this event a memorable time for networking with your fellow attendees.

Robert Klusion
Chair, Food Committee
UF/IFAS Sarasota Co. Extension

Tony Donnelly
C.E.C., Executive Chef
SAVOR ... Osceola Heritage Park

Showcase of Florida Farmers

4-Arrows Ranch – Marion
Beli Farms – Suwannee
Cypress Point Creamery – Alachua
Dakin Dairy – Manatee
Fifth Generation Farms – Columbia
Florida Crystals – Palm Beach
Fruitscapes Nursery – Lee
Gro-Eco Farm – Madison
Heart of Christmas Farm – Orange
Jackman Cane & Cattle Company – Hendry
Kurtz & Sons Dairy – Alachua
Lake Meadows Naturals – Orange

Monterey Mushrooms – Orange
Nettles Farms – Columbia
Papa Lynn’s Organic Farm – DeSoto
Seenaouth Farm – Lee
Sweetwater Organic – Alachua
The Orange Shop – Marion
Transatlantic Sausage – Sarasota
UF/IFAS Potato Research Program – St. Johns
Um-Buzi Farm – Lee
Uncle Matt’s Organic – Lake
Wild Ocean Market – Brevard
Osceola Heritage Park Welcomes the Florida Small Farms and Alternative Enterprises Conference

Lunch, July 28, 2012

Mélange of Fresh Organic Greens sprinkled with edible Blossoms and Berkshire Pork Croutons
Florida Orange Vinaigrette, Ginger Soy Mango Dressings

Berkshire Pork “Gizado” or Stew with Table Potatoes, Stew Vegetables and a Rich Pork Demi-Glace Arroz con Pollo

Roasted Pastured Chicken with Wild and Brown Rice Pilaf, Saffrito vegetables, Pigeon and Black Eyed Peas

Florida Waygu Beef Negamaki Style

Seared Sirloin of Florida Waygu Beef with Wasabi Dashi Glaze and Firecracker Green Beans

Roasted “Gator Tater” Potatoes w/ Pork Sausage and Fresh Herbs

Assorted Fresh Florida Vegetables

Assorted Rolls, Breads and Butter

Chef’s warm Florida Sapote’ and Mango Cobbler

Assorted Cookies

Vegetarian / Vegan Menu

Mélange of Fresh Organic Greens sprinkled with edible Blossoms and Grape Tomatoes
Florida Orange Vinaigrette, Ginger Soy Mango Dressings

Cedar Roasted Portobello Mushroom Steaks with Wasabi Dashi and Firecracker Green Beans

Wild and Brown Rice Pilaf with Pigeon and Black Eyed Peas

Cider Stewed Florida Greens with Pickled Swamp Cabbage

Assorted Fresh Florida Vegetables

Roasted “Gator Tater” Potatoes with Garlic, Fresh Thyme and Rosemary

Assorted Rolls, Breads and butter

Chef’s Warm Florida Sapote’ and Mango Fruit Cobbler

Assorted Cookies
Osceola Heritage Park Welcomes the Florida Small Farms and Alternative Enterprises Conference

Evening Network Social  
*Saturday Nights’ All Right!!*  
*July 28, 2012*

Select Florida Chefs from the “Farm to Table” Scene providing some Farm and Field Favorites with today’s Hip Twist!

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Osceola Heritage Park and Savor... Osceola’s own Executive Chef Tony Donnelly Carved Slow Roasted Steamship of Florida Waygu Beef

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Assorted Miniature Potato Rolls

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Florida Fresh Rhubarb and Horseradish Jam

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Jamaican Bronzed Florida Atlantic Coast Shrimp with Grass Fed Goat Cheese Grits

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Other Chefs and Selections soon forthcoming...
Food and Beverage Contributors

We would like to recognize the following Florida farms and allied industries for their donation to the conference.
Chef Contributors

We would like to recognize the following Chefs for donating their time during the Saturday Networking Social.

SAVOR...

chef Tony Donnelly, Kissimmee

chef Steve Ells, Chipotle Founder & CEO

chef Tony Adams, Orlando

chef Dak Kerprich, Palm Beach

chef Darwin Santa Maria, Sarasota

chef Greg Baker, Tampa
Exhibitor Listing (Alphabetical)

3 Boys Farm  
Booth Number: 400  
Robert Torrello  
PO Box 789, Ruskin, FL 33575  
Tel: 813-645-5445  
Email: roberttornello@mac.com  
Website: 3boysfarm.blogspot.com  
3 Boys Farm, Americas first certified organic (true) Hydroponics by USDA & Primus Labs. Specializing in lettuce, herbs and vine crops 365 days. Winner Environmental leadership award; Greenhouse Design, Solar, Wind, Rainwater systems. Wholesale Florida only & contract growers. Partnerships available for end use investors, your land, we grow and maintain.

Agri Services International  
Booth Number: 615 / 617  
Perry Hollingsworth  
6490 N.E. Highway 70, Arcadia, FL 34266  
Tel: 863-993-1400  
Email: perry@agriservicesintl.com  
ASI, Inc. designs, engineers, supplies and installs hydraulic delivery systems for agricultural entities, like citrus growers, tree farms and container nurseries, the dairy industry, packing houses, blueberry farms, row crop farmers and banana growers.

