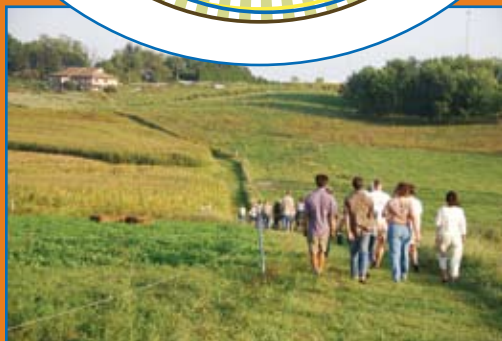
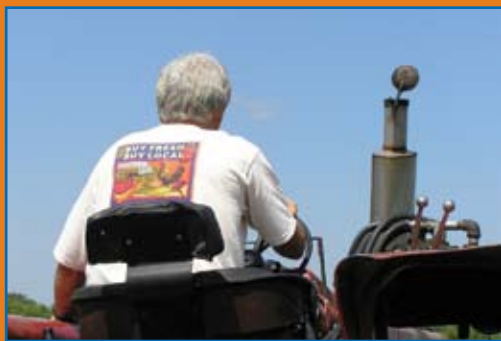


# Jubilee!



## 2010 ANNUAL CONFERENCE

January 8-9, 2010

Marshalltown Community College

Marshalltown, Iowa



# PFI Annual Conference General Information

## schedule

### friday, january 8

11 am – 12:30 pm..... Registration

12:30 – 4:30 pm.....Friday Workshops

5 – 6 pm.....PFI Business Meeting

6 – 7 pm..... Wine and Cheese Reception  
Sponsored by the Marshalltown Convention and Visitors Bureau

7 – 8 pm..... White Chili Chowdown  
Featuring food raised by PFI farmers. Iowa Secretary of Agriculture Bill Northey will attend.

8 pm ..... “Big River” screening and discussion

8 – Midnight.....Hotel Hospitality Room,  
Marshalltown Best Western

Please bring food and Iowa wine, beer, cider, Templeton Rye or other refreshments and mingle with other PFI members. Greg and Kathy Koether and Scott Weinberg, hospitality co-chairs

### lodging/accommodations

The conference will be held at the Marshalltown Community College conference facility, just south of Highway 30. PFI has reserved a block of hotel rooms at the Best Western and the Super 8 Motels, both located just north of Highway 30.

Please call by December 11 to guarantee a room at these rates and be sure to mention PFI when you call:

Best Western 800/241-2974 • \$81/night

Super 8 641/753-3333 • \$65.99/night

There are other hotels close by. Feel free to contact any of these if you prefer:

Comfort Inn 641/752-6000

AmericInn 641/752-4844

Hampton Inn and Suites 641/753-6795 (newly opened)

Tremont on Main 641/752-1234 (a little farther away from the conference, but this one is locally owned and operated)

### wanted: posters

Member posters have a long history at the annual conference! Bring a poster about nearly anything that would interest other members—share your farm, your research and demonstration projects, your lessons learned! (No proprietary products, please.) Just check the box indicating interest, and we'll send you more information.

### saturday, january 9

7 – 8:30 am .....Registration and Continental Breakfast

8:30 – 10:15 am ..... Welcome, Celebration, and Keynote Addresses

10:30 – 11:30 am ..... Round I Workshops

11:30 – Noon ..... Networking in the Exhibit Hall

Noon – 1:15 pm.....Lunch  
Featuring food raised by PFI farmers

1:30 – 2:30 pm..... Round II Workshops

2:45 – 3:30 pm .....Round III Cluster Meetings

3:45 – 4:45 pm .... Round IV U-Pick Workshops  
Indicate your topic on your registration form

### business meeting

Don't miss the PFI Business Meeting on Friday, January 8 at 5 pm. Find out the latest on PFI's programming, finances, staffing, and more. And offer your feedback on how we're doing.

