

**GROW WHERE
YOU ARE**



**30TH ANNUAL
CONFERENCE**

January 29-31 § Mesquite, Texas

Design created by Caitlin MacNeal

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Welcome to the 30th Annual TOFGA Conference!

Dear TOFGA members, partners, and supporters,

Welcome to the Annual TOFGA Conference for 2023! This year's conference theme is Grow Where You Are: Connection, Adaptation, Diversity. The sessions this year were carefully chosen to help our Texas-wide community of farmers and ranchers think about how we care for the lands we steward, the communities we feed, and the businesses we build.

We are thrilled to gather with you for good learning and conversation with you.

Sincerely,
James Fairchild
TOFGA Vice-President

Board of Directors




James Fairchild, Vice-President
Leslie Provence, Secretary
Gregory Mast, Treasurer
Carolina Mueller, Board Member

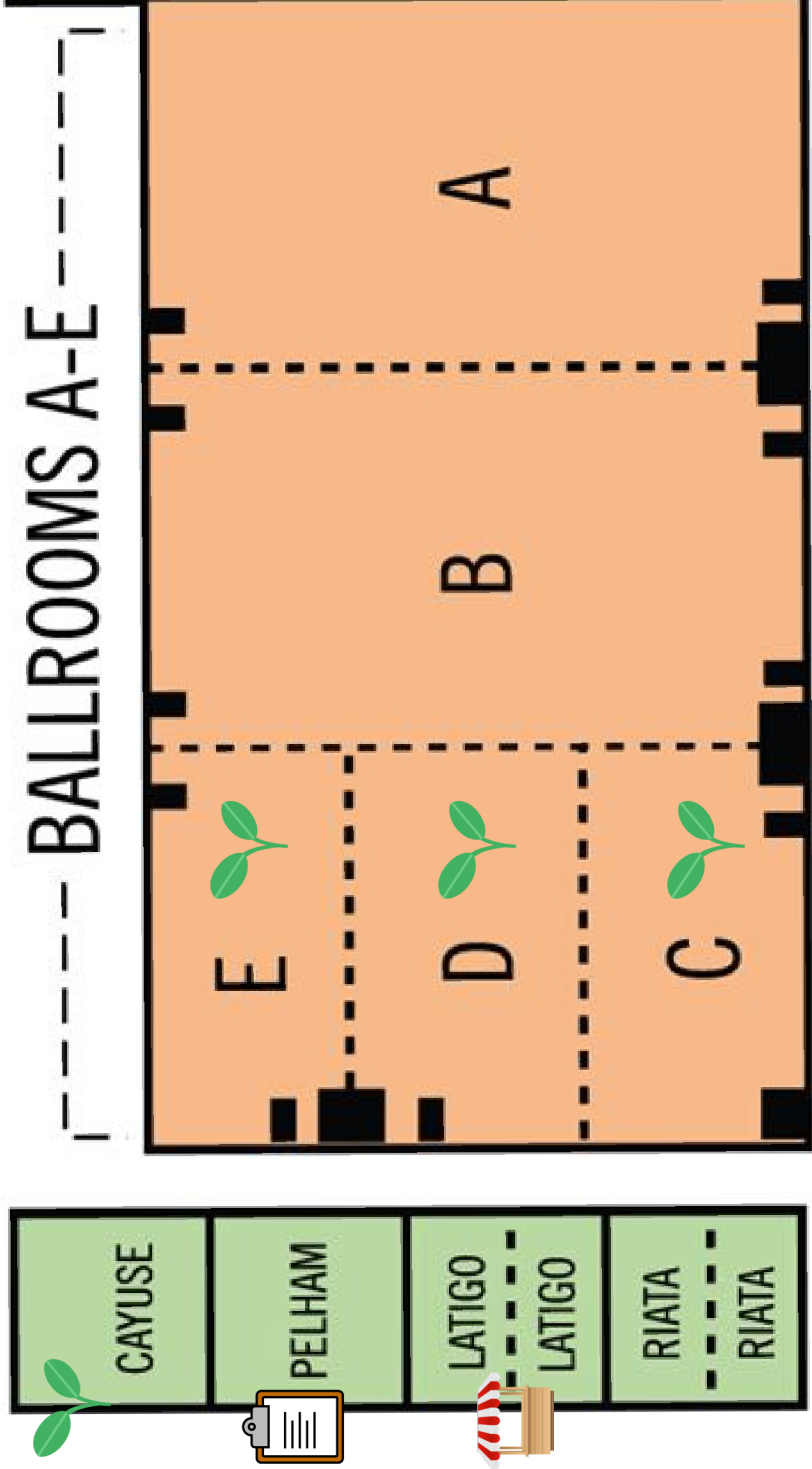
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Susie Marshall, Region 4 Director
Glen Miracle, Region 5 Director

