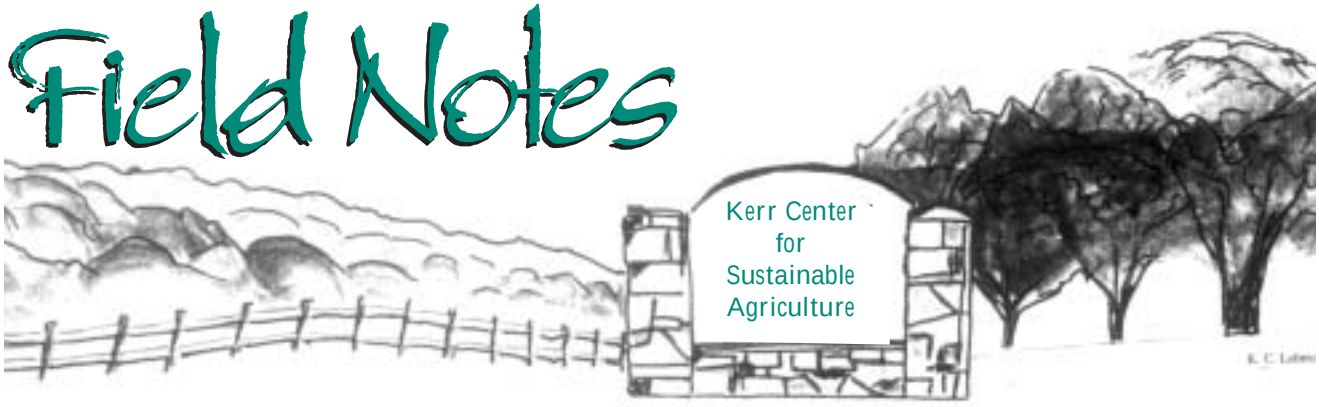
Field Notes



Kerr Center for Sustainable Agriculture — Vol. 28, #3 • Fall 2002

FUTURE FARMS 2002
A SUPERMARKET of IDEAS

CONFERENCE EDITION

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Sharing Ideas at *Future Farms*

– Jim Horne, President and CEO, Kerr Center

The Kerr Center is once again engaged in hosting a major fall conference. Putting together a great conference is not a small undertaking. It requires "big picture," "out-of-the-box" thinking and a whole lot of work by the dedicated small staff of Kerr Center. We are also thankful this year for the help and input of the Oklahoma Department of Agriculture, Food and Forestry.

From the conception of the conference idea to the final curtain, we all remain involved in the process while carrying out other important functions of the Kerr Center. I am proud to be associated with such a dedicated group that works in such harmony and with humor until the task is finished.

Obviously, we must feel that conferences are worthwhile. I will try to describe why we believe they are important! Learning occurs when people with a common interest come together to share ideas. Speakers are an important component of a conference and offer a great wealth of experience and ideas for each of us to try. A good speaker not only imparts information but also stimulates questions and triggers new ideas about how to approach problems. A good speaker also creates an atmosphere in which questions are welcomed. Some of the best learning occurs during the time reserved for questions and answers.

But good speakers are not the only factors that determine whether a conference is successful. Attendees bring a wealth of knowledge that can be shared with others over lunch, at the trade show, or in the halls. Neighbor-to-neighbor flow of information and sharing of ideas is a time honored way of making conference ideas work on your farm. Many of the contacts you make may be mutually beneficial. Often folks become genuine friends after meeting year after year at our conferences. You will find a lot of folks at our meetings who are happy to share their successes and failures. We believe that both are useful bits of knowledge.

The Kerr Center has been fortunate in obtaining good speakers for our conferences. We use both "in-state" speakers and "out-of-state" speakers. The main criteria is whether

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The Kerr Center for Sustainable Agriculture offers progressive leadership and educational programs to all those interested in making farming and ranching environmentally friendly, socially equitable, and economically viable over the long term.

The Kerr Center is a non-profit foundation located on 4,000 acres near the south-eastern Oklahoma town of Poteau. It was established in 1985.

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PROGRAMS INCLUDE:

- Oklahoma Producer Grants
- The Stewardship Farm
- Rural Development and Public Policy
- Communications/Education
- Vero Beach Research Station
- Overstreet-Kerr Historical Farm

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All articles written by Maura McDermott, unless otherwise noted.

Kerr Center to Study Rotational Grazing/Water Quality

–David Redhage

The Kerr Center is cooperating in a three-year Sustainable Agriculture Research and Education (SARE) grant entitled "Rotational Grazing on Land Receiving Manure Applications: Impacts of Land Management Practices on Soil and Water Quality." The lead institution is the National Center for Appropriate Technology (NCAT). Also participating in the grant are the University of Arkansas/USDA-ARS and Herron's Soil Interpretations.

The goal of the study is to assess nutrient runoff from pastures receiving poultry litter applications. Currently the Arkansas Phosphorus Index identifies grazing as a relatively high risk factor for phosphorus runoff, compared to haying only, on land receiving manure applications. Rotational grazing is often promoted as a practice that increases vegetative cover, reduces soil compaction and distributes manure more evenly over a paddock. Limited technical studies have been done to determine the impact of rotational grazing on water quality. A controlled, research-station-based experiment will be done at the USDA-ARS Dale Bumpers Research Station in Booneville, AR.

The study will involve farmers from both Arkansas and Oklahoma in on-farm participatory research and demonstration activities. The Kerr Center is one of the on-farm sites. Experimental sites will be established on farms using rotational grazing practices. The sites will be used to provide a more controlled comparison to the assessments at the USDA-ARS research facility. The results of this project should help farmers better understand how to manage manure applications to limit phosphorus movement into waterways.

continued from page one

their ideas are innovative, time-proven, and applicable, and that they not require huge investments in new technology. We like effective presenters who believe in what they are doing. They need to be inquisitive and always refining their technique or approach. Presenters need to be able to stimulate audiences to try new ideas of their own.

The search for speakers with worthy ideas is continual. Our staff attends numerous conferences, and we always keep an eye out for presenters that might be good conference speakers. We usually do not invite a speaker unless one of us knows the person or has heard the person speak. This is the screening process we use to ensure that the conference is worth your time and money.

During the last several years we have hosted four major conferences. Each conference has had different objectives and in each case the outcome exceeded our expectations. In previous years we have focused on sustainable rural development, new ideas for family farms, a look at hunger, farming, and fairness in the American food system, and this year our conference focuses on "a supermarket of ideas."

We hope that the conference this year will meet your expectations. We look forward to seeing you there.

Support Your Local Farmer

Governor Frank Keating proclaimed the week of August 4-10 as "Oklahoma Farmers' Market Week."

Farmers' markets offer people the largest selection of Oklahoma-grown fresh fruits, vegetables, and herbs. Most of these products are harvested mere hours before going to market. Many markets also offer a variety of other items such as flowers, bedding plants, honey, jams, meats and eggs.

"Consumers can support our hard-working farmers by purchasing 'Grown-in-USA' products," said Oklahoma Farmers Union president and CEO Ray L.Wulf. "Farmers' markets across the state provide producers with a local market for their produce and consumers with an avenue to purchase products grown under the safest standards in the world."

Oklahoma Farmers Union played a major role in the development and inclusion of mandatory country-of-origin labeling in the recently passed 2002 Farm Bill. Legislation requires the U.S. Secretary of Agriculture to provide guidelines for voluntary labeling by Sept. 30, 2002. This program will become mandatory in two years. A commodity must be produced and processed in the United States in order to qualify to be labeled as a U.S.A. product.

Currently, twenty-six Oklahoma farmers markets cooperate with the Oklahoma Department of Agriculture, Food, and Forestry. For the names, locations, phone numbers and contact names of these markets across the state, visit www.madeinoklahoma.net.

Plasticulture for Annual Strawberries Shows Promise in Oklahoma

Treating strawberry plants as annuals—planted, harvested and destroyed within a 12-month period–provides the benefits of uniform plant stands unaffected by summer disease, drought, or weed competition, as well as earlier fruit harvest, larger berry size, the potential for heavier yields and shorter turnaround time from planting through harvest (eight months). Initially used by growers of the West Coast and later refined at North Carolina State University, this method is known as the annual plasticulture system.

Noble Foundation horticulturist Steve Upson and OSU research and Extension horticulturist Dr. Lynn Brandenberger recently completed a study of strawberry annual plasticulture at the Foundation's Horticulture Center.