Agri-Starts, Inc  
Booth Number: 609  
Ty Strode  
1728 Kelly Park Rd., Apopka, FL 32712  
Tel: 407-889-8055  
Email: tstrode@agristarts.com  
Website: agristarts.com  
Agri-Starts is a plant tissue culture lab specializing in liner production of small fruits, tropica1s, & native plants. Our laboratories in Apopka, FL have the ability to produce millions of contaminant-free elite plants for all types of markets.

AgSquared  
Booth Number: 502  
Giulia Stellari  
PO Box 414, Port Jefferson Station, NY 11776  
Tel: 646-845-9083  
Email: giulia@agsquared.com  
Website: http://www.agsquared.com  
AgSquared develops software that makes the management of small and medium sized farms easier, more time efficient, and more profitable.

Albert’s Organics  
Booth Number: 309  
James Day  
6272 McIntosh Road, Sarasota, FL 34238  
Tel: 941-925-6600  
Email: jday2@albertsorganics.com  
Website: www.albertsorganics.com  
In 1982, Albert’s Organics saw the potential of organic fresh produce. Today, we’re the premiere distributor of organic fresh foods, working closely with local and regional farmers across the country.

Animal Welfare Approved  
Booth Number: 408  
Beth Spitler  
1007 Queen St., Alexandria, VA 22314  
Tel: 510-250-0916  
Email: beth.spitler@animalwelfareapproved.org  
Website: www.AnimalWelfareApproved.org  
Animal Welfare Approved is a national nonprofit organization that audits, certifies and supports farmers raising their animals according to the highest welfare standards, outdoors on pasture or range.

ARAMARK  
Booth Number: 605  
Jill Rodriguez  
114 Rec Center Dining  
Gainesville, FL 32611  
Tel: 352-392-7734  
Email: Rodriguez-Jill@aramark.com  
Website: http://www.aramark.com  
ARAMARK provides award-winning food services, facilities management, and uniform and career apparel to health care institutions, universities and school districts, stadiums and arenas, and businesses around the world.

BARNETT-PARTIN PLANTS, INC.  
Booth Number: 513  
Virginia Partin  
1400 CR830A, Felda, FL 33930  
Tel: 863-675-3027  
Email: virginiapartin@yahoo.com  
Barnett-Partin Plants, Inc. offers transplants to commercial farmers of all sizes. We, at Barnett-Partin Plants, Inc. pride ourselves in providing our clients with a high quality plant in an expeditious manner.

Brandt  
Booth Number: 310  
Katherine Williams  
382 C 478-A, Webster, FL 33597  
Tel: 863-446-2089  
Email: katherine.williams@brandt.co  
Website: www.brandt.co  
Brandt is a leading manufacturer in crop nutrients and crop protection products for conventional and organic farming.
Conservation Trust for Florida, Inc.
Booth Number: 614
Kristianna Lindgren
P.O. Box 134, Micanopy, FL 32667
Tel: 352-376-4770
Email: kristianna@conserveflorida.org
Website: www.conserveflorida.org
Conservation Trust for Florida is a 501(c)(3) nonprofit land trust. CTF helps families create a legacy by protecting their land with conservation easements. The Florida FarmFinder Program brings together new farmers looking for land or mentorship with farm owners who have land or expertise to share.

Douglas Speed & Associates
Booth Number: 612
Karl Manges
5127 Otter Creek Dr., Ponte Vedra Beach, FL 32082
Tel: 904-543-9955
Email: Kminoculaid@live.com
Website: DouglasSpeed.com
The Quantum Growth Series are revolutionary biological plant growth enhancement products proven to increase nutrient uptake, enhance root growth, and increase yields while reducing supplemental irrigation, fertilizer and fungicide usage.

Elixson Wood Products, LLC
Booth Number: 505
Kevin Elixson
18976 NW 84TH Avenue, Starke FL 32091
Tel: 904-964-6649
Email: Kevin@elixsonwoodproducts.com
Website: Elixsonwoodproducts.com
Supplier of pine bark products to the agriculture industry since 1968.

Enza Zaden USA
Booth Number: 421
Wm. Skeeter Bethea
27610 Crosby Rd, Myakka City, FL 34251
Tel: 239-825-3103
Email: william.bethea@enzausa.com

eTHRUPUT - THRU Garden Systems
Booth Number: 523
Lynn Matthews
31 West Point Drive, Cocoa Beach, FL 32931
Tel: 321-795-6223
Email: lynnmatthews@cfl.rr.com
THRU Garden Systems provides flexible support systems for gardens and small farms. Component-based systems are designed to offer custom trellis, stake and tee-pee supports for configurations from container plantings and raised beds to open shade structures.

FAMU Extension Marketing and Beginning Farmer and Rancher Project
Booth Number: 620
Vonda Richardson
215 Perry-Paige Bldg South, Tallahassee, FL 32307
Tel: 850-412-5251
Email: vonda.richardson@famu.edu
The FAMU Marketing and Small Farm Outreach extension programming focuses on evaluating marketing and enterprise alternatives that will enhance farm profits and marketing success for small-scale farmers and beginning farmers and ranchers.

Farm Credit
Booth Number: 610
Ron O'Connor
PO Box 8009, Lakeland, FL 33802
Tel: 1-866-824-5626
Email: marketing@farmcreditcfl.com
Website: www.FarmCreditFlorida.com
Farm Credit is a Member-Owned, agricultural lender serving Florida's ranchers, growers, and farmers, since 1916. We make loans for capital, operating, or residential purposes and sell crop insurance.