Staff

Marisol Cervantes, Operations Manager

Hampton Inn & Suites Dallas Floorplan

-  = workshop rooms
-  = technical assistance
-  = market managers



THANK YOU
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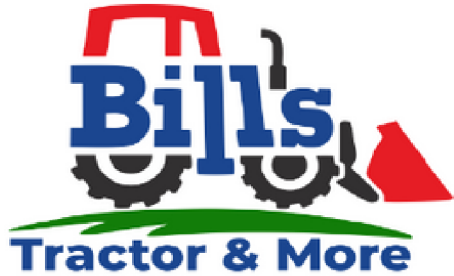


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Conference Schedule

Please note that while we have done our best to ensure sessions times, because of COVID, rooms and speakers are accurate, details are subject to change.

Thank you for understanding!

Sunday 1/29	Registration Opens					
	Welcome Reception - 5-6:30p - Ballroom B					
	Trivia Night 7pm - Ballroom C					
Monday 1/30 7:30am	Registration Opens					
8:15 - 9:45	Breakfast & Opening Plenary					
	Specialty Crops	Livestock	Community and Policy	Business and Marketing	Technical Assistance (No Workshops)	Farmers Market Managers
	<i>Ballroom E</i>	<i>Ballroom D</i>	<i>Ballroom C</i>	<i>Cayuse</i>	<i>Pelham</i>	<i>Latigo</i>
9:45-10:00	Break					
Session 1 10:00-11:15	Food Safety: Farming with Kids (Panel)	Native Grasses for Regenerative Ranching (David Will)	US Farm Bill and Texas State Legislature (Judith McGeary and Carolina Mueller)	New FSA & USDA Initiatives For Your Business (Panel)		How to Create a Welcoming Farmers Market for SNAP Shoppers
11:15 - 1:00	Lunch - Affinity groups					
Session 2 1:00-2:15	Wholesale Readiness for Specialty Crop Growers (Panel)	Grazing Multi Species (Christine Martin)	Cooperatives (Annelies Lottman, Blanca Estela Delgado)	Agritourism (Megan Neubauer)	USDA Technical Assistance	FMC Mini Keynote Presentation / TX Network of FM Meet Up
2:15-2:45	Break					
Session 3 2:45 - 4:00	Lo-tek Mushroom Cultivation and Composting (Angel Schatz)	HMI & Soil for Water - Soil Health for Animal Management (Luz Ballesteros, Christine Martin)	Grant Writing 101 For Producers (Katie Tritsch, Ty & Tokie Morgan)	TXFED Session: Making Money at the Farmers Market (Annelies Lottman, Rebekka Dudensing)	USDA Technical Assistance Rural Development	Accepting SNAP At Your Farmers Market
6:00-7:00	Pre-Banquet Happy Hour with cash bar					
	Seed Swap - Ballroom C					
7:00	Farm Feast and Keynote Speaker					

Conference Schedule

Tuesday 1/31 7:30am	Registration Opens					
7:30-8:30	Breakfast					
	Specialty Crops	Livestock	Community and Policy	Business and Marketing	Technical Assistance (No Workshops)	
	<i>Ballroom E</i>	<i>Ballroom D</i>	<i>Ballroom C</i>	<i>Cayuse</i>	<i>Pelham</i>	<i>Latigo</i>
Session 4 8:30 - 9:45	Soil Food Web (Andie Marsh)	Networking	Local Government Advocacy - Examples from Dallas, San Antonio, Edinburg (Panel)	Climate Beneficial Ag Product Marketing (Panel)	USDA Technical Assistance	
9:45-10:15	Break					
Session 5 10:15-11:30	Soil Remineralization (Justin Duncan)	Bees for Ag Exemption (Rex Smith)	TXFED Session: Optimizing Your Impact at the Farmers Market (Katie Tritsch, Rebekka Dudensing)	Accounting and Record Keeping Essentials (Evan Driscoll and Michelle Akindiya)	Cooperative Technical Assistance	
11:30 - 1:15	Lunch					
Session 6 1:15-2:30	Urban Farming Research at the TAMU/Dallas Research Station (Dr. Joe Masabni)	Networking	Networking	Beyond Fresh Information Session (Sue Beckwith)	USDA Technical Assistance Rural Development	
2:30-2:45						
Session 7 2:45 - 4:00	Member Meeting					