For more on the results call the Noble Foundation at 580.223.5810 or visit www.noble.org/news

The Muskogee Farmers' Market held its popular Salsa Festival and Taste-off on July 27. Doug Walton, president of the Oklahoma Farmers' Market Alliance, holds what's left of the salsa samples. (Walton will lead a session and an in-depth workshop on successful farmers' markets at the *Future Farms* conference, Nov. 15 and 16).

Internship Matching Funds Available

The Oklahoma Center for the Advancement of Science and Technology (OCAST) is soliciting proposals for their Research and Development Faculty and Student Intern Partnerships awards. The competition is open to Oklahoma businesses and private and public colleges and universities. Proposal writing workshops will be held in September around the state. To register or to find out more about the program contact Dr. Hagen or Michelle McFarland at 405-524-1357 or check OCAST website, www.ocast.state.ok.us

Jim Horne Marks 30 Years at the Kerr Center

–Maura McDermott

Kerr Center President and CEO Jim Horne marked his 30th anniversary with the Kerr Center in July.

A lot has changed since 1972—in Oklahoma, in America, and on farms and ranches across the nation. Jim Horne has changed too, and with him, the Kerr Center.

Back then, the Kerr Center was the Agricultural Division of the Kerr Foundation. The "Ag Division" was one of four divisions of a large foundation, funded by the estate of Senator Robert S. Kerr. Jim was fresh out of OSU, with a master's degree in agricultural economics. In his first job with the foundation, he dispensed advice on finances and farm management to producers in the Poteau area. But despite his best intentions and the work of the Kerr Foundation and numerous other groups and individuals across America, small farms continued to disappear at a rapid rate.

As he says in his recently published book, *The Next Green Revolution: Essential Steps to a Healthy Sustainable Agriculture,*

"My first inklings that the industrial agriculture system was not all it was cracked up to be came gradually, as I worked with small farmers and realized how difficult it was for them to stay in business. I had grown up happy on a small farm, and I believed it was a worthwhile way of life– a way of life that should at least be an option for people in rural Oklahoma.

But small farms were disappearing, unable to compete…what I discovered was that farmers operating small farms, who needed the most help, were often the last ones to get it..."

This concern has motivated the work he has done consistently throughout his life as an advocate of family farms and the revitalization of rural communities. He has guided the Kerr Center into its role of giving assistance to just those farmers who need it most.

Jim became director of the Ag Division in 1979. He led the transition the organization made in 1985 to become the Kerr Center for Sustainable Agriculture. The change was motivated by the recognition that Oklahoma's agriculture was in crisis. The board of trustees, led by the senator's daughter Kay Kerr Adair, believed that environmental and financial problems on the farm needed to be addressed with fresh ideas that emphasized long-term solutions.

The transition was often painful (half the staff quit the day after the organization's name was changed to include "sustainable" agriculture), but Jim stayed on, coming to his own understanding of the word "sustainable." As he has written,

"For an agriculture to be sustainable, I believe it ought to be science based, farmer driven and profitable. It should contribute to, or at least not detract from, the environmental health of the area. It must be consumer friendly, delivering safe, nutritious food. It should provide the basis for strong rural communities."

He has guided the organization in developing sustainable agriculture research and demonstration programs on the Kerr ranch/farm and statewide; in creating a variety of educational resources for farmers and ranchers, most of them free of charge; and in preparing policy analysis for opinion leaders and interested citizens.

As he says in his book, a question that Kay Adair asked him long ago-- "Are we really helping people?"– continues to be his touchstone.

For more on the history of the Kerr Center, go to www.kerrcenter.com and click on "About Kerr Center."
The Next Green Revolution *is available from the Kerr Center at 918.647.9123 or from Haworth Press, 1-800-429-6784 or www.haworthpressinc.com*
For excerpts and reviews visit the Kerr Center website.

FUTURE FARMS 2002

A SUPERMARKET of IDEAS

CONFERENCE & TRADE SHOW

NCED MARRIOTT CONFERENCE CENTER • NORMAN, OK

NOVEMBER 15 & 16, 2002

Are you shopping for fresh, practical ideas to make your farm, ranch or food business more profitable?

Do you want to hear what the most innovative farmers and ranchers from across the country are doing?

Do you want to learn more about opportunities in Oklahoma and/or in the region?

If so, welcome to the *Supermarket of Ideas*…

Get a Premium for your Crop!

Diversify for more Profits!

Stewardship that Pays—Now and In the Future!

TOPICS INCLUDE:

- AGRITOURISM
- HIGHER VALUE CROPS AND LIVESTOCK
- BUSINESS & FINANCE TIPS
- DIRECT MARKETING IDEAS
- FOOD BUSINESSES
- LEASES: *WIND, MINERAL, HUNTING*
- COOPERATIVES
- ORGANICS
- VALUE-ADDED IDEAS

DRIVING DIRECTIONS

To the Marriott Conference Center and Hotel

(The Marriott is part of the US Postal Service National Center for Employee Development (NCED).

From I-35, north (from Dallas) or south (from Oklahoma City)

Exit I-35 at Exit 108A (University of Oklahoma). This will put you on highway 9 East. The first stoplight is 24th Avenue SW. (There is another Marriott there– DO NOT EXIT).

Go through several stoplights going east on highway 9. When you reach the stoplight at 24the Avenue SE, you can see the facility on the north, but do not turn. Go through the intersection, but watch for the first left turn lane about 1/2 block further on. Turn left into the facility. (The entrance you use will have a brown sign with white letters that says National Center for Employee Development— there is no Marriott sign). The Marriott conference center is the six-story building on the right.

SCHEDULE OVERVIEW

FRIDAY, NOVEMBER 15, 2002

8:30-5	•	Trade Show Open
8:30-9:30	•	Registration
9:30-10:30	•	Keynote Address
11-5:00	•	Breakout Sessions *(concurrent)*
1:30-4:30	•	Workshops

SATURDAY, NOVEMBER 16

8-4	•	Trade Show Open
8:30-9	•	Registration
9-3:45	•	Breakout Sessions *(concurrent)*
1-4	•	Workshops

Lunches are included in registration

HOTELS: RECOMMENDED OPTIONS

MARRIOTT CONFERENCE CENTER

The conference center is located at 2801 East State Highway 9 in Norman, Oklahoma. A full service hotel is part of the center.* Amenities include a shuttle service to the Oklahoma City airport, and a restaurant (and food court) serving all meals. Breakfast bar is $4.
For more on the Marriott go to www.conferencecenters.com/okcc

ROOMS AND RATES: Have one queen size bed. No more than two people allowed, no children under18, no smoking. $70 plus tax. Credit cards or cash only.

RESERVATIONS: Must be made through the Kerr Center, 918.647.9123.
Best to reserve before November 1.

**The Marriott Hotel and Conference Center is part of the US Postal Service National Center for Employee Development (NCED).*

LA QUINTA INN

The La Quinta is located at 930 Ed Noble Drive in Norman, about six miles from the conference center. For more information go to: www.laquinta.com.

ROOMS: Up to four people per room, $74.99 plus tax. Continental breakfast included.

RESERVATIONS: 1-800-531-5900 or 405-579-4000. Say you are with the Kerr Center group. Best to reserve before October 15.

Shopping at the SUPERMARKET of IDEAS

Fifty speakers– fifty dollars.

Fifty of the most dynamic farmers, ranchers, educators, and food entrepreneurs in the U.S. will be featured at the ***Future Farms 2002: A Supermarket of Ideas*** conference and trade show, November 15 and 16, in Norman, Oklahoma.

The conference is sponsored by the Kerr Center and the Oklahoma Dept. of Agriculture, Food and Forestry (ODAFF).

Registration for two days is just $50 before Oct. 15, $60 after that. One day is $30, with special rates for spouses, employees and students.

The conference will present an array of ideas for both small- and large-scale operations that will work in Oklahoma and in the region.

Thinking Out of the Box

Kicking off the conference will be keynote speaker Stewart Kennedy of Edmond, creator of the popular PB Slices (peanut butter slices), who will encourage attendees to think out-of-the-box.

Attendees may choose from "a supermarket of ideas" in four tracks: crops, livestock, value-added/ marketing, and alternative farm revenue. (Attendees are not limited to one track).

Also being offered are six in-depth workshops, available to conference-goers for just $10 each. Topics are: food business basics, subscription farming (CSAs), range poultry, beginning cell grazing, raising and marketing natural beef, and creating successful farmers' markets.