Farm-to-Consumer Legal Defense Fund
Booth Number: 522
Cathy Raymond
8116 Arlington Blvd, #263, Falls Church, VA 22042
Tel: 202-363-4394
Email: outreach@westonaprice.org
Website: www.farmtoconsumer.org
The Farm-to-Consumer Legal Defense Fund defends the rights and broadens the freedoms of family farms and protects consumer access to raw milk and nutrient dense foods.

FLORIDA - AMERICA'S CULINARY PARADISE
Booth Number: 504
Noreen Kinney
7312 6th Avenue North, St. Petersburg, FL 33710
Tel: 727-347-2437
Email: Culinaryparadise@aol.com
Website: www.florida-americasculinaryparadise.com
People have come out of the woodwork in ALL Culinary Arenas across Florida from sea to shining sea. Join us as ‘we harness and bring together’ the Florida State Culinary Map and Internet Directory, to benefit EVERYONE, and establish Florida - America's Culinary Paradise.

Florida A&M University/CAFS
Booth Number: 603
Ray Mobley
215 Perry-Paige Bldg, Tallahassee, FL 32307
Tel: 850-599-3546
Email: ray.mobley@famu.edu
Website: http://www.famu.edu/cesta
The College of Agriculture and Food Sciences (CAFS) is the land-grant arm at Florida A&M University. CAFS offers opportunities for students to grow professionally and build for the future. We specialize in programs related to and for Florida Farmers.
Florida Small Farms and Alternative Enterprises Conference

Florida Automated Weather Network
Booth Number: 318
Rick Lusher
PO Box 110350; Building 162, McCarty Drive, Gainesville, FL 32611
Tel: 352-846-3219
Email: rlusher@ufl.edu
Website: fawn.ifas.ufl.edu
FAWN provides real-time weather data and weather-related tools for a wide variety of users in Florida using data from its 36 automated weather stations.

Florida Department of Agriculture & Consumer Services
Booth Number: 501 / 600 / 602
Marshall Wiseheart
407 South Calhoun Street, Mayo Building, Room 412, Tallahassee, FL 32399-0800
Tel: (850) 488-4131
Email: Marshall.Wiseheart@freshfromflorida.com
Website: http://www.freshfromflorida.com
The Florida Department of Agriculture offers services like Agricultural Dealer’s Licenses and the Florida Agricultural Promotional Campaign to assist Florida’s 47,000 agricultural producers, many of whom are small farmers.

Florida Farm Bureau Federation & Florida Farm Bureau Insurance
Booth Number: 604
Frankie Hall
PO Box 147030, Gainesville, FL 32614-7030
Tel: 352-538-0224
Email: frankie.hall@ffbf.org
Website: http://www.floridafarmbureau.org
Farm Bureau exists to strengthen family farms and local communities. We apply a collective effort to solve farmers’ problems. We speak on behalf of ALL farms. The majority of the state’s family farmers are members. The FL Farm Bureau Insurance offers members access to a full line of quality products.

Florida FGT LLC
Booth Number: 410
Donald Rockwood
PO Box 357103, Gainesville, FL 32635
Tel: 352-256-3474
Email: floridagft@cox.net
Website: www.floridagft.com
Florida FGT provides professional advice to forest and agricultural landowners on various aspects of the use of fast-growing Eucalyptus, Corymbia, Populus, Taxodium, and Pinus species.

Florida Food Policy Council
Booth Number: 606
Kenneth Koleos
P O Box 540927, Orlando, FL 32854
Tel: 386-216-2442
Email: FloridaFoodPolicyCouncil@gmail.com
Website: http://floridafoodpolicy.org
FFPC encourages the development and expansion of the capacity of local food systems (foodsheds) to meet food security needs in communities across Florida.

Florida Grazing Lands Coalition
Booth Number: 506
Brandee Williams
6942 Professional Parkway East, Sarasota, FL 34240
Tel: 941-907-0011
Email: Brandee.Williams@fl.usda.gov
Website: www.ces.fau.edu/fglc
Florida Grazing Lands Coalition is a network of individuals and organizations working together to ensure a healthy future for our state’s grassland resource.

Florida Meat Goat Association
Booth Number: 503
Andrea Salcedo
4140 Swindell Road, Lakeland, FL 33810
Tel: 863-698-6620
Email: terraverdeas@aol.com
Website: FMGA.org
Florida Meat Goat Association is dedicated in providing information and knowledge about raising meat goats in the state of Florida.

Florida Organic Growers
Booth Number: 314
Jose Perez
PO Box 12311, Gainesville, FL 32604
Tel: 352-377-6355
Email: jose@foginfo.org
Website: www.foginfo.org
Florida Certified Organic Growers and Consumers, Inc. supports and promotes organic and sustainable agriculture, wherein; we educate consumers, farmers, future farmers (children & youth), businesses, policy makers and the general public.