Session Descriptions

SUNDAY	
Registration hours 12:00 - 6:00 pm	
EVENING ACTIVITIES	
5:00 - 6:30 pm	Welcome Reception: Exhibitor area
7:00 - 8:00 pm	Trivia Night hosted by Central Texas Young Farmers Coalition: Ballroom C
MONDAY	
7:30 AM	Registration Opens
8:15 - 9:45	Breakfast & Plenary
9:45 - 10:00	Break
Session 1, 10:00-11:15 AM	
Ballroom E	Food Safety: Farming with Kids - Panel
	Parenting and farming are both hard, wonderful, messy, confounding, and beautiful things. Please join us as a few farmers share their experiences and strategies on how to keep kids happy, employees engaged, and the farm productive. Farmers with and without kids are encouraged to attend and the session will end with plenty of time for the audience to ask questions and share stories.
Ballroom D	Native Grasses for Regenerative Ranching - David Will
	Learn how to improve your land with native grasses and how they can become a sustainable part of any farming or ranching operation. Learn how to economically establish native prairies without the use of chemicals or fire. Consider a new paradigm in drought prevention and management.
Ballroom C	US Farm Bill and Texas State Legislature - Judith McGeary & Carolina Mueller
	Regenerative farmers and ranchers have exciting opportunities in 2023 to make changes in the system that controls what food is grown, who grows it, how it's sold, and who can access it! With Congress considering the Farm Bill and the Texas Legislature in session, now is the time to raise our voices for regenerative agriculture and resilient food systems. This session will cover both what is being debated by our elected officials and how you can be an effective advocate for your interests.
Cayuse	New FSA & USDA Initiatives For Your Business - Panel
	The major sub-agencies of USDA, which are FSA, NRCS and Rural Development, have opened up many new grant programs and even increased the funding levels of existing programs. Over the next 2-3 years, there will be unprecedented levels of assistance coming out of Washington DC and Texas state-level agencies. Presenters in this session will summarize all these new opportunities and deadlines for filing applications.
Latigo	How to Create a Welcoming Farmers Market for SNAP Shoppers - TXFED
	How to Create a Welcoming Farmers Market for SNAP Shoppers is a course for all farmers markets offering guidance to reflect on their accommodations to customers and to create a plan of action for improvement.
11:15 AM - 1:00 PM	Lunch - Affinity Groups

Session Descriptions

Session 2, 1:00-2:15 PM	
Ballroom E	Wholesale Readiness for Specialty Crop Growers - Panel
	What do you need to know to sell to food hubs and other wholesalers? Come to this workshop to learn about opportunities for you to learn how to sell to wholesalers and to learn from the Common Market Texas about a new project they have now to buy millions of dollars of product from Texas producers.
Ballroom D	Using Multispecies Grazing to Achieve Your Goal for Your Land - Christine Martin
	Livestock are tools to manage your landscape towards your landscape goal. Learn how to use the right tool for the problem you're addressing on your land. Allowing different livestock to manage your landscape through their grazing, will move you towards your goal profitably and environmentally soundly. There is no one plan fits all.
Ballroom C	Cooperatives - Annelies Lottman & Blanca Estela Delgado
	You don't have to farm alone! Cooperatives are powerful tools for groups of farmers, ranchers, and market gardeners to meet shared needs together. People working in all areas of the food system use co-ops to market products together, access supplies with economies of scale, and create community around shared needs and resources. Learn how to use cooperatives as a tool for economic and community success at this interactive session.
Cayuse	Agritourism: Strategies for Pick-Your-Own Farming - Megan Neubauer
	Agritourism is profitable and highly in demand. Learn how Pure Land Farm transitioned from a market garden to a pick-your-own farm and how to start using agritourism in your operation.
Latigo	FMC Mini Keynote Presentation / TX Network of Farmer Market Meet Up
Pelham	Technical assistance - USDA
2:15 - 2:45 PM	Break
Session 3, 2:45 - 4:00 PM	
Ballroom E	Lo-tek Mushroom Cultivation and Composting - Angel Schatz
	Join Central Texas Mycological Society to learn how to grow mushrooms, build healthy soil, sequester carbon, increase water retention and divert "spent" mushroom grow blocks from the waste stream.
Ballroom D	HMI & Soil for Water - Soil Health for Animal Management - Luz Ballesteros & Christine Martin
	Implementing soil health practices enhances soil fertility and water retention. This enhanced soil fertility has a positive impact in forage quantity and quality in turn benefiting livestock health. This workshop aims in informing practicing and future livestock producers about soil health, how to do infield soil health measurements, and how it can have a positive impact on animal health.
Ballroom C	Grant Writing 101 For Producers - Katie Tritsch, Ty & Tokie Morgan
	Interested in getting a grant to help fund your farm? In this session, learn about grant programs available to farmers and ranchers, what to keep in mind when writing and submitting an application, and what it means when you receive grant funds. You will also learn where you can get technical assistance from TX-based organizations and institutions available to help with grant applications.
Cayuse	TXFED Session: Making Money at the Farmers Market - Annelies Lottman & Rebekka Dudensing
	Making Money at the Farmers Market shares farmers market vendor testimonies on knowing your market, knowing your costs, and pricing your product. When you enroll for this course you will be able to download 4 worksheets to help you create a profit at the farmers market!
Latigo	Accepting SNAP At Your Farmers Market - TXFED
	This course offers tutorials and interactive downloads on how to implement a successful SNAP program at your farmers market. You can start learning from farmers market experts on how to start accepting SNAP today!
Pelham	Technical assistance - USDA Rural Development