A free trade show, open to the general public, will spotlight made or grown in Oklahoma products.

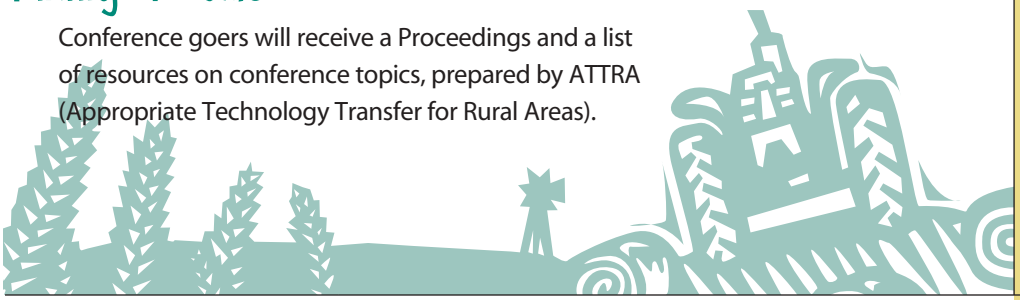
Attendees will hear from farmers and ranchers who have: successfully diversified their operations, added value to crops and livestock, or used direct or alternative marketing to earn a premium.

Other presenters include entrepreneurs with successful food businesses, leaders in Oklahoma creating new marketing structures such as value-added cooperatives, and educators researching new crops/livestock or helping producers create food products.

Practical marketing, business and financing advice will be offered as well as information about ODAFF programs that help farmers diversify their operations and market Oklahoma food products.

Taking It Home

Conference goers will receive a Proceedings and a list of resources on conference topics, prepared by ATTRA (Appropriate Technology Transfer for Rural Areas).



EXCEPTIONAL EXPERTS

The lineup of speakers is exceptional. James Maetzold, the USDA's leading expert on alternative enterprises will speak on trends in agritourism and nature-based tourism, with a focus on opportunities in Oklahoma.

Six speakers were featured in the recently published book, *The New American Farmer: Profiles of Agricultural Innovation.* They include Max Carter, Diana Endicott, Greg Gunthorp, Bob Quinn, and Richard and Peggy Sechrist.

Carter has been called the "Father of Conservation Tillage" in Georgia and was profiled in *Progressive Farmer* magazine last year. Endicott is a marketing dynamo in Kansas, leading a small cooperative of natural beef producers to success. Gunthorp and Quinn have both tapped into lucrative specialty markets (Gunthorp with natural pork and Quinn with organic wheat) and the Sechrists are blazing new trails raising organic beef in South Texas.

Leading Oklahomans helping the state's producers earn a premium have a big part in the lineup. Scott Dewald of the Oklahoma Cattlemen's Association, Myron Bradt of Value Added Products (VAP), Mason Mungle of American Natural Beef , and Doug Walton of the Oklahoma Farmers' Market Alliance are just a few.

FROM FIELD TO TABLE

OPPORTUNITIES IN CROPS

FRIDAY

11-12:15 - Growing Cut Flowers: From Seed to Vase
Vicki Stamback, Owner, Bear Creek Farms, Inc., Stillwater, OK

Stamback grows eighty different flowers in five greenhouses and on six outside acres, selling to florists and wholesalers. She will present the hows and whys of her business-- from buying seeds to cutting the flowers-- including what she grows, how her crops have changed, and the importance of a business plan and cost-accounting.

1:30-2:25 - Conservation Tillage: Doing It Right and Reaping the Benefits
Max Carter, Farmer, Douglas, GA

One of the modern pioneers of conservation tillage in the South, Carter grows cotton, corn, peanuts, soybeans, winter wheat and rye on 400 acres. After farming conventionally for twenty years, Carter has spent the last twenty-five years figuring out the equipment, rotations, and management techniques that allow him to double crop his land with almost no disturbance of his sandy loam soil and consistently high yields.

2:30-3:30 - Organic Wheat/Grains Production and Marketing
Bob Quinn, Farmer, Quinn Farm and Ranch, Big Sandy, MT

Beginning in 1978, Quinn began to look for ways to make his family's farm on the plains of Montana into a more profitable operation. The farm was certified organic in 1993 and now encompasses 4,000 acres of wheat (khorasan, durum, hard red winter, soft white), as well as barley and buckwheat. Quinn will explain his rotations and production system, and his marketing strategy.

4:00-4:45 – Marketing Certified Organic Grains
Curtis Bennett, Organic Merchandiser, Clarkson Grain Co, Cerro Gordo, IL

Bennett will address marketing of certified organic grains with an emphasis on production practices and quality requirements of buyers. His company contracts growers in twenty states to produce, store, condition, and deliver organic, transitional, and/or conventional crops under IP protocols. Organic grains command premium prices if grown and handled correctly.

SATURDAY

9-9:25 – Low Till Vegetable Production
Doug Walton, Market Grower, Muskogee, OK

This presentation will address ideas for reducing soil tillage in vegetable, cut-flower, and herb production systems. The primary focus will be on the use of cover crops that can provide a no-till residue in which to plant production crops. Walton will emphasize chemical-free methods of cover crop management.

9:30-10 - Preserving the Identity of Grain: Benefits to Producers
Ed Smith, General Manager/CEO, Mid-America Cooperative, Okarche, OK

Smith will cover the opportunities, challenges and benefits to producers of identity-preserved grains. He will address the opportunities to producers of growing grains specifically for their proteins, class, or milling qualities. He will outline the challenges to growers including industry knowledge and acceptance, lack of cooperation between industry segments, and cost-benefit ratios. He will also explain the benefits of being able to differentiate between commodity and specialty, of selling grain for its specific value, and the ability to merchandise the grain to specific niches.

10:30-11:15 - Warm Season Vegetable Production in High Tunnels
Jay Chism, Graduate Student /Research Assistant, University of Missouri – Columbia

An experienced grower, Jay Chism's university research is on extending the growing season of warm season vegetables (primarily tomatoes) using high tunnels. He will cover improvements in construction of the tunnels, the use of various mulches, spring intercropping, and the preliminary results of tomato variety trials.

11:20-12- Herb Crops for this Region
Dr. Rhonda R. Janke, Associate Professor/Extension Specialist, Kansas State University, Manhattan, KS

Dr. Janke's presentation will cover the results of her three-year field plot research on thirty different herbs, the outlook for herb marketing, finding a "niche within a niche," and how an association can help growers get started.

1:30-2:15 - Raising Cotton in New Areas
Monty Kahle, Farmer, CEO Grady County Gin Association, Newkirk, OK

Kahle's family farms cotton and wheat on over 6000 acres in northern Oklahoma. They began to raise cotton in the 90s and have found it to be profitable. Kahle will cover the ABCs of getting started in cotton, including: crop consultants, cotton crop insurance, crop needs (planter, fertilizer, chemicals, sprayer, harvesting, gin distance), no-till and conventional practices, managing for earliness, weed control and spray drift, typical first year mistakes, and marketing.

2:20-3:00 - Diversifying for Success
Dean Smith, Farmer, Hinton/Hydro, OK

Smith will describe the growth and diversification of his 3000 acre, irrigated farm. He will point out the strengths and weaknesses of raising both commodity and specialty crops to provide year round harvests, managing risk by planting a variety of crops for several different buyers, and scheduling crops to fit buyer demand. He will also address the availability of farm labor and machinery.

3:05-3:50 - Sustainable Pecan Management
Dr. Dean McCraw, Professor/Extension Tree Fruit & Pecan Specialist, Oklahoma State University, Stillwater.

Dr. McCraw will describe the Oklahoma pecan industry and characterize possibilities for sustainable pecan management in Oklahoma. He will contrast management systems for native and improved variety pecans. Sustainable management of native pecans and the results of a three-year sustainable native pecan demonstration will be discussed.

FROM PASTURE TO TABLE

For More on Topics & Speakers, visit
WWW.KERRCENTER.COM

NEW IDEAS FOR LIVESTOCK, POULTRY AND AQUACULTURE

FRIDAY

11-12 - Sustainable Poultry (Range Production) Overview & Resources
Anne Fanatico, Sustainable Poultry Specialist, ATTRA, Fayetteville, AR

Fanatico will present an overview of range poultry production in the U.S., both the grassroots movement and emerging small companies. Production topics, processing, and marketing will be discussed.

Fanatico will lead a workshop Friday afternoon.