### seed swap

Bring extra seeds and your wish list! This informal session will be a place for you to exchange seeds with other growers. Also, bring your supply list if you wish to find someone to partner with for a bulk order. No cash allowed.

### coffee shops

We have two coffee shops this year! Stop in and talk one-on-one with Gary Zimmer or Gearld Fry – or both. Coffee shops will be open Saturday from 10:30 am – noon and 1:30 – 4 pm.

## opening session

**Jubilee!** PFI is celebrating 25 years of networking, cooperation, learning, and developing diverse farms, healthful food, and vibrant communities. Come celebrate! We will honor our past and look to our future. Four PFI farmers will offer us their vision of their farms, Iowa agriculture, and the PFI they will know 25 years from now.

- **one farm, the future**  
*Tradition, Innovation, Sustainability on the Frantzen Farm* • James Frantzen, Frantzen Family Farms
- **where the grass is greener: finding a future in agriculture**  
*Weighing Whether to Become an Iowa Farmer* • Kayla Koether, Koether Ranch
- **home place america**  
*Working Landscapes as an Inspiring National Self-Portrait* • Andy Johnson, Oneota Slopes Farm
- **the glacial nature of sustainable agriculture**  
*Toward a More Community-Based Agriculture in 2035* • Jan Libbey, One Step at a Time Gardens

**james frantzen**, son of Tom and Irene Frantzen, grew up on an organic family farm near New Hampton, producing pork, beef, and crops, and helping with the family feed business. Frantzen Farm consists of 375 acres, 40 angus cows, and 20 sows. He recently purchased a farmstead close to the home farm, where he plans to carry on the next generation. He is Pork Pool Coordinator for Organic Prairie (CROPP Cooperative), coordinating live hog production for 30 farms in the Midwest and Great Lakes. James strongly believes in the quote, “Measure a person’s success not by what they’ve built but by how long it stands after they’re gone.”

**andy johnson** grew up on a small farm near Decorah, exploring the woods and doing chores, including gardening, splitting firewood, shearing Christmas trees, and milking cows. He has degrees in biology and natural resources ecology and management, and served as a Peace Corps volunteer in Guatemala, working with subsistence farmers on sustainable agriculture, forestry, and community organization. Andy worked for the USDA Natural Resources Conservation Service for seven years before returning to the family farm in 2007. He and his wife, Emily Young Johnson, and three girls (Elsa, Leila and Helen) farm grass-fed meats and sustainably grown Christmas trees. Andy does a little consulting, and a great deal of Mr. Dad.

**kayla koether** is still growing up in Northeast Iowa on her family’s rotational grazing operation. She is a sophomore at Grinnell College, pursuing a major in International Agriculture and Rural Development. Thanks to incredible encouragement from both Practical Farmers of Iowa and Land Stewardship Project, and her parents Greg and Kathy Koether’s involvement and activism, Kayla has been able to learn about national and global agricultural issues and lobby for sustainable agriculture, local foods, and beginning farmer policies in Washington, D.C. When she’s not moving cattle or completing homework, she enjoys playing music, dancing, and horseback riding.

**jan libbey** farms with her husband, Tim Landgraf, at One Step at a Time Gardens, located in north-central Iowa. The farm, directly across from beautiful East Twin Lake in southern Hancock County, provides a wide range of farm-fresh products through a 150-member CSA and local farmers’ markets. Jan has also been involved with local food development work at the state and local level. She has been heard using the term “glacial” to compare the landscape surrounding the farm as well as the nature of local food advocacy work.