Florida Pomegranate Association
Booth Number: 517
Cindy Weinstein
6360 Johnston Road, Zolfo Spring, FL 33890
Tel: 863-604-3778
Email: fpomegranate@gmail.com
Our mission is to create, direct, and promote a pomegranate industry in the State of Florida.
Florida Slow Food Convivia
Booth Number: 515
Diane Campion
2146 Polo Gardens Dr 8-207, Wellington, FL 33414
Tel: 561-846-0212
Email: slowfoodglades@gmail.com
Website: www.slowfoodusa.org
Slow Food USA is part of a global movement that believes everyone has the right to good, clean, and fair food. With over 250,000 supporters, 25,000 members and 225 chapters nationwide, the organization advocates for food and farming policy that is good for the public, good for the planet, and good for farmers and workers.

Florida Small Farms Academy
Booth Number: 319
Sarah White
7580 County Road 136, Live Oak, FL 32060-7434
Tel: 386-362-1725 ext.102
Email: sewhite@ufl.edu
Website: http://smallfarms.ifas.ufl.edu
Helping small farm producers prosper through education, networking, and adaptive research.

Florida West Coast RC & D
Booth Number: 616
Karen Fraley
945 25th Drive E, STE 11, Ellenton, DC 34222
Tel: 941-723-3252
Email: karen@fwcrccd.org
Website: www.fwcrccd.org
The Florida West Coast RC&D Council is proud to offer training for new and beginning farmers in the Tampa Bay area through its two training farms and professional staff.

Global Organic Specialty Source, Inc.
Booth Number: 312
Ronni Blumenthal
7345 16th Street East, Suite 116, Sarasota, FL 34243
Tel: 941-358-6555
Email: ronni@globalorganics.ws
Website: www.globalorganics.ws
We're the premier organic produce distribution company in the southeastern U.S.A. We offer excellence in quality and logistics. Working with farmers throughout the region, we bring certified organic product to the marketplace. We just moved to our new 80,000 square foot facility in Sarasota, Florida and look forward to expanding our services.

Green World Path
Booth Number: 625
Karsen Nielsen
1665 Donto Way, Brooksville, FL 34601
Tel: 352-799-0200
Email: info@greenworldpath.com
Website: www.greenworldpath.com
Green World Path manufactures a complete line of innovative organic and sustainable products that fertilize, protect, and reduce watering needs for anything that grows.

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Hillside Orchard Farms
Booth Number: 510
Lynn McDaniel
105 Mitcham Circle, Tiger, GA 30576
Tel: 706-782-4995
Email: lynn@hillsideorchard.com
Website: http://www.hillsideorchard.com
Quality producers of private label jar products and the South's number one source for value added services and contracting packaging.

Hoodridge Unlimited, Inc.
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Ila Locke
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Website: www.hoodridge.com
Distributor of MicroStart60 Pasturized Poultry Manure. We approach nature, naturally.

Horticultural Sciences Department, University of Florida
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Xin Zhao
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Email: xzin@ufl.edu
Website: http://www.hos.ufl.edu
We will introduce our vegetable grafting research program and demonstrate different grafting methods for different types of vegetables.

IFAS Extension Bookstore
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Website: http://ifasbooks.ifas.ufl.edu/
The Bookstore sells publications produced by UF faculty researchers about all aspects of agriculture including plant disease, pesticide management, horticulture, livestock, natural resources and wildlife.

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Tel: 352-481-5558
Email: mlebron37@islandgroveagproducts.com
Website: Islandgroveagproducts.com
Island Grove Nursery produces High Quality Florida Fresh edible plants for Farmers, Garden Centers, and the Landscape trade. Island Grove Winery produces Florida Fresh Fruit Wines.
It’s Our Nature®
Booth Number: 411
Linda Taylor
1293 Hollister Road, Babson Park, FL 33827
Tel: 727-430-8284
Email: linda@itsournature.com
Website: www.itsournature.com
The It’s Our Nature® Promise.. Healthy-Wear for People Who Care® reflects organic cotton & hemp products screened for social and environmental responsibility – including our famous palm-frond Garden Hats!

Johnny’s Selected Seeds
Booth Number: 413
Rod Heyerdahl
912 East 46th Street, Tifton, GA 31794
Tel: 229-392-3844
Email: rheyerdahl@johnnysseeds.com
Website: www.johnnysseeds.com
Johnny’s contributes to grower success in two ways. First by providing the highest quality seed of the best vegetable, herb and flower varieties. Secondly by offering an extensive library of growing information and recommendations to it’s customers. Good luck growing in 2012!

KY Burley Moldings, Inc.
Booth Number: 623
Dawn Riley
234 Highway 433, Mackville, KY 40040
Tel: 502-552-5849
Email: dawn.riley@insightbb.com
Website: www.kyburleymoldings.com
We are a company with over 20 years of experience in the manufacturing and selling of float trays for the production of plants in greenhouses and water beds.

Magna Bon II, LLC
Booth Number: 415
Frank Miele
2045 SW 127th Avenue, Davie, FL 33325
Tel: 954-275-1830
Email: mielmgmt@yahoo.com
Magna Bon II, LLC Okeechobee, FL An advanced OMRI Listed Liquid Copper Fungicide. Made in the US. stop by booth 415 to get your FREE SAMPLE of CS2005 while supplies last.

Manna Pro Products
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Tel: 407-973-3818
Email: staceyw@mannapro.com
Website: mannapro.com
Manna Pro cares about your animal’s nutrition. Our family of products has earned its reputation by using only the finest quality ingredients from the very beginning.