12-12:30 - Livestock Systems for Eternity
Alan Newport, Agricultural Writer, Carnegie, OK

Alan Newport will discuss the newest approaches to livestock/grassland management that draw on discoveries from grassland ecology. He will touch on the history of man's control over grazing animals and the results on the landscape, and cover the building blocks of grassland ecology, the rudiments of forage-livestock interaction, and the positive effects achieved by rangeland managers using this information.

1:30-2:10 - Growing and Marketing Natural Beef in Oklahoma
Jeff Emerson, Naturalfarms, Inc., Tulsa, OK

Emerson will cover the Italian breed of cattle (Piedmontese) that he raises, from calving all the way through to sales of the beef products (and other items) at their retail store in Tulsa. The session will also cover the value-added products they produce to enhance the value of the carcass.

2:15-3 - New Opportunities in Aquaculture
Ken Williams, Fisheries Extension Specialist, Langston University, Langston, OK

Williams will talk about the history of aquaculture enterprises in Oklahoma since the mid-70's with a focus on what worked and why and what can work now. He will also explain what failed and some of the reasons why. The potential of organic aquaculture and some possibilities for species choices and production methods will be covered.

3:05-3:35 - Venison Production & Marketing
Jerry and Jo Ann Logan, Honey Hill Farm, Edmond, OK

The Logans raise about 350 European Fallow deer on their 320-acre farm near Guthrie and sell venison through metro-area farmers' markets. They will cover the reasons they raise European Fallow deer, how to market both live deer and venison, and a deer farmers' calendar.

4-5:00 - High Value Pork and Poultry Production and Marketing
Greg Gunthorp, Gunthorp Farms, La Grange, IN

Gunthorp and his family raise antibiotic-free pigs, wild boar, chickens, and ducks on 130 acres in northeastern Indiana. Gunthorp will outline his pastured hog and chicken operations, and his successful direct marketing businesses, including catering, and marketing to Chicago chefs.

SATURDAY

9-10 - Raising and Selling Natural Beef
Diana Endicott, Coordinator, Good-Natured Family Farms Cooperative; Farmer/Rancher, Rainbow Farms, Bronson, KS

Good Natured Family Farms is a twenty-plus member group of third- and fourth- generation family farmers and ranchers. Endicott will overview the success of the group in raising, processing (at their own plant), and ultimately marketing "natural" (no hormones or sub-therapeutic antibiotics) beef and tomatoes to the Hen House supermarket chain.

Endicott will also lead a workshop Saturday afternoon.

10:30-11 - Adding Value through the Oklahoma Quality Beef Network
Scott Dewald, Executive Vice-President, Oklahoma Cattlemen's Assoc.

Dewald will overview the multi-phase producer network designed to add value to cattle and to capture a part of this added value for Oklahoma cattle producers.

11:05-11:25 - Introduction to Planned Cell Grazing: How I Got Started
Kim Barker, Rancher, Waynoka, OK

Barker will present a brief overview of what he has done, both right and wrong, during his twelve years' experience with cell grazing his 1500 acres of mostly native grass in northwestern Oklahoma. He will cover the materials he used, the design of fence and water, and what has changed.

Barker will also co-teach an in-depth Saturday afternoon workshop: Cell Grazing: Getting Started on Your Place

11:30-12:15 Organic, Grass-Fed Beef and Chicken: Management and Markets
Richard and Peggy Sechrist, Sechrist Ranch/Homestead Healthy Foods, Fredericksburg, TX

The Sechrist Ranch has the distinction of being the first to be certified organic by the Texas Dept. of Agriculture (in 1995). Located in the dry climate of south-central Texas, the Sechrists will share why they chose organic production, the management system they follow, the organic certification process, and their marketing challenges and successes

1:30-2:15 - Integrated Goat Management
Claud Evans, DVM, Okemah, OK

Dr. Evans will reveal the findings from his three-year goat research project, funded by USDA/SARE program. The research objectives included: one, determining if combing of cashmere was a viable and an economic alternative to shearing; two, determining if intestinal parasite loads could be influenced by rotational grazing; three, determining if goat manure left from grazing would influence the need for commercial fertilizer in hay production; and four, looking at the seasonal influences on the price of goats for meat.

2:20-3 - Cool Season Grasses – Establishment and Management
Hugh Aljoe, Noble Foundation, Ardmore, OK

Many cattle producers use cool-season forage pastures as a cost-effective alternative to long-term hay or concentrate feeding. The topics covered in the session on cool season grass management will include establishment techniques, planting rates and dates, fertility and production, and grazing management for cool season annual grasses (including small grains) and some selected cool season perennial forages commonly used in southeastern Oklahoma.

3:05-3:50 - More Profits with Hair Sheep
Dr. Gerald Fitch, State Extension Sheep Specialist, OSU, Stillwater, OK

Hair breeds of sheep are offering commercial sheep producers an alternative that can increase profitability. Many of the hair breeds were developed in the tropical climates and are therefore heat resistant and also somewhat parasite resistant. Sheep producers are beginning to see the advantages of hair breeds. Dr. Fitch will cover such positives as better utilization of forage, increased lambing percentages, milk production, mothering ability, and out of season lambing.

SCHEDULE

FRIDAY, NOVEMBER 15, 2002

Trade Show Open All Day!

8:00-9:30 **Registration/Trade Show**

9:30-9:45 **Welcome**

9:45-10:30 **Keynote Speaker - Stewart Kennedy - *Taking That Brainstorm to the Bank: A Value-Added Success Story***

10:30-11:00 **Break/Trade Show**

11:00-12:00 **Breakout Sessions**

FIELD TO TABLE	PASTURE TO TABLE	PREPARING FOR THE TABLE	BEYOND THE TABLE
11-12:15 Vicki Stamback **Growing Cut Flowers: From Seed to Vase**	11-12 Anne Fanatico **Sustainable Poultry (Range Production) Overview and Resources**	11-12 Myron Bradt **Cooperative Results: The Story of VAP**	11-12 James A. Maetzold **Nature-Based Tourism & Agritourism Trends: Unlimited Opportunities**
	12-12:30 Alan Newport **Livestock Systems for Eternity**	12-12:30 Jason Harvey **The Made-in-Oklahoma Program**	

12-1:30 **Lunch/Trade Show**

1:30-4:30 **WORKSHOPS:**
- ***Creating a Successful Farmers' Market***
- ***Range Poultry Production***

1:30-3:30 **Breakout Sessions**

FIELD TO TABLE	PASTURE TO TABLE	PREPARING FOR THE TABLE	BEYOND THE TABLE
1:30-2:25 Max Carter **Conservation Tillage: Doing It Right and Reaping the Benefits**	1:30-2:10 Jeff Emerson **Growing and Marketing Natural Beef in Oklahoma**	1:30-2:10 Dan Nagengast **Subscription Farming: Opportunities for Small Growers**	1:30-2:10 Loren Liebscher **Bringing Customers to Your Farm**
2:30-3:30 Bob Quinn **Organic Wheat/Grains Production and Marketing**	2:15-3 Ken Williams **New Opportunities in Aquaculture**	2:15-3 Craig Weissman **Small Scale Food Businesses**	2:15-3 Richard Kennedy **The ABCs of Marketing Local Wines**
	3:05-3:35 Jerry & Jo Ann Logan **Venison Production & Marketing**	3:05-3:35 Richard Ortez **El Sueno Enterprises: Sauerkraut or Bratwurst and Kraut?**	3:05-3:35 J. Grant Huggins **Management and Pricing of Hunting Leases in Oklahoma**

3:35-4:00 **Break/Trade Show**

4:00 **Breakout Sessions**

FIELD TO TABLE	PASTURE TO TABLE	PREPARING FOR THE TABLE	BEYOND THE TABLE
4-4:45 Curtis Bennett **Marketing Certified Organic Grains**	4-5 Greg Gunthorp **High Value Pork and Poultry Production and Marketing**	4-4:45 Pam Chase **Growing Out of the Backyard**	4-4:45 Tim Hughes **Wind Energy and Wind Farms in Oklahoma**

SCHEDULE

SATURDAY, NOVEMBER 16, 2002

Trade Show Open All Day!