■ james frantzen



■ andy johnson



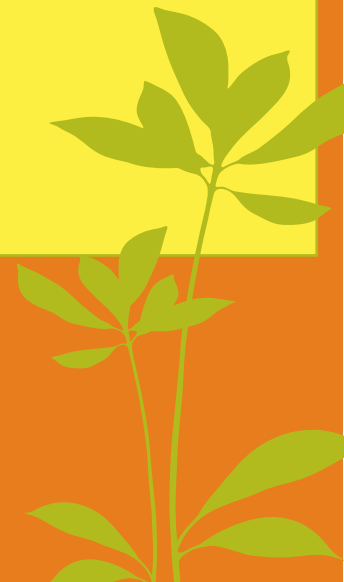
■ kayla koether



■ jan libbey



**VIEW FILM: “BIG RIVER”**  
Last year, the “King Corn” guys – Aaron Wolf and Curt Ellis – shared a preview of their latest film, then in progress. “Big River” is ready to roll! Come watch the film with one of the producers and discuss it afterwards. “Big River” explores the environmental implications of high-intensity corn production.





friday workshops | 12:30 — 4:30 pm

Note: Each session runs all afternoon, with a one-hour break from 2 – 3 pm



gary zimmer

### Getting the Most from Your Fertilizer Dollar

#### ■ Gary Zimmer, **Midwestern Bio-Ag**

How can you position your manure dollar in the most effective way? And improve or create a good system of manure management? How does your manure management relate to available fertility and soil quality? Come explore these topics with the author of *The Biological Farmer* and *A Compete Guide to the Sustainable and Profitable Biological System of Farming*.

—Gary Zimmer is a farmer, author, agri-businessman, and educator dedicated to biological agriculture. He is the President of Midwestern Bio-Ag.



### A Diner's Guide to Food Trends

#### ■ Donna Prizgintas, **Chef** ■ Joyce Lock, **Culinary Professional, Stir**

Learn from two culinary professionals as they cook and chat about the changes in eating trends and what and how we'll be cooking and eating in the future. The first half of this session will be a discussion, and the second half will be a cooking demonstration with foods sourced from the Iowa Food Cooperative.

—After a career as a professional chef for celebrities in California, Donna Prizgintas moved to Iowa and brought her culinary experience along. Donna has prepared wonderful meals for PFI's Garlic Fest and Summer Camp.

—Joyce Lock is the consumer voice on the PFI board. *Wine Wars: A Trivia Game for Wine Geeks and Wannabes* (published by Chronicle Books, November, 2009) is Joyce's follow-up to her bestselling *Foodie Fight* trivia game.



### What If? Glimpses of the Future You Can Help Shape

#### ■ Fred Kirschenmann, **Leopold Center for Sustainable Agriculture** ■ Teresa Opheim, **Practical Farmers of Iowa**

PFI is celebrating 25 years by looking forward to Iowa agriculture and PFI in the year 2035. We need your help to envision a positive future and how we'll get there! We'll explore scenarios of the future that include challenges such as high-priced oil and a volatile climate, and opportunities such as the tremendous demand for local food and differentiated products. Work with others to stretch your thinking about what our future might hold – and how we can shape it.

—Fred Kirschenmann is Senior Fellow at the Leopold Center for Sustainable Agriculture and speaks frequently on the coming challenges for agriculture.

—Teresa Opheim is Executive Director of Practical Farmers of Iowa and believes PFI is key to creating a positive future for Iowa.

### What's Your Beef? How to Go Gourmet

#### ■ Gearld Fry, **Bovine Engineering and Consulting**

According to a 2007 Colorado State University research paper, cattle producers are missing out on \$1.7 million each year in payments for quality beef. Gearld contends that every animal you raise can be high quality and sell for a premium. Learn his secrets to creating gourmet beef; he says it all comes down to selection for required genetics and program management. Learn five practices to breeding success.

—Gearld Fry consults from Rose Bud, Arkansas, and has worked with PFI's grazing clusters.

### To Market, to Market

#### ■ Larry Cleverley, **Cleverley Farms** ■ Rick Hartmann, **Small Potatoes Farm** ■ Jill Beebout and Sean Skeehan, **Blue Gate Farm** ■ Craig Chase, **Iowa State University**

How to market through CSAs, restaurants, institutions, farmers' markets – Whew! – and at what price? In the first half, hear producers Larry Cleverley, Rick Hartmann, and Jill Beebout and Sean Skeehan, on the advantages and disadvantages of marketing produce in different ways. Craig Chase will present data on marketing, evaluating pricing versus margins, and more. He'll also share a tool to evaluate marketing outlets. During the second half, speakers will answer your questions.