MerchantSource
Booth Number: 611
Kim Lyons
18069 Laurel Valley Road, Fort Myers, FL 33967
Tel: 800-313-5198
Email: KimL@merchantsource.com
Website: www.merchantsource.com
MerchantSource® powered by TMS, in business 17 years providing credit & debit card merchant services. We have 6 years as hands on specialist with Farmers’ Market Wireless EBT, credit & debit card program. We are proud FMC members. Contact us at 1-800-313-5198.

Michael Shuman
Booth Number: 608
Email: FloridaFoodPolicyCouncil@gmail.com
Michael Shuman presents Local Dollars, Local Sense

MPT Mustard Products & Technologies Inc.
Booth Number: 306
Allen Williford
911 Hickory Fork Drive
Seffner, FL 33584
Tel: 813-323-2699
Email: awilliford@mptmustardproducts.com
Website: www.mptmustardproducts.com
Our aim is to be the leader in mustard-based bio-products controlling pests and pathogens. Our technology converts the unique properties of mustard seed into fertilizer that supports soil health and biological pesticide that controls soil-borne pests and pathogens affecting crops, turf and ornamentals.

National Center for Appropriate Technology (NCAT)
Booth Number: 520
Debbie Rask
3040 Continental Drive, Butte, MT 59701
Tel: 406-494-4572
Email: debbier@ncat.org
Website: www.ncat.org
NCAT’s ATTRA project provides research, publications and individual assistance for sustainable agriculture-agriculture producers across the nation. www.ncat.org; www.attra.ncat.org

Nature Safe Natural & Organic Fertilizers
Booth Number: 512
Kim Stockelman
4221 Alexandria Pike, Cold Spring, KY 41076
Tel: 859-781-2010
Email: kstockelman@griffinind.com
Website: www.naturesafe.com
Nature Safe Natural & Organic Fertilizers are meal-based products and do not contain manures or sludges. The all natural ingredients increase the soil microbes that aid in plant rooting, stress tolerance and disease management.
North Central Florida Farm to
Restaurant Initiative
Booth Number: 418 / 420
Anna Prizzia
PO Box 358778, Gainesville, FL
Tel: 910-894-3441
Email: annaprizzia@gmail.com
Website: http://sustainable.ufl.edu
The North Central Florida Farm-to-Restaurant Initiative hosts
Extension, farmers, processors, distributors, and others to
share their knowledge and network to enhance sustainable
farming, use of local food, and better distribution networks.

OIA North America LLC
Booth Number: 607
Jonathan Austin
2603 NW 13th Street #228, Gainesville, FL 32609
Tel: 352-336-5700
Email: oi@oianorth.com
Website: www.oianorth.com
OIA North America is a USDA National Organic Program
accredited certifying agent certifying organic handlers,
processors, and growers. Additionally, OIA North America
offers FARMGAP on farm food safety good agricultural
practices certification, organic input registry approval, and
Good Manufacturing Practices(GMP)certification.

Osceola County Grown
Booth Number: 419
Nancy Pratt
335 Oakhurst Cir., Kissimmee, FL 34744
Tel: 407-744-7282
Email: prattne@yahoo.com
Website: www.osceolacountygrown.com
Osceola County’s local food networking organization,
working to put farmers, consumers, businesses together.

PowerFlex Fence
Booth Number: 423
Connie Krider
324 E. Center Ave., Seymour, MO 65746
Tel: 417-741-1230
Email: connie@powerflexfence.com
Website: www.powerflexfence.com
We provide educational information and carry the highest
quality fencing and livestock watering supplies we can find
for prices that people can afford. Go to
www.powerflexfence.com for products, prices and ‘how-to’
information.

Protect U.S.
Booth Number: 417
Stephanie Stocks
970 Natural Area Drive, Gainesville, FL 32611
Tel: 352-273-3958
Email: sstocks@ufl.edu
Website: www.protectingsnow.org
Protect U.S., the community invasive species network
(www.protectingsnow.org), is concerned with protecting
agricultural and natural areas in the U.S. from exotic,
invasive species through education.

Simple Living Institute, Inc.
Booth Number: 514
Andrew Landis
PO Box 536457, Orlando, FL 32853
Tel: 321-228-4310
Email: info@simplelivinginstitute.org
Website: www.simplelivinginstitute.org
Simple Living Institute is a nonprofit focusing on education.
We host monthly Organic Growers Meeting at Leu Gardens,
workshops and garden start-ups, and have published a Local
Food Guide for Central Florida.

Small Business Development Center at the University of
North Florida
Booth Number: 316
Marice Hague
12000 Alumni Dr., Jacksonville, FL 32224
Tel: 904-620-1071
Email: mhague@unf.edu
The SBDC at UNF provides potential and existing business
owners with confidential consulting and training in all
aspects of business management and growth.

Society of St Andrew
Booth Number: 308
Amanda Rich
P.O. Box 536842, Orlando, FL 32853-6842
Tel: 407-650-1956
Email: fl-gleaning@endhunger.org
Website: www.endhunger.org
Society of St Andrew is a non-profit hunger relief
organization that works with growers to salvage food graded
out in fields & packing houses, or large loads rejected for
slight blemishes. We distribute this nutritious fresh produce
to food banks/pantries, soup kitchens & shelters for the
hungry.