8:00-9:00 Registration/Trade Show

9:00-10:00 Breakout Sessions

FIELD TO TABLE	PASTURE TO TABLE	PREPARING FOR THE TABLE	BEYOND THE TABLE
9-9:25 Doug Walton **Low Till Vegetable Production**	9-10 Diane Endicott **Raising and Selling Natural Beef**	9-9:25 **TBA**	9-9:25 Bob Martin **Growing Christmas Trees in Oklahoma**
9:30-10 Ed Smith **Preserving the Identity of Grain: Benefits to Producers**		9:30-10 Gary Bledsoe **The Oklahoma Agricultural Enhancement and Diversification Program**	9:30-10 **Jerry Logan** **Honey Marketing and Production Tips**

10:00-10:30 - Break/Trade Show

10:30-12:00 - Breakout Sessions

FIELD TO TABLE	PASTURE TO TABLE	PREPARING FOR THE TABLE	BEYOND THE TABLE
10:30-11:15 Jay Chism **Warm Season Vegetable Production in High Tunnels**	10:30-11 Scott Dewald **Adding Value through the Oklahoma Quality Beef Network**	10:30-11 Michael Frickenschmidt **Introduction to Cooperatives**	10:30-11:15 Tom Lucas **Carbon Sequestration: A Conservation Income Opportunity**
	11:05-11:25 Kim Barker **Introduction to Planned Cell Grazing: How I Got Started**	11:05-12:15 **Value-Added Closed Cooperatives: A Panel Discussion**	
11:20-12 Dr. Rhonda Janke **Herb Crops for this Region**	11:30-12:15 Richard and Peggy Sechrist **Organic, Grass-Fed Beef and Chicken: Management and Markets**	**Co-op Panel continues**	11:20-12 James Esbenshade **Recycling Municipal Water on the Farm**

12:00-1:30 Staggered Lunch

WORKSHOPS 1:30-4:30:

- ***Growing and Selling Natural Beef***
- ***How to Develop and Run a Successful CSA***
- ***Cell Grazing: Getting Started on Your Place***
- ***Starting a Food Business***

1:30-3:50 - Breakout Sessions

FIELD TO TABLE	PASTURE TO TABLE	PREPARING FOR THE TABLE	BEYOND THE TABLE
1:30-2:15 Monte Kahle **Raising Cotton in New Areas**	1:30-2:15 Dr. Claud Evans **Integrated Goat Management**	1:30-2:15 Doug Walton, Chris Kirby **Selling at Farmers' Markets in Oklahoma**	1:30-2:15 Michael Chaloner **Financing Alternative Farm Enterprises**
2:20-3 Dean Smith **Diversifying for Success**	2:20-3 Hugh Aljoe **Cool Season Grasses – Establishment & Management**	2:20-3:50 Steve Salt **Marketing Ethnic Vegetables**	2:20-3 Robert Gregory & Jack Blair **Preserving Oklahoma Farm and Ranch Land**
3:05-3:50 Dr. Dean McCraw **Managing Native Pecans**	3:05-3:50 Dr. Gerald Fitch **More Profits with Hair Sheep**		3:05-3:50 A.L. Hutson **Fair Mineral Leases**

PREPARING FOR THE TABLE

For More on Topics & Speakers, visit
WWW.KERRCENTER.COM

INNOVATIVE MARKETING AND VALUE-ADDED IDEAS

FRIDAY

11-12 - Cooperative Results: The Story of VAP
Myron Bradt, President of the board, Value Added Products (VAP) Cooperative, Alva, OK

VAP is a farmer-owned, value-added cooperative. Their $20 million world-class plant in Alva makes forty different frozen dough products (primarily pizza dough) from Oklahoma's hard red winter wheat. Bradt will cover the essentials for success including leadership, community involvement, government and university involvement, seed money, business plans, studies and consultants, and co-op structure.

12-12:30 - The Made -in-Oklahoma Program
Jason Harvey, Agricultural Marketing Coordinator, Oklahoma Department of Agriculture, Food & Forestry

As the number of goods originating in Oklahoma escalates, so does the need for a statewide marketing effort. The Oklahoma Department of Agriculture, Food & Forestry's Marketing Division is responsible for the Made in Oklahoma program, an identification program that features a trademarked logo to create consumer awareness. The purpose of the program is to help establish and promote Oklahoma-based food and agricultural companies. The presentation will introduce the qualifications for, as well as the benefits of, participating in the program.

1:30-2:10 - Subscription Farming: Opportunities for Small Growers
Dan Nagengast, Farmer & Director, Kansas Rural Center, Lawrence, KS

Dan Nagengast will define CSA (Community Supported Agriculture) and overview the opportunities that this "subscription farming" offers farmers, using his own experience as a guide. Nagengast is a member of the 9 member Rolling Prairie Farmers Alliance, which sells fruits, vegetables, cut flowers and meats to subscribers in Lawrence and the Kansas City area.

Dan will lead an in-depth workshop Saturday afternoon on CSAs.

2:15-3 - Small-Scale Food Businesses
Craig Weissman

3:05-3:35 - El Sueno Enterprises: Sauerkraut or Bratwurst & Kraut?
Richard Ortez, Glencoe Farmer, Owner Boarding House Café, Stillwater, OK

El Sueno Enterprises is a small vertically structured, "seed to table" food business consisting of three distinct divisions: El Sueno Gardens, the Boarding House Café, and Boarding House Classics processed foods. Ortez will use these three divisions to explain how his business works.

4-4:45 - Growing Out of the Backyard
Pam Chase, Co-Owner, Our Enterprises, Oklahoma City, OK

Our Enterprises is a gourmet food manufacturing company making two-dozen products and selling nationally. Chase will discuss how her company has grown from a "backyard" enterprise to a growing manufacturing company, sharing her mistakes as well as the resources that have helped her business grow.

SATURDAY

9-9:25 - TBA

9:30-10 - The Oklahoma Agricultural Enhancement and Diversification Program
Gary Bledsoe, Consultant, Market Development, ODAFF, OKC

Gary Bledsoe will outline the AEDP, which provides grants and interest free loans to stimulate industry in rural Oklahoma. He will also cover cooperatives in the state and additional incentives to encourage agricultural business ventures.

10:30-11 - Introduction to Cooperatives
Michael Frickenschmidt, Executive Director, Oklahoma Agricultural Cooperative Council (OACC), Enid, OK

The OACC's mission is to "enhance the understanding of cooperatives and advance their development." Frickenschmidt will overview the types of cooperatives, focusing on "new wave" cooperatives that are producer-owned and add value to agricultural commodities.

11-12:15 - Value-Added Closed Cooperatives: A Panel Discussion
Mason Mungle, Chairman, Steering Committee, American Native Beef Cooperative, LLC; Myron Bradt, President, Value-Added Products (VAP) Cooperative, Alva, OK; Mike Frickenschmidt, Executive Director, Oklahoma Agricultural Cooperative Council, Enid, OK

The discussion will focus on the steps in the process of establishing a value-added closed cooperative, including organizing, financing, legal issues, communicating with producers, stock offerings, and project management. Also covered will be new ideas for large-scale value-added projects.

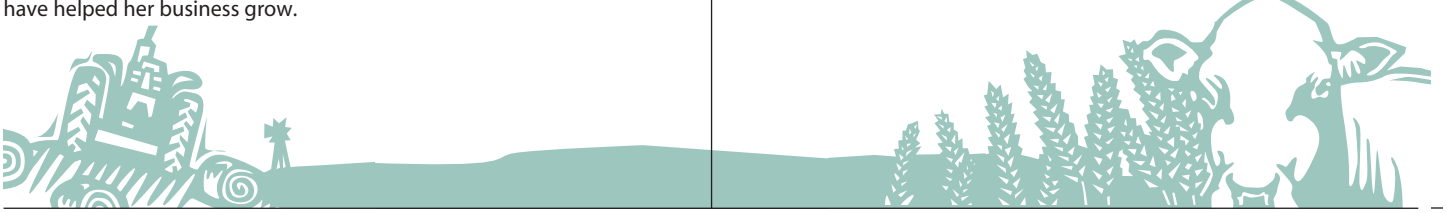
1:30-2:15 - Selling at Farmers' Markets in Oklahoma
Doug Walton, President of Oklahoma Farmers' Market Alliance, Muskogee, OK
Chris Kirby, Manager, OSU-OKC Farmers Market, OSU Extension Horticulturist, OKC

This session will provide an overview of the current state of farmers' markets in Oklahoma. The costs and benefits of selling at a farmers' market, how to get started, tried and true tips for success, and the results of recent surveys of customers, producer and managers, will be addressed.

Walton and Kirby will also lead an in-depth workshop on farmers' markets on Friday afternoon.