—Larry Cleverley sells specialty produce to Des Moines restaurants and at the Des Moines Farmer's Market.

—Rick Hartmann and his wife Stacy sell produce primarily to 100 families through Community Supported Agriculture.

—Jill Beebout and Sean Skeehan sell at the Des Moines Farmers' market and sell to 30 members via Community Supported Agriculture.

—Craig Chase is a farm and ag field specialist at Iowa State University.



Annual Conference  
Practical Farmers of Iowa

**Jubilee!**  
January 8 – 9, 2010

Marshalltown Community Center  
Marshalltown, Iowa

**Please postmark no later than Thursday, December 31.**

After that time attendees must register as a "walk-in" at the conference.

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Email \_\_\_\_\_

### A PFI Membership

Membership is optional but qualifies you for conference discounts

- I am currently a member of PFI. (go to B2)
- I am not a member. (go to B3)
- I wish to renew or become a member. (go to B2)

Individual \$35 | farm/household \$45 | organization \$75 **Subtotal A \$ \_\_\_\_\_**

### B1 Student Registration

Membership not required — discounted registration for high school and college students includes both days, walk-ins welcome, student ID required at registration.

Friday and Saturday sessions \$15 **Subtotal B1 \$ \_\_\_\_\_**

### B2 Member Registration

Covers all members of farm/household membership, two members per organizational membership, one individual for individual membership.

Refreshments at breaks included.

#### Friday sessions

- Before Dec. 31 \$25
- Walk-in at conference \$35

#### Saturday sessions

- Before Dec. 31 \$40
- Walk-in at conference \$50

**Subtotal B2 \$ \_\_\_\_\_**

### B3 Non-Member Registration

Per person. Refreshments at breaks included.

#### Friday sessions

- Before Dec. 31 \$40
- Walk-in at conference \$50

#### Saturday sessions

- Before Dec. 31 \$55
- Walk-in at conference \$65

**Subtotal B3 \$ \_\_\_\_\_**

### C Meals (optional)

Availability not guaranteed after Dec. 31. No reservations without payment. Child meals for ages 12 and under

#### Friday box lunch for before session starts

- Box Lunch \_\_\_x \$ 7 (includes sandwich, fruit, chips, cookie)

#### Friday evening White Chili Chowdown

- Adult \_\_\_x \$12
- Child \_\_\_x \$ 6

#### Saturday noon All-Iowa meal

- Adult \_\_\_x \$18
- Child \_\_\_x \$ 9

- Vegetarian meal option

**Subtotal C \$ \_\_\_\_\_**

**Total of A, B & C \$ \_\_\_\_\_**

continued on back

thank you to our sponsors:



IOWA STATE UNIVERSITY  
University Extension



### need advice on adding the next generation to the farm?

Dave Baker from the Beginning Farmer Center will be available for private consultations on Friday afternoon and Saturday. Indicate your interest on the registration form, and Next Generation Coordinator Luke Gran will contact you to set up an appointment.

Please contact Suzi at 515/232-5661 x301 or [suzi@practicalfarmers.org](mailto:suzi@practicalfarmers.org) with questions regarding membership or registration.

Payment by Mastercard or Visa accepted only by faxing information with signature to 515/232-5649 or mailing to above address by December 31.

Credit cards will not be accepted at the registration table. No refund requests honored after January 4, 2010. A \$5 administrative fee will be deducted from refunds requested in writing before that date.

### Special options

I am interested in having a display in the exhibit hall and/or being a cosponsor.

I plan to bring a poster on a research project or educational topic.

Topic: \_\_\_\_\_

I plan to bring an item for the silent auction to support the PFI Camp.

That item is: \_\_\_\_\_

### U-PICK

From the health benefits of organic foods, to repairing farm equipment: YOU choose the topic for this session. Write your idea below and turn in with your registration, and we will organize sessions to accommodate as many ideas as possible!