Southern SARE
Booth Number: 311
Candace Pollock
1109 Experiment S Rm 207 Stuckey Bldg, Griffin, GA 30223
Tel: 770-412-4786
Email: cpollock@uga.edu
Website: www.southernsare.org
We have information to help farmers and ranchers move
profitably toward production systems compatible with the
goal of sustainable agriculture, including good land
stewardship, enhancing quality of life, and strengthening
rural communities.

Sparr Building and Farm Supply
Booth Number: 622
Sam Howard
P.O.Box 298, Sparr, FL 32192
Tel: 352-671-3520
Email: samh@sparrbuilding.com
Website: www.sparrbuilding.com
One of the largest agricultural fence dealers in the southeast
serving Florida since 1947 with 3
Suwannee Valley Agricultural Extension Center
Booth Number: 321
Lei Lani Davis
7580 County Road 136, Live Oak, FL 32060-7434
Tel: 386-362-1725
Email: leiladavis@ufl.edu
Website: The goal of this project is to establish a unique, whole-farm agro-ecological system to use as a demonstration environment for specialty crops farmers. We are creating a filed laboratory by transforming an existing 300 acre research farm into a living, hands-on IPM teaching laboratory.

The Andersons, Inc.
Booth Number: 519
Jennifer Hodges
800 Trafalgar Court, Suite 320, Orlando, FL 32751
Tel: 407-682-6100
Email: jennifer_hodges@andersonsinc.com
www.AndersonsSouthernRegion.com
Custom Blended Foliar, Suspension and Solution Fertilizers.

UF, IFAS presents Florida MarketMaker and Annie’s Project
Booth Number: 621
Al Wysocki
PO Box 110240, Gainesville, FL 32611
Tel: 352-392-1826 ext.403
Email: wysocki@ufl.edu
Website: http://ifas.ufl.edu
UF/IFAS is a federal-state-county partnership with a strong commitment to Florida Agriculture by supporting programs such as Florida MarketMaker and Annie’s Project.

UF, IFAS, Extension Soil Testing Laboratory
Booth Number: 521
Lamar Moon
631 Wallace Building, Gainesville, FL 32611
Tel: 352-392-1950 ext.226
Email: dlmoon@ufl.edu
Website: http://soilslab.ifas.ufl.edu
To serve the citizens of Florida, by providing appropriately selected soil, plant and water testing, interpretation and recommendations as an educational service through the Cooperative Extension Service to guide management decisions affecting lime and fertilizer use and efficiency

UF, IFAS, IPM Florida
Booth Number: 404
Courtney Buckley
4000 SW 47th St Lot I-02, Gainesville, FL 32608
Tel: 352-256-8083
Email: cbuckley@ufl.edu
Website: http://ipm.ifas.ufl.edu
Using IPM techniques to promote a sustainable approach to manage pests through biological, cultural, physical and chemical tools in a way that minimizes risks to the community.

UF, IFAS, Mid-Florida Research & Education Center, Apopka
Booth Number: 405
Diane Mealo
2725 South Binion Road, Apopka, FL 32703
Tel: 407-884-2034 ext.129
Email: dwm@ufl.edu
Website: mrec.ifas.ufl.edu/
The MREC mission is organized around three program/issue areas: Plant Development, Plant Protection, and Plant Management. In addition we have educational partnerships with the Colleges of Agricultural & Life Sciences and the Warrington College of Business.

UF, IFAS, Planning for your Successful Farm
Booth Number: 618
Rose Koenig
PO Box 110500, Gainesville, FL 32611-0500
Tel: 352-273-3422
Email: rkoenig@ufl.edu
A Beginning Farmer short course, entitled ‘Planning for Your Successful Farm’ and developed at UF, has been conducted in three counties in collaboration with Extension faculty

UF, IFAS, Plant Medicine Program
Booth Number: 406
Courtney Buckley
4000 SW 47th St Lot I-02, Gainesville, FL 32608
Tel: 352-256-8083
Email: cbuckley@ufl.edu
Website: dpm.ifas.ufl.edu
The UF/IFAS, Plant Medicine Program: Trains Plant Doctors in the management of plant health problems of all kinds; Ensures greater production efficiency with a minimum of environmental impacts; Enhances food security and safety.

University of Florida, IFAS, Citrus Research and Education Center
Booth Number: 613
Jamie Burrow
700 Experiment Station Road, Lake Alfred, FL 33850
Tel: 863-956-8648
Email: jdyates@ufl.edu
Website: www.crec.ifas.ufl.edu
Our program provides training and educational materials for small farms, commercial growers and residents about established and exotic pests and diseases of citrus.

USDA - National Agricultural Statistics Service
Booth Number: 511
Jim Ewing
2290 Lucien Way, Maitland, FL 32106
Tel: 407-648-6014
Email: jim.ewing@nass.usda.gov
The USDA’s National Agricultural Statistics Service (NASS) conducts hundreds of surveys every year and prepares reports covering virtually every aspect of U.S. agriculture.
USDA - NRCS
Booth Number: 508
Steve Boetger
2614 NW 43rd Street, Gainesville, FL 32606
Tel: 352-338-9548
Email: steve.boetger@fl.usda.gov
Website: www.fl.nrcs.usda.gov
The USDA Natural Resource Conversation Service draws on a long history of helping people help the land. For more than 75 years, NRCS has worked in close partnership with farmers and ranchers, local and state government, and other federal agencies to conserve and protect our natural resources.