2:20-3:50 - Marketing Ethnic Vegetables
Steve Salt, Farmer, Kirksville, MO

Steve Salt markets his ethnic and heirloom produce through farmers' markets, restaurants, and a CSA. His presentation will cover a number of the challenges and opportunities in marketing ethnic fresh produce, and also briefly survey the "veggie cuisines" of a number of major and growing US ethnic groups. He is the author of *Around the World at Farmers' Market: A Guide for Small Scale Commercial Grower-Vendors of Ethnic & Heirloom Vegetables, Fruits, and Herbs.*



BEYOND THE TABLE

OTHER IDEAS FOR USING YOUR LAND WISELY & PROFITABLY

FRIDAY

11-12:15 - Nature-Based Tourism and Agritourism Trends: Unlimited Opportunities

James A. Maetzold, National Alternative Enterprises and Agritourism Leader, Natural Resources Conservation Service, US Department of Agriculture, Washington, D.C.

James Maetzold is the USDA's leading expert on diversifying farms and ranches by adding nature-based and agricultural-based tourism enterprises. His presentation will focus on the wide variety of alternative enterprise income opportunities for Oklahoma farmers and ranchers.

Using recent survey results, he will also cover trends in nature-based activities, heritage and culture, and tourism. What tourists are doing today will be tied to the opportunities in Oklahoma.

1:30-2:10 - Bringing Customers to Your Farm

Loren Liebscher, The MAiZE, Weatherford, OK

Due to diminished profits in farming, Loren Liebscher came up with a creative way to stay on the farm that would be fun and profitable, too. He will share the story of how his farm has evolved from a traditional crop and livestock operation to one of "agritainment," which includes a corn maze and much more.

2:15-3 - The ABCs of Marketing Local Wines

Richard Kennedy, Co-owner, Tres Suenos Vineyards and Winery, Luther, OK

Kennedy is a pioneer in the booming Oklahoma wine industry. A variety of crowd-pleasing events from festivals to wine-tastings to tours have helped make Tres Suenos successful. Kennedy will cover how potential vintners can identify the proper markets, develop the right product and get the word out.

3:05-3:35 - Management and Pricing of Hunting Leases in Oklahoma

J. Grant Huggins, Wildlife & Fisheries Specialist, Noble Foundation, Ardmore, OK

At the Noble Foundation, Grant Huggins assists landowners with hunting leases and managing the foundation's leases. He will cover types of leases, benefits/problems, market factors, lease agreements, harvest limits, harvest records, pricing, year-round/season/day leases and guided hunts.

4-4:45 - Wind Energy and Wind Farms in Oklahoma

Tim Hughes, Director, Oklahoma Wind Power Initiative, University of Oklahoma, Norman, OK

Tim Hughes will present a brief history of wind power and where it is headed and also discuss opportunities that may be afforded by new features of the Farm Bill. He will address leases, developers, and what Oklahoma rural communities and individuals can do and resources they can use to help them make proposed wind development most advantageous to them. He will also outline the work of the the OK Wind Power Initiative.

SATURDAY

9-9:25 - Growing Christmas Trees in Oklahoma

Bob Martin, Martinbird Tree Farm, Tuttle, OK

Beginning in 1980 as a three-acre choose-and-cut Christmas tree operation, Martinbird Tree Farm has expanded to 115 acres of Christmas and landscape trees. Martin will talk about how to get started, where to get information, some how-tos, as well as the pitfalls and the rewards. He will also cover his wholesale landscape tree operation.

9:30-10 - Honey Marketing and Production Tips

Jerry Logan, Honey Hill Farm, Edmond, OK

Long-time beekeeper Jerry Logan will offer advice to those wanting to get started in the honey business. Topics will include potential markets, planning the size of the business and how much time it will require, as well as set up costs and requirements.

10:30-11:15 - Carbon Sequestration: A Conservation Income Opportunity

Tom Lucas, Coordinator, High Plains Resources Conservation and Development Council, Woodward, OK

Tom Lucas will discuss the types of carbon credits and the verifiable trades that have been made to date, including up-to-date information on activity in Oklahoma. Measurement of carbon on grasslands, and the ways that a producer may position himself now for income from carbon sequestration and other emerging related income opportunities are other topics he will cover.

11:20-12 - Recycling Municipal Water on the Farm

James Esbenshade, Esbenshade Farms, Bryan County, OK

James Esbenshade will discuss his growing business recycling biodegradable "water products" from small town sewer plants, as well as material from restaurant grease traps. The water is dispersed on his ranch land and has resulted in a slow increase of organic matter. The business also includes extracting an oil product from these products and marketing it to feed companies.

1:30-2:15 - Financing Alternative Farm Enterprises

Michael Chaloner, President, Legacy Bank, Hinton, OK

Legacy Bank has been financing alternative agricultural producers for over a decade. Chaloner will give insight into how to obtain financing for alternative agricultural operations. He will cover the need in today's economic climate for farmers to diversify their operations. He will also address making the transition into alternative farming and financing requirements.

2:20-3 - Preserving Oklahoma Farm and Ranch Land

Robert Gregory, Oklahoma State Director, and Jack Blair, State Project Manager, Trust for Public Land, Tulsa, OK

To combat the loss of farm and ranch lands in Oklahoma, the Trust for Public Land's Oklahoma state office has launched the Farm and Ranch Preservation Initiative. In partnership with the Kerr Center, the Trust is working with farmers and ranchers to preserve threatened ag lands through conservation easements. How this initiative may benefit farmers and ranchers will be the focus.

3:05-3:50 - Fair Mineral Leases

A.L. Hutson, Area Agricultural Economics Specialist, Oklahoma Cooperative Extension, Southwest District, Alva, OK

A. L. Hutson will discuss various aspects of oil and gas leases. The provisions that are important to the mineral owner will be discussed in detail.

WORKSHOPS

FRIDAY AFTERNOON • 1:30-4:30

Creating and Running a Successful Farmers' Market

Doug Walton, Farmer, President of Oklahoma Farmers Alliance, Muskogee, OK
Chris Kirby, Manager, OSU-OKC Farmers Market, OSU Extension Horticulturist
Shida Henneberry, Professor, Agricultural Economics, OSU, Stillwater, OK

This workshop will be directed towards current and prospective farmers' market managers, as well as anyone else interested in the establishment and operation of true farmers' markets: those that feature a collection of local farmers and producers selling their own goods. The majority of the workshop will address topics directly related to the effective management of a farmers' market, such as recruiting growers, advertising, promotional events, market governance, handling customer complaints, vendor disputes and building support for a market within the community.

Range Poultry Production

Anne Fanatico, Poultry Program Specialist, ATTRA, Fayetteville, Arkansas

The workshop provides details of range poultry production and entrepreneurship in the U.S. Outdoor production systems to be discussed will include yarding, pastured pens, net-range or "day-range," free-range, and colony. Systems will be compared to each other and information provided on integrating poultry production onto the farm. "Nuts and bolts" topics such as housing, fencing, pasture management, feeder/waterer design, predator control, etc. will also be covered, along with the broader production topics of health, feeding, and breed.

Processing meat and eggs will be covered in the context of both on-farm and small plants. Direct marketing will be discussed as well as specialty marketing programs such as USDA *Certified Organic* and the French *Label Rouge* model.

Included will be information on the economics of several types of enterprises, along with tips on entrepreneurship– feasibility studies, business planning, record-keeping, and obtaining assistance.

SATURDAY AFTERNOON • 1:00-4:00

How To Develop and Run a Successful CSA

Daniel Nagengast, Rolling Prairie Farmers' Alliance, Lawrence, KS

Nagengast and his wife, Lynn Byczynski, have been operating in some form or another a Community Supported Agriculture (CSA) delivery service since 1990. He will explain where they got the idea, how they located customers, things that went well and went wrong, and the general evolution of their first CSA.

In 1994 they moved and organized a second, cooperative CSA, now in its ninth year. They market with eight other farms at three different drop off locations. He will explain the logistics of the cooperative CSA and talk about everything from profitability to personality clashes. He will also go into detail about the relationship between the farmers, their subscribers, and the food stores that host their drop-offs.

There will also be discussion of types of produce that work well, and growing tricks that can help you fill out a bag when produce is short. Materials will include a guide to developing a cooperative CSA, replete with all documents including those necessary (in Kansas) to incorporate as a cooperative. He will also have slides, brochures, and other materials that participants should feel free to adapt to their own use.

