



6th National Small Farm Conference

Tuesday, September 18, 2012
1:00 pm – 5:00 pm

Short Courses Description

1. Keeping it Safe: Good Agricultural Practices and Good Handling Practices

Moderator: *Annette Wszelaki, University of Tennessee*

Instructors: *Richard Molinar, University of California-Davis and
Elizabeth Bihn, Cornell University*

1:00 pm – 5:00 pm (Central Standard Time)

This short-course will focus on produce safety with an emphasis on grower training and the importance of having a farm food safety plan for each farm. Participants will be given an introduction to produce safety issues including food safety hazards (physical, chemical, biological) that exist on the farm; a discussion of the main pathogens involved in produce-related foodborne illnesses; a review of Good Agricultural Practices (GAPs) that can be implemented to reduce risks including worker training, soil and manure management, wildlife control, irrigation water management, and sanitary practices during harvesting and packing; and finally an update of the new produce safety regulation and the impact it may have on small farm owners. Participants will be given a flash drive with information they can use for a GAPs trainings including a template farm food safety plan, template record keeping sheets, information about audit companies and sample audits, extension publications that address water disinfection, and other valuable resources that will help the small farm owner navigate produce food safety issues.



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2. Using New and Emerging Technologies that Impact (Benefit) Farm & Ranch Operations: Integrating Emerging Technologies (ET) into the Small Farm Marketing Mix

Moderator: *Berran Rogers-Univ. of MD-Eastern Shore*

Instructor(s): *Theresa J. Nartea, Virginia State University and
Robin Brumfield, Rutgers University*

2:00 pm – 4:00 pm (Central Standard Time)

Farm decision-making must be based on accurate and timely information. Adopting and integrating technology into marketing practices enhances competitive advantage by amplifying marketing messages through record keeping and cost accounting programs as well as consumer driven social media applications. The global e-marketplace positions small farm businesses for increased profits through social media and smartphone technologies. The short course introduces small farmers and educators to the following ET topics: (a) computer record-keeping and cost accounting systems for market planning, (b) consumer driven social media strategies, (b) m-marketing with Quick Response codes, and (c) m-commerce with smartphone credit card swipe equipment.



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3. Evaluation Strategies: Best Practices for Best Results (Getting the Results You Need!) Skills and Attitudes Essential to Successful Small Farm Program Evaluations

Moderator: *Harry Baumes, USDA-Office of the Chief Economist*

Instructors: *John O'Sullivan, North Carolina A&T and
Mary Peabody, University of Vermont*

1:00 pm – 4:00 pm (Central Standard Time)

The goal of this session is to help translate evaluation from being seen as a curse into being recognized as an essential component of any educational program. The logic is simple. We need to know what we want to get out of a program so that we can conduct it correctly. Then we need to stop and check to see if in fact we did what we wanted to do and ultimately how to make the program better. Yet it frequently happens that we make evaluation into the monster under the bed until the very last minute making it indeed a very difficult challenge indeed. It is thought of as an add-on or a drag on successful programs rather than the steps of roadmap development and milestone checking that allows us to understand and achieve our goal.



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4. *Planning Your Work and Working Your Plan: Whole Farm Management*

Moderator: *Chongo Mundende, Langston University*

Instructors: *Nelson Daniels, Prairie View A&M,
Wendell Pepper, University of Tennessee, and
Marion Simon, Kentucky State University*

1:00 pm – 4:00 pm (Central Standard Time)

Tools to assist you in helping producers learn the ropes of sound farm management and key concepts for developing a business plan, including discussion on evaluating personal attributes and skills; identifying values; definition and description of a business plan; and, components of a business plan.



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5. Grant Writing

- **How To's for Effective Grant Writing**
Grant Writing Secrets for Success

Moderator: *Timothy Hooper, Tennessee State University*

Instructors: *James Hill, Outreach Director, Southern SARE and
Hugh Joseph, Tufts University*

1:00 pm – 4:00 pm (Central Standard Time)

USDA and other federal and foundation grants are competitive – not everyone who applies can get funded each time. But some applicants are much more effective at getting funding than are others. This reflects the quality of their proposed projects as well as the application itself. In this workshop, we will hone in on key factors that are most critical to success or failure in getting funded. We begin with 10 key elements for successful proposals. What does a winning proposal look like, and what are the critical steps to make that happen? Next, we will review 10 commonly seen factors that typically kill the chances of getting funded. These include elements of project planning, following guidelines, balancing required content components, frequently overlooked elements, and following proper submission procedures. Presenters will also respond to specific questions from the audience.