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### BEGINNING FARMERS

Would you like to schedule a time to meet with the Beginning Farmer Center?

Yes  No thanks

### MENTOR LUNCH SATURDAY NOON

I am interested in eating the Saturday noon All-Iowa meal with a farmer experienced in the area of: \_\_\_\_\_



Make Checks payable to  
**PRACTICAL FARMERS OF IOWA**

and mail this form to:  
Suzi Bernhard  
Practical Farmers of Iowa  
137 Lynn Ave Ste 200  
Ames, IA 50014

OR REGISTER ONLINE at [www.practicalfarmers.org](http://www.practicalfarmers.org)

### kids are welcome!

While we are not providing official child care this year, we will have a spot available in the exhibit hall/networking room for kids to play quietly and for you to watch your children.



### Round I 10:30 – 11:30 am

**Jubilee!** Discussion on the Keynote Addresses

- James Frantzen, Frantzen Family Farms
- Andy Johnson, Oneota Slopes Farm
- Kayla Koether, Koether Ranch
- Jan Libbey, One Step at a Time Gardens
- Jerry DeWitt, Leopold Center for Sustainable Agriculture, moderator

Join James, Andy, Kayla, Jan, and Jerry for follow-up conversation on our opening session.

### Finding Success in Succession

■ Jeanne Hansen, Hansen's Dairy

Learn how the Hansens brought four sons back to their farm of 150 Holsteins and 240 acres. They process and deliver dairy products direct to consumers and local retailers and institutions, and also have two retail outlets of their own.

— Jeanne grew up in Ames where she met her husband, Jay, and since 1975 they have farmed. She loves spending time at Hansen's retail outlets, doing farm tours, watching grandkids, and serving her church.

### Major Pests and Solutions

- Mark Gleason, Iowa State University
- Don Lewis, Iowa State University

PFI on-farm research delivers results! Learn to manage cucumber beetles, squash bugs, and bacterial wilt on cucurbit crops. Find out the life cycle, biology, habits, and control strategies of the Colorado potato beetle.

— Don Lewis is Professor of Entomology and an Extension Entomologist.

— Mark Gleason is a Professor of Plant Pathology and Extension Plant Pathologist at Iowa State University.

### Manure Handling and Nutrient Cycles

■ John C. Gilbert

Are you getting everything possible out of manure? Proper handling and application timing is not just a regulation or political issue – it's also economic. Learn nutrient cycle basics, how manure management affects cycles, and strategies for minimizing nutrient losses.

— John C. Gilbert is a Professional Engineer with Curry-Wille and Associates and also assists in the operation of his family's dairy, pig, and crop farm in north-central Iowa.

### Writing Your Farm/Garden

■ Mary Swander, State of Iowa Poet Laureate

You have a complex relationship with your land, a mix of pride and passion, of history and the here-and-now. Like a glacial moraine, your soil's stories are built on vast interactions. Uncover your tales and commit them to paper; Mary's tips will help you!

— Mary Swander is a fourth-generation Iowan and an internationally respected author of non-fiction, poetry, drama, and journalism. She founded the organization Agarts to explore the intersection of arts and agriculture.

### Plant Essential Oils as Seed Treatments

- Susan Jutz, ZJ Farms
- Ken Choquette, Farmer
- Rick Exner, Practical Farmers of Iowa
- Susana Goggi, Iowa State University

Applied directly to the seed, seed treatments minimize pesticide use while providing protection from seed- and soil-borne pathogens to the germinating seedling. PFI farmers participated in a project using plant-made essential oils (cinnamon, oregano, and thyme) as an alternative to chemicals. Learn results from two years of data in peas, soybeans, and corn.

— Susan Jutz runs ZJ Farms, a Community Supported Agriculture near Solon that provides food for 300 families.

— Ken Choquette grows corn, soybeans, hay, and popcorn near St. Mary's.

