



## Program Agenda

### Annie's Project: Farming in New Jersey's Cities and the Urban Fringe

December 3, 10, 17, 2019 and January 7, 14, 21, 2020 Classes 6-9pm Dinner 5pm

Concurrent sessions in Roseland, New Brunswick, and Mays Landing

*Please note that all speaker presentations will take place in the 'central' New Brunswick class location. Our media specialist will record and simultaneously livestream them to the 'remote/virtual' classes in Mays Landing and Roseland which will be interactive with New Brunswick with a local facilitator.*

#### **December 3 Week #1: Introduction and Marketing Risk**

6:00-6:10pm

- **Introduction** - Laura Lawson, Professor, Landscape Architecture, and Dean of Academic Programs, School of Environmental and Biological Sciences, Rutgers University

6:10-9pm

- **3 Steps to a profitable farm** - keynote/instructor Charlotte Smith, farmer/entrepreneur, Champoeg Creamery, 3 Cow Marketing, St. Paul, Oregon

#### **December 10 Week #2: Business and Financial Risks, and Production Risks**

6:00-6:20pm

- **Review homework - Marketing Plan**

6:20-6:40pm

- **Growing opportunity through urban farmers markets** - Laura Errickson, Sr. Program Manager, Rutgers Cooperative Extension, NJAES, Rutgers University

6:40-7:00pm

- **Why have a business plan? - a farmer's perspective** - Carol Przewozny, B&B Livestock Farm, Glen Gardner, NJ

7:00-7:20pm

- **Business Plans - AgPlan and Rutgers Business Planning workbook** - Madeline Flahive DiNardo, Union County Agriculture Extension Agent, NJAES, Rutgers University

7:20-7:40pm

- **Developing a mission/vision statement for your farm** - Robin Brumfield, Professor, Agricultural Economics and Marketing, Farm Management Specialist, NJAES, Rutgers University

7:40-8:10pm

- **Water Issues: availability, irrigation, conservation** - Amy Rowe, Essex and Passaic Counties Cooperative Extension Agent, NJAES, Rutgers University

8:10-8:40pm

- **Accessing land through leasing or purchasing** - Tobias Fox, Director and Founder, Newark Science and Sustainability, Newark, NJ

8:40-9:00pm

- **The risks of leasing land - a farmer's perspective** - Chelsa Hernandez, Owner/Founder, Coeur et Sol Urban Farms and Green Grocer Food Hub, Bloomfield, NJ

### December 17 Week #3: Production Risks, and Financial Risks

6:00-6:20pm

- **Review homework - Mission Statement**

6:20-6:45pm

- **Understanding and controlling metal contamination in urban gardens** – Ashaki Rouff, Professor, Earth and Environmental Science, Rutgers-Newark, NJ

6:45-7:10pm

- **Soil quality assessment by dig, look, feel and test** - Joseph Heckman, Professor, Plant Biology, Agricultural Extension Specialist, NJAES, Rutgers University

7:10-7:35pm

- **Don't guess; test!** - Stephanie Murphy, Director, Rutgers Soil Testing Lab, Rutgers NJAES, Rutgers University

7:35-8:05pm

- **Financial planning for agricultural entrepreneurs** – Barbara O'Neill, Distinguished Professor, Agricultural Economics and Marketing, Financial Resource Management Specialist, NJAES Rutgers University

8:05-8:35pm

- **Hydroponics** – AJ Both, Professor, Environmental Science, Agricultural Extension Specialist, NJAES Rutgers University

8:35-9:00pm

### January 7 Week #4: Financial and Business Resources

6:00-6:20pm

- **Review homework - Production Plan**

6:20-7:00pm

- **What the Farm Service Agency (FSA) and the Natural Resources Conservation Services (NRCS) can do for urban farmers** – Gabi Grunstein, (FSA), Austin Baird, (FSA), and Rosalyn Orr (NRCS)

7:00-8:30pm

- **Developing your financial plan and how to secure a loan** – Dawn Edmonds, Loan Officer, Farm Credit East

8:30-8:40pm

- **The NJ Department of Agriculture (NJDA) Farmer to Farmer Link Program** – Kelly Steimle, Agricultural Resource Specialist, New Jersey Department of Agriculture (NJDA)

8:40-9:00pm

- **Rutgers Cost Accounting program: A Tool to estimate your production costs**– Robin Brumfield, Professor, Agricultural Economics and Marketing, Farm Management Specialist, NJAES, Rutgers University

### January 14 Week #5: Legal Risks

6:00-6:20pm

- **Review homework - Financial Plan**

6:20-6:40pm

- **Right-to-farm issues - Overview** – Brian Schilling, Professor, Director, Rutgers Cooperative Extension, Rutgers University, New Brunswick

6:40-7:00pm

- **Meeting the challenge of Right-to-Farm with chickens or (Producing good food to feed people should be legal)** – Joe Heckman, Professor, Plant Biology, Agricultural Extension Specialist, NJAES, Rutgers University

7:00-7:10pm

- **Later life farming** – Nick Polanin, Director, Rutgers Cooperative Extension of Somerset County, NJAES, Rutgers University

7:10-7:40pm

- **Succession planning** – Keith Dickinson, Business Consultant, Farm Credit East, Bridgeton, NJ

7:40-8:00pm

- **Real life challenges of farming from a farmers perspective**– Carolyn Etsch, Owner/Manager, Etsch Farms, Monroe Township, NJ

8:00-8:30pm

- **Agritourism as a business model/Labor challenges – a farmer’s perspective** - Debbie Post, Owner, Riamede Farm, Chester, NJ

8:30-8:40pm

- **Farm to school– a wealth of opportunities for farmers** – Erin Maguire, Farm to School Coordinator, NJDA, Division of Food and Nutrition

8:40-9:00pm

- **Understanding farm insurance policies** – Staci Dempsey, Agent, American National