USDA, National Appeals Division
Booth Number: 509
Kenneth Worsham
8909 Purdue Rd., Suite 240, Indianapolis, IN 46268
Tel: 317-871-3028
Email: kenneth.worsham@nad.usda.gov
Website: www.nad.usda.gov
The National Appeals Division reports directly to the Secretary of Agriculture and is independent of other parts of USDA. Its sole mission is to provide fair and timely hearings and appeals to USDA program participants.

Verti-Gro Inc
Booth Number: 601
Tim Carpenter
15000 US Hwy 441, Summerfield, FL 34491
Tel: 352-347-9888
Email: tim@vertigro.com
Website: www.vertigro.com
Verti-Gro® specializes in vertical growing and vertical gardening to utilize space, water and energy in an efficient manner. Our systems provide for high density production for the commercial grower and space saving for the hobbyist or home gardener.

Wildflower Seed & Plant Growers Association
Booth Number: 619
Janie Harris
P.O. Box 776, Crescent City, FL 32112
Tel: 352-988-8117
Email: businessmanager@floridawildflowers.com
Website: www.floridawildflowers.com
Wildflower seed production in Florida falls far short of demand. Seeds for native restoration and large scale FL highway beautification projects are often purchased from other major seed producing states.
### Exhibitor Listing (Booth Number)

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<thead>
<tr>
<th>Booth Number</th>
<th>Exhibitor Name</th>
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<tr>
<td>306</td>
<td>MPT Mustard Products &amp; Technologies Inc.</td>
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<td>Global Organic Specialty Source, Inc.</td>
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<td>314</td>
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<td>316</td>
<td>Small Business Development Center at the University of North Florida</td>
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<td>Florida Automated Weather Network</td>
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<td>Florida Small Farms Academy</td>
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<td>400</td>
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<td>401/403</td>
<td>IFAS Extension Bookstore</td>
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<td>402</td>
<td>Horticultural Sciences Department, University of Florida</td>
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<td>404</td>
<td>UF, IFAS, IPM Florida</td>
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<td>405</td>
<td>UF, IFAS, Mid-Florida Research &amp; Education Center, Apopka</td>
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<td>UF, IFAS, Plant Medicine Program</td>
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<td>408</td>
<td>Animal Welfare Approved</td>
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<td>409</td>
<td>Hoodridge Unlimited, Inc.</td>
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<td>410</td>
<td>Florida FGT LLC</td>
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<td>411</td>
<td>It's Our Nature*</td>
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<td>413</td>
<td>Johnny's Selected Seeds</td>
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<td>415</td>
<td>Magna Bon II, LLC</td>
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<td>Protect U.S.</td>
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<td>418/420</td>
<td>North Central Florida Farm to Restaurant Initiative</td>
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<td>Osceola County Grown</td>
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<td>Enza Zaden USA</td>
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<td>PowerFlex Fence</td>
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<td>500</td>
<td>Island Grove LLC</td>
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<td>501/600/</td>
<td>Florida Department of Agriculture &amp; Consumer Services</td>
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<td>602</td>
<td>Consumer Services</td>
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<td>503</td>
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<td>Elixson Wood Products, LLC</td>
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<td>Hillside Orchard Farms</td>
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<td>Nature Safe Natural &amp; Organic Fertilizers</td>
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<td>BARNETT-PARTIN PLANTS, INC.</td>
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<td>Simple Living Institute, Inc.</td>
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<td>Florida Slow Food Convivia</td>
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<td>Florida Pomegranate Association</td>
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<td>The Andersons, Inc.</td>
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<td>520</td>
<td>National Center for Appropriate Technology (NCAT)</td>
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<td>608</td>
<td>Michael Shuman</td>
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<td>609</td>
<td>Agri-Starts, Inc</td>
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<td>Farm Credit</td>
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<td>612</td>
<td>Douglas Speed &amp; Associates</td>
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<td>613</td>
<td>University of Florida, IFAS, Citrus Research and Education Center</td>
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<td>614</td>
<td>Conservation Trust for Florida, Inc.</td>
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<td>615/617</td>
<td>Agri Services International</td>
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<td>616</td>
<td>Florida West Coast RC &amp; D</td>
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<tr>
<td>618</td>
<td>UF, IFAS, Planning for your Successful Farm</td>
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<tr>
<td>619</td>
<td>Wildflower Seed &amp; Plant Growers Association</td>
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<tr>
<td>620</td>
<td>FAMU Extension Marketing and Beginning Farmer and Rancher Project</td>
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<tr>
<td>621</td>
<td>UF, IFAS presents Florida MarketMaker and Annie’s Project</td>
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<td>622</td>
<td>Sparr Building and Farm Supply</td>
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<td>623</td>
<td>KY Burley Moldings, Inc.</td>
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<tr>
<td>625</td>
<td>Green World Path</td>
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</tbody>
</table>
Exhibition Building Layout

Exhibitor Unload & Load Area (Not for Public Access)
Overhead doors 16' wide by 14' high

Friday
- Exhibit Preview and Opening Reception (Refer to Exhibit Room Floor Plan)

Saturday
- Exhibitors and Refreshment Area (Refer to Exhibit Room Floor Plan)