Start Your Own Food Business: Basic Training

Rodney Holcomb, Jim Brooks, S. Corey Stone, Chuck Willoughby, Food and Agricultural Products Research and Technology Center (FAPC), Oklahoma State University.

Are you looking for ways to add value to your production? Do your friends tell you that you make the best salsa? Is your grandmother's bread the hit at every social function? Perfecting your product is only one step in starting a food business. Production, marketing, and regulatory requirements can seem overwhelming to the entrepreneur but the specialists at the Oklahoma Food and Agricultural Products Center (FAPC) can help.

The FAPC at Oklahoma State University has been hosting a monthly "Basic Training" workshop for food business entrepreneurs since 1999. Since that time, they have hosted over 300 participants with nearly 20 new start-up companies resulting.

This session will help the entrepreneur answer questions such as: How much up-front capital will I need? What regulations apply to me? Who are my target customers? How do I get my product into their hands? Topics covered include:

- Planning Your Business
- Health Regulations
- Product Evaluation and Marketing
- Labeling Requirements
- Patents, Trademarks, and UPC Codes
- Processing and Co-Packing
- Legalities and Liabilities
- Assistance Available to Entrepreneurs

Cell Grazing: Getting Started on Your Place

Kim Barker, Rancher/Consultant , Waynoka, OK
Walt Davis, Rancher/Consultant, Bennington, OK
Charles Griffith, Consultant/Educator, Ardmore, OK

These experienced Oklahoma cattlemen, consultants, and educators will cover what you need to know, and what you need to do, to get started with cell grazing (also known as management intensive grazing, rotational grazing). Making it work depends on you, and what you want. This workshop gives you the necessary tools to do the job right, and develop a long-term, profitable grazing plan. The hows, the whys, and what to do first will be covered.

The goal of the workshop is to introduce participants to the idea that you can use livestock as tools to improve the land while obtaining optimum animal performance. Some topics covered will be basic fence design, water management, weed control, stocking rates, and pasture monitoring techniques.

Raising and Selling Natural Beef

Diana Endicott, Coordinator, Good-Natured Family Farms Cooperative; Farmer/Rancher, Rainbow Farms, Bronson, Kansas

Good Natured Family Farms is a twenty-plus member group of third- and fourth- generation family farmers and ranchers in Kansas and Missouri. The group supplies the Hen House supermarket chain with all-natural (no hormones or sub-therapeutic antibiotics) beef.

Cattle are grown on grass and finished on corn for four months on small family farms, and then slaughtered and processed at a cooperative-owned, federally-inspected Kansas plant. Diana Endicott will share how she, her husband Gary, and other co-op farmers built the business from the ground up, including organizing the co-op, buying the plant; and the continuing process of successfully marketing their product.

FUTURE FARMS 2002 ■ REGISTRATION

FUTURE FARMS 2002
A SUPERMARKET of IDEAS

CONFERENCE FEES:

- ☐ **Two Days – Early rate: $50** *(until Oct. 15)*
- ☐ **Late Registration: $60** *(after Oct. 15)*
- ☐ **Extra Family Member or Company Employee $35** *(Children pay student rate).*
- ☐ **One Day $30** ☐ **Friday** ☐ **Saturday**

STUDENT RATE:

- ☐ **One Day: $20** *(Choose one)* ☐ **Friday** ☐ **Saturday**
- ☐ **Two days $30** **Total=_____**

WORKSHOPS *($10 Each)*

FRIDAY AFTERNOON

- ☐ Creating a Successful Farmers' Market
- ☐ Pastured Poultry Production

SATURDAY AFTERNOON

- ☐ Growing and Selling Natural Beef
- ☐ How to Develop and Run a Successful CSA
- ☐ Cell Grazing: Getting Started on Your Place
- ☐ Starting a Food Business

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Name of Family Member/Employee: _____

Organization/Occupation:: _____

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"To stay in agriculture requires a hard-earned passion."
– Jim Esbenshade

"The biggest mistake a lot of farmers make is that they get locked into this idea that their product isn't worth very much, and that anybody can do what they do. And it just isn't true."
– Greg Gunthorp, *The New American Farmer*

"Our business is built on our vision of developing a sustainable business, helping develop a sustainable and regional food system, and expanding consumer awareness about the need for sustainable communities."
– Peggy Sechrist, *The New American Farmer*

FUTURE FARMS 2002

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FUTURE FARMS CONFERENCE SPONSORED BY–

The Kerr Center for Sustainable Agriculture is a non-profit 501(c)(3) educational foundation established in 1985. The home office, farm and ranch are located near Poteau in southeastern Oklahoma.

The Kerr Center's mission is to encourage a more sustainable agriculture in the state of Oklahoma and beyond. A sustainable agriculture is environmentally responsible, profitable for family farmers, and equitable– giving farmers fair prices, fair access to markets, maximum opportunities, and a good quality of life. By improving the quality of life for farmers, a sustainable agriculture also supports healthy, vital rural communities. The Kerr Center works for and with rural people and communities in Oklahoma, across the nation and globe. Our focus is on education, with program staff producing a variety of publications for use by farmers and ranchers and agriculture professionals.

We also sponsor a number of educational events each year. In addition, research and demonstration projects are ongoing at the Stewardship Ranch, at the Overstreet-Kerr Historical Farm, the Vero Beach Research Station in Florida, and across Oklahoma through the Oklahoma Producer Grant Program.

918.647.9123 • www.kerrcenter.com

The Oklahoma Department of Agriculture, Food and Forestry provides a number of valuable services for farmers and ranchers in the state. The Market Development Division works to broaden outlets for the state's agricultural commodities and assist producers, processors, wholesalers, and retailers in marketing these products.

The Division's Diversified Agriculture Program is a self-help program implemented to assist alternative crop producers in developing markets for their products. In addition to promoting the growing, producing, and marketing of alternative crops, the program organizes marketing outlets, identifies wholesale markets and develops promotional material to assist producers and marketers.

405.521.3864 • www.oda.state.ok.us/aghome.htm

With assistance from –

ATTRA– Appropriate Technology Transfer for Rural Areas– is the national sustainable farming information center operated by the private nonprofit National Center for Appropriate Technology (NCAT). ATTRA provides technical assistance to farmers, Extension agents, market gardeners, agricultural researchers, and other ag professionals in all 50 states. Technical assistance, publications, and resources are provided free of charge to appropriate users.

1-800-346-9140 • www.attra.org

Family Fun at Farm-Fest

Life on an early 20th century Oklahoma farm will be showcased during Fall Farm-Fest, Saturday, October 12, from 9-3, at the Overstreet-Kerr Historical Farm.

Visitors of all ages will have the opportunity to admire the restored antique tractors, pet a farm animal, tour an historical home, and watch "pioneers" do farm crafts.

Members of the Arkansas Valley Antique Tractor Club will display a variety of tractors and farm equipment in the farm's new display barn. They will also show visitors how the now strange-looking equipment was used.

Sorghum was once a staple of the farm kitchen, and neighbors gathered together each fall to press the sorghum cane and cook the juice. This friendly atmosphere is recreated at Farm-Fest.

At Farm-Fest, an antique sorghum press, powered by draft animal, will extract the juice. Senior citizen and experienced sorghum cooker Delmar Robinson, assisted by the Kerr Center's Alan Ware, leads the crew who will tend the sorghum in a traditional copper pan over a wood fire. Cooking the sorghum juice down to a thick, sweet, deep brown syrup is an art.

Other activities planned for this year's festival include: Dutch oven cooking, making butter, soap, and sauerkraut, weaving baskets, quilting, spinning cotton, and hay rides.

The Overstreets were prosperous farmers and the fourteen-room home they completed in 1895 is listed on the National Register of Historic Places. Other farm buildings such as the barn, chicken house, potato house and smoke house will also be open to visitors. (The house is accessible to the handicapped.)

The farm is located ten miles south of Sallisaw, Oklahoma, on highway 59. For more information contact Jeremy Henson at 918.966.3396 or at okhfarm@crosstel.net.

Admission to Farm-Fest is five dollars for adults and three dollars for school-age youth, under six free. Proceeds support year-round free educational programs at the farm.

School classes may attend Farm-Fest for Kids on Friday, October 11. The day is free but admission must be reserved, either by calling or e-mailing the farm.

