



## **Annie's Project New Jersey 10 Years of Empowering New Jersey Farmers**

**November 4, 2021, 6 - 8:30 PM Zoom Meeting**

Moderator, Madeline Flahive DiNardo, County Agent II, Associate Professor, Rutgers Cooperative Extension of Union County

6-6:10 Welcome, Dr. Brian Schilling, Direct Marketing and Agritourism Issues, Associate Director-NJAES/Director – Rutgers Cooperative Extension

6:10- 7 Keynote: How can farmers turn the new customers they got during the pandemic into permanent customers? Dr. Bridget K. Behe, Professor, Dept. of Horticulture, Michigan State University

7-7:10 Break

7:10- 8:10 Break-out Sessions:

Track 1 Succession Planning— Moderator, Madeline Flahive Di Nardo, Moderator County Agent II, Associate Professor, Rutgers Cooperative Extension of Union County

7:10-7:50 Succession Planning: How the Suydam Family Did It - Ryck Suydam, President, New Jersey Farm Bureau, Owner and Operator, Suydam Farms, LLC

7:50-8:10 Personal Finance in Succession Planning - Dr. Barbara O'Neill, Distinguished Professor Emerita, Rutgers University, Owner/CEO, Money Talk: Financial Planning Seminars and Publications, Ocala, FL

Track 2 Marketing – Moderator, Richard W. VanVranken, County Agent 1, Professor, County Extension Department Head, Rutgers Cooperative Extension of Atlantic County

7:10-7:30 Market channels and demographics – Richard W. VanVranken, County Agent 1, Professor, County Extension Department Head, Rutgers Cooperative Extension of Atlantic County

7:30-7:50 Marketing online – Dr. Ramu Govindasamy, Professor and Chair, Dept. of Agricultural, Food and Resource Economics, Rutgers University

7:50-8:10 Managing Supply Chain Disruptions – Dr. Robin G. Brumfield, Professor and Specialist in Farm Management, Department of Agriculture, Food and Resource Economics, Rutgers University

Track 3 Production Issues – Moderator, Dr. Amy Rowe, County Agent II, Associate Professor, Rutgers New Jersey Agricultural Experiment Station, Cooperative Extension of Essex and Passaic Counties

7:10-7:30 Community Supported Soil Fertility – Dr. Joseph Heckman, Professor and Extension Specialist, Plant Biology, Rutgers University

7:30-7:50 Sustainable Production - Lauren Errickson, Senior Program Administrator Rutgers Cooperative Extension

7:50-8:10 Focusing on sustainability: crop production, soils, and energy – Dr. A.J. Both, Professor and Extension Specialist, Environmental Science

8:10- 8:25 Panel- What worked well? What would you do differently?

Caroline Etsch, Farmer at Etsch Farms, Monroe, New Jersey & Chair of New Jersey Farm Bureau Women's Committee

Mary Lynn Shiles, Member of Gloucester County Board of Agriculture representing Farm Markets

Ashley Reese, Eastmont Orchards

Candice Howard, Duchess Farms, South Brunswick

8:25-8:30 Wrap-up - Building Resilience - Dr. Robin G. Brumfield, Professor and Specialist in Farm Management, Department of Agriculture, Food and Resource Economics, Rutgers University