— Susana Goggi is an Associate Professor in Seed Physiology at Iowa State University.

— Rick Exner is a PFI Consultant on the treatment project.

### Round II 1:30 – 2:30 pm

### CSA Pricing: What's Fair?

■ Angela Tedesco, Turtle Farm

■ Sally Worley, Practical Farmers of Iowa

In 2009, PFI members participated in a project to share details on fees and typical amounts in a CSA box. Learn the results, how to determine fair pricing, and how to convey the worth of your CSA shares.

— Angela Tedesco owns Turtle Farm CSA in Johnston.

— Sally Worley is PFI's Communications Director and also coordinates PFI's horticulture work.

### Prairie Provides On-Farm Heat

■ Eric Kreidermacher, Pork and Plants Greenhouse

■ Kamyar Enshayan, University of Northern Iowa

Eric grows prairie and ag residues to process into pellets to stoke boiler furnaces. Biomass provides nearly all the heat for his greenhouses/buildings. Find out how he does it, challenges, and whether the process is economically viable.

— From a 160-acre farm in southeast Minnesota, Eric Kreidermacher runs a contract pig nursery and 65,000 square feet of greenhouse space, all heated with the farm's biomass.

— Kamyar Enshayan is the Director of the Center for Energy and Environmental Education at the University of Northern Iowa; Kamyar also leads the On-Farm Energy Work Group, funded by the Leopold Center for Sustainable Agriculture.

### Aging Parents, Growing Children

■ Connie Tjelmeland, TJ Farms

■ Margaret Smith, Ash Grove Farm

How can we be both good parents and good children of aging parents? Join a discussion about options, resources, and ideas on doing a good job at this "Ultimate Multitasking Experience."

saturday workshops | 10:30 am – 4:45 pm

— Connie and her husband Mark work full-time on their farm while caring for their 17-year-old son and elderly mother.

— Margaret and husband Doug Alert juggle farming and an off-farm job, while raising two boys and experiencing continual change with aging parents, who live off-farm.

### High-Value Tree Crops

■ Tom Wahl, Red Fern Farm

Tom will discuss the potential, cultural practices, production, prices, markets, pests, and diseases for high-value crops: chestnut, persimmon, heartnut, paw paw, and more.

— Tom Wahl and his wife Kathy have grown high-value tree crops and operate a tree nursery.

### Managing Herbicide-Resistant Weeds

■ Bob Hartzler, Iowa State University

In the decade since the introduction of glyphosate-resistant crops, at least five weed species have evolved resistance to glyphosate in cropping systems. Learn mechanisms/status of herbicide resistance and how to minimize impact.

— Bob Hartzler is an Extension Weed Specialist and Professor of Agronomy at Iowa State University.

### Making Cents of Niche Pork Production

■ Ron Mardeson, Aframe Acres

■ Scott Sibbel, Sibbel Family Farms

■ Dave Stender, Iowa State University Extension

Ron will lead a farm tour and offer tips on starting weaned pigs on feed, keeping them healthy, and feeding on budget. Scott will show slides of his breeding-to-finish operation and talk about how he reaches 20 pigs per sow per year in his niche operation. Dave will share tips picked up from operations he's worked with.

— Ron Mardeson is a long-time pasture farrower near Elliott.

— Scott Sibbel farms with his family near Carroll.

— Dave Stender is a Swine Field Specialist at Iowa State University Extension.

### Round III 2:45 – 3:30 pm

### Cluster Meetings

Talk with producers growing what you're growing! Fruits and Vegetables, Beginning Farmers, Beef, Dairy, Poultry, Sheep and Goats, and Field Crops.

### Round IV 3:45 – 4:45 pm

### "U-Pick"

Back by popular demand! YOU choose the topics for informal discussion. Write your ideas on your registration form and we'll organize sessions to cover as many topics as possible.



■ tom wahl



■ mary swander



■ eric kreidermacher



■ connie tjelmeland

■ margaret smith



■ bob hartzler

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