Saturday
- Opening Session and Keynote Speaker
- Lunch and Innovative Farmer Award
- Networking Social with Live Entertainment

Sunday
- Continental Breakfast

Fri & Sat: Educational Posters

C Kissimmee AB

Registration

St. Cloud B

A

Main Entrance

Friday
- Community Gardens
- FL Farm to School Programs

Friday
- Beginning Farmer and Rancher Track
- Horticulture Track

Saturday
- Good Bug, Bad Bug ID

Speaker Ready

Friday
- Building Capacity for Local Food Systems
- Organic and Sustainable Farming Track

Saturday
- Renewable Energy Opportunities for Your Farm

Sunday
- Florida's Cottage Food Industry and Beyond
Extension Services Building Layout

Main Extension Office
No sessions held in this section

Room 160/161

- **Friday**
  - Starting and Managing Successful Farmer’s Markets

- **Saturday**
  - Hydroponics Track

- **Sunday**
  - Hydroponics 101

Room 162

- **Friday** — Taking the Mystery Out of a Food Safety Audit
- **Saturday** — The Business of Farming Track
- **Sunday** — Specialty Mushrooms as an Enterprise

Office Entrance
(Office is closed)

Conference Sessions Entrance
Florida Small Farms and Alternative Enterprises Conference

KVLS Pavilion Layout

Livestock

Session & Animal Exhibit Area

Seating

Seating

Seating

Office (Closed)

(Reserved)

Livestock Entrance

Livestock Entrance

Main Office Entrance (Office is closed)

**Friday**
No sessions
Setup only

**Saturday**
Livestock Track
Live Animal Exhibit (open until 6:00pm)

**Sunday**
Pastured Poultry
(No Animal Exhibits)
Overall Osceola Heritage Park (OHP) Layout

Osceola Heritage Park
1875 Silver Spur Lane
Kissimmee, FL 34744
1-321-697-3333
www.ohpark.com

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### Medical Assistance:

In case of an emergency, DIAL 911 on a cell phone, and state the emergency.
There is also a phone located in the Manager on Duty office in the Exhibition Hall. That office sits directly in front of Hall B. On that phone you must dial 9-911, the first 9 is to get an outside line.

Our location is:
Osceola Heritage Park
1901 Chief Osceola Trail, Kissimmee, FL 34744
Be sure to indicate which building: Exhibition, KVLS Pavilion, or IFAS Extension Services Building

### Area Hospitals

Osceola Regional Medical Center
700 W. Oak Street, Kissimmee, FL 34741
Telephone: 407-846-2266
Web Site: www.osceolaрегional.com

St. Cloud Regional Medical Center
2906 17th Street, St. Cloud, FL 34769
Telephone: 407-892-2135
Web Site: www.stcloudregional.com

Florida Hospital Kissimmee
2450 N Orange Blossom Trail
Kissimmee, FL 34744
Telephone: 407-846-4343
Web Site: www.floridahospital.com/kissimmee

### Area Pharmacies

Walgreens
1111 W Vine St
Kissimmee, FL 34741-4168
Telephone: 407-847-5252

Walgreens
2274 Boggy Creek Rd
Kissimmee, FL 34744
Telephone: 407-344-7134
Web Site: www.walgreens.com

Publix Super Market (Lakeview Plaza)
2340 Fortune Rd
Kissimmee, FL 34744-3993
Telephone: 407-348-7686
Web Site: www.publix.com

### Business Services

FedEx Office Print & Ship Center
3295 Greenwald Way N, Suite B
Kissimmee, FL 34741, US
(Across from the LOOP shopping plaza on John Young Pkwy.)
Telephone: 407-933-6760
Web Site: www.fedex.com/us/office
Open until 9 p.m. weekdays and 6:00 p.m. weekends.

FedEx Office Print & Ship Center
4350 W Vine St
Kissimmee, FL 34746
Telephone: 407-396-2923
Web Site: www.fedex.com/us/office
Open until 9 p.m. weekdays and 6:00 p.m. weekends.

### Transportation

Yellow Cab
722 E Donegan Ave, Kissimmee, FL 34744
Telephone: 407-846-2222
**Category:** Taxicab Service | **Hours:** 24 hours

County Taxi
4489 W Vine St, Kissimmee, FL 34746; 3.52mi
Telephone: 407-396-0003
**Category:** Taxicab Service | **Hours:** 24 hours

Maingate Taxi
15 S Hoagland Blvd, Kissimmee, FL 34741; 2.46mi
Telephone: 407-390-0000
Web Site: www.maingatetaxi.com
**Category:** Airport Shuttle & Taxicab Service
**Hours:** 24 hours
Notes
Notes
We would like to extend a special thank you to our sponsors for actively supporting the Florida Small Farms and Alternative Enterprises Conference.

Sustaining Partner

![Fresh Florida](image)

Platinum Sponsors

- UF | University of Florida
- UF | Office of Sustainability, University of Florida

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- Whole Foods Market

Silver Sponsors

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- Southern SARE | Sustainable Agriculture Research & Education
- Florida Food Policy Council
- VeriGro

Bronze Sponsors

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- Bowen Brothers, Inc.
- Florida Small Farms Academy
- Jackman Florida Natural Wagyu Beef
- Renaissance Organics