Session Descriptions

4:00 - 4:30 PM	Break
4:30-5:45	Member Meeting- Room TBA
6:00 - 7:00 PM	Pre-Banquet Happy Hour with cash bar
	Seed Swap - Ballroom C
7:00 PM	Farm Feast Lucille Contreras, CEO and Founder - Texas Tribal Buffalo Project
TUESDAY	
7:30 AM	Registration opens
7:30 - 8:30 AM	Complimentary Breakfast
Session 4, 8:30 - 9:45 AM	
Ballroom E	Soil Food Web - <i>Andie Marsh</i>
	An intro to soil ecology! We'll discuss soil life that is associated with degraded vs. healthy soils and consider practical ways to nurture biology to improve the resilience of our gardens, landscapes, and food crops.
Ballroom C	Local Government Advocacy - Examples from Dallas, San Antonio, Edinburg - <i>Panel</i>
	What is the role of city departments to improve zoning policies for urban farming? This panel will discuss real world experiences in San Antonio, Edinburg and Dallas to removing barriers to farming. Hear about strategies, opportunities, and lessons learned the hard way, for changing local ordinances and policies.
Cayuse	Climate Beneficial Ag Product Marketing - <i>Panel</i>
	USDA will fund \$3B for producers to develop and market products that are climate beneficial. Will they actually sell? Find out what USDA is thinking and what farmers are planning to do to make this work.
Pelham	Technical assistance - USDA
9:45 - 10:15 AM	Break

Session Descriptions

Session 5, 10:15 - 11:30 AM	
Ballroom E	Soil Remineralization - Justin Duncan
	This class talks about the minerals that should be in foods and what they do for crops and secondary consumers. We'll discuss why micro-nutrients and trace-elements aren't available in the amounts they should be anymore and the effects of the resulting mineral deficiencies in crops and people. Most importantly it covers steps on how to restore them.
Ballroom D	Bees for Ag Exemption - Rex Smith
	We will discuss different aspects of choosing to have honeybees as your livestock for ag-valuation in Texas.
Ballroom C	TXFED Session: Optimizing Your Impact at the Farmers Market - Katie Tritsch & Rebekka Dudensing
	Optimizing Your Impact at the Farmers Market shares farmers market vendor testimonies on knowing networking and marketing at the market, designing your display, and finding help. When you enroll for this course you will be able to download 3 worksheets to guide you in optimizing your impact at the farmers market.
Cayuse	Accounting and Record Keeping Essentials - Evan Driscoll & Michelle Akindiya
	We will review how record keeping, budgeting and accounting are essential backbones for your business and how good systems can help you grow profitably and get funding for your business.
Pelham	Technical assistance - Cooperatives
11:30 AM - 1:15 PM	Lunch & Regional meetings
Session 6, 1:15 - 2:30 PM	
Ballroom E	Urban Farming Research at the TAMU/Dallas Research Station - Dr. Joe Masabni
	Dr. Masabni will describe how he obtained funds from NRCS to establish a 3000 sq.ft garden at Dallas Center for research and extension purposes. He will demonstrate his approach for raised bed gardening, season extension, irrigation, and pest control, and share successes and failures of 1 year of production and share yields of the variety of crops planted.
Cayuse	Beyond Fresh Information Session - Sue Beckwith
	Join Sue from the Texas Center for Local Food to learn about how adding value-added products might be right for your farm. Taking a farmer-first approach, this presentation goes over the numbers, the opportunities, and the regulations to consider when exploring adding another product to you business.
Pelham	Technical assistance - USDA Rural Development
2:30 - 3:30 PM	Member meeting



Happy 30th
 Birthday **TOFGA**



Michelle Akindiya

Sue Beckwith

We appreciate growing with you!

Sherri L. Smith

Moving forward... together,

*P. Wade
 Ross*

The Texas Center for Local Food Team

Anna Marie Rosenlieb

Susan Barker

Adriana Penabad

Katie Lawaltee

Anna Wright



SUSTAINABLY GROWN FOOD FROM FARMERS & RANCHERS

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SATURDAYS 9AM - 1PM



TFM AT MUELLER
SUNDAYS 10AM - 2PM

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