Equipment Rolling In to Overstreet Farm

Development Manager Jim Combs has been accepting donations and loans of farm equipment used from 1890 to 1940 for a new exhibit at the historical farm. He particularly wants to acquire hay balers and grain production equipment (John Deere, if possible) to display in a new 38- by 80-foot barn built last summer.

Some recent acquisitions include a 1930's corn binder donated by Dennis G. Peters of Deer Creek, OK, and a 1917/18 John Deere hay press loaned by Bill Hardin of Cameron, OK.

The new exhibit will be unique in that it will help tell the story of farm life in southeast Oklahoma in the early years of the 20th century, helping to educate schoolchildren and others about their farming heritage.

Due to time constraints, only easily restorable or already restored equipment will be accepted. A limited amount of funds are available to purchase equipment.

Donations are tax-deductible.
For more information contact Jim Combs at 918-966-3282 or cjim@crosstel.net.

OKLAHOMA
PRODUCER GRANT PROGRAM
The Kerr Center
FUNDING FARMER INNOVATION

Oklahoma Producer Grant Program

Farmers and ranchers know their land better than anyone else. They know their problems, and they often have innovative ideas about how to solve those problems.

While good ideas may not be in short supply, money often is. This program, the first of its kind in Oklahoma, supports farmer and rancher innovation with cash grants.

Established in 1998, the Oklahoma Producer Grant program encourages an exchange of ideas and experiences between producers that will benefit all.

Grants Awarded Statewide!

What is a Producer Grant?

- It funds sustainable agriculture projects that are innovative, unique, and experimental
- Two year grants are funded up to $3,500, three year grants up to $7,500

What kind of projects will be funded?

- Those that address one or more of eight priority areas (some years, special areas are added)
- Research, demonstration or educational projects*
- Research and demonstrations with an educational component– results are shared with other producers
- Projects with agriculture professionals (Extension, NRCS, etc.) as collaborators/ cooperators given priority
- Ideas applicable to more than one farm

**A demonstration project is an on-farm demonstration of a farming/ ranching practice; a research project is an on-farm test of an idea or technology. An educational project disseminates information about innovative approaches.*

Who may apply for a grant?

- Active, resident producers in Oklahoma

How are grants awarded?

- Annually, on a competitive basis
- Proposals are evaluated by an impartial technical committee of ag professionals and producers

What is the application process?

- Producers or producer groups may submit grant proposals once a year during the "Call for Proposals" time period
- Application forms are available from the Kerr Center or online
- Applications must be received by the deadline
- The technical committee evaluates grants
- Grant recipients are notified on the award date
- All applicants are contacted by the Kerr Center with results

What is sustainable agriculture?

- A sustainable agricultural system will last over the long term because it maintains or increases net farm profit, protects and conserves natural resources, and is equitable to farmers and ranchers.

Eight Priority Areas and a Few Examples

8

1. **Soil Conservation, Soil Health**
   Farming methods that stop erosion, increase organic matter, improve texture and structure and microorganisms
2. **Water Quality, Water Conservation**
   Farming methods that prevent soil erosion or filter pollutants, efficient irrigation systems
3. **Proper Management of Organic Wastes**
   Non-polluting approaches to waste application, composting, less concentrated livestock and poultry systems
4. **Crops and Livestock Adapted to Oklahoma**
   New crops or varieties that match climate and soil type, livestock adapted to climate and forage
5. **Biological Diversity**
   Incorporating wildlife habitat, rotations, diversified crops and livestock, cover crops
6. **Environmentally-Safe Pest Management**
   Approaches to weed management that eliminate or cut spraying, methods of insect and disease management that emphasize use of: beneficials, biological control agents, or innovative rotations
7. **Energy Conservation**
   Reducing use of diesel, gasoline, or natural gas through lowering horsepower needs, reducing tillage, using renewable energy, recycling
8. **Farm Diversification and Increased Profitability**
   Cutting expenditures for inputs, adding value to crops or livestock, diversifying farm enterprises, growing crops that receive premium prices, maximizing the use of on-farm resources, substituting management for off-farm inputs, direct marketing

Further Resources

(available from Kerr Center)

- Fact Sheets: *1998, 1999, 2000, 2001, 2002 Producer Grants* (free)
- *72 Ways to Make Agriculture Sustainable* (free)
- *Developing a Solid Proposal* (free)
- *The Next Green Revolution: Essential Steps to a Healthy, Sustainable Agriculture*

For more information/to apply, contact:
Alan Ware, Director OPGP
Kerr Center
PO Box 588
Poteau, OK 74953
918.647.9123
fax 918.647.8712
mailbox@kerrcenter.com

For more information on the program, field events, application, and descriptions of funded projects go to www.kerrcenter.com

2003 Grant Calendar

APPLICATIONS AVAILABLE:
September 5, 2002

APPLICATION DEADLINE:
November 21, 2002

GRANTS AWARDED:
January 9, 2003

2002 OK Producer Grant Workshop Dates and Locations
Learn about the program and how to write a successful grant proposal

Monday, Sept. 23, 6-8 p.m.
Southwestern Oklahoma State University
1121 N. 7th St., Weatherford
Conference Center–Sunflower Rm

Tuesday, Sept. 24, 6-8 p.m.
Great Plains AVTS
Bldg. 300, Rom 301B
4500 SW Lee Blvd., Lawton

Monday, Sept. 30, 6-8 pm.
Tulsa Community College
3727 E. Apache
Engineering/Technology Bldg.
Rm 127

Tuesday, Oct 1, 6-8 pm
Indian Capital Technology Center, Tahlequah
240 VoTech Road in Industrial Park Complex west of town
GED room

Thursday, Oct. 24, 6-8 pm
Kerr Center, Poteau
Highway 271, five miles south of Poteau

CALENDAR

September 12, 2002
Trible Dairy Field Event, 3-5 pm
The Tribles, who make gourmet cheeses that they sell at farmers' markets, will talk about the grant they received from the Kerr Center to install a waste management system that irrigates their pastures and prolongs the grazing season. The dairy is located south of Ripley, on the west side of highway 108. Free; 918.647.9123 for more info.

September 17-20, 2002
3rd National Small Farm Conference, Albuquerque, NM, Convention Center, www.cahe.nmsu.edu/smallfarm/

September 23, 24,30; Oct. 1, 24
Oklahoma Producer Grant Workshops, statewide, see p. 19

October 11
Farm-Fest for Kids (Just for school classes. Reservations required.)

October 12
Fall Farm-Fest (For the general public) Overstreet-Kerr Historical Farm, 10 miles south of Sallisaw on highway 59. Open 9-3. 918.966.3396 or okhfarm@crosstel.net (see p.19).

October 23-26
On the Road to Sustainable Agriculture conference, Sheraton Imperial Hotel and Convention Center, Research Triangle Park (Raleigh/Durham), North Carolina. A "rolling" conference centered on two days of tours of sustainable farms, sites of research projects, and markets and farm stores. 919.515.2261, http://continuingeducation.ncsu.edu/SARE02.html or www.griffin.peachnet.edu/sare/otr/tourstops.pdf

October 31-November 2
10th National Small Farm Trade Show and Conference, Columbia, MO www.smallfarmtoday.com/tradeshow2002.shtml

November 15 & 16
Future Farms 2002: A Supermarket of Ideas conference and trade show, Norman, OK (see pgs. 5-16)

December 14
Christmas Open House, Overstreet-Kerr Historical Farm The historical 14-room Overstreet home will be decorated with both turn-of-the-20th century and modern holiday decorations. Visitors will enjoy home-baked cookies, cakes, candies, cider, and coffee. Time: 10 - 4, $3 per person, 10 miles S. of Sallisaw on Hwy. 59, 966.3396

Profiting Through Innovation
Don't miss the 22nd Arkansas - Oklahoma Horticulture Industries Show, January 10-11, 2003, at the Holiday Inn Convention Center in Springdale, Ark. A trade show is held adjacent to the show.

Grower/commodity groups sponsor the event. Sessions will be held covering vegetables, fruits, herbs, sustainable agriculture, farmers' markets, Christmas trees, master gardener/public gardens, grapes & wines. The Kerr Center sponsors the sustainable ag speaker. The theme this year is "profiting through innovation."

For more information contact the Kerr Center at www.kerrcenter.com or 918.647.9123. Or contact Ray Campbell at Oklahoma State University, 405.377.8948 or email – raycam@dasnr.okstate.edu

KERR CENTER
Kerr Center for
Sustainable Agriculture
P.O. Box 588
Poteau, OK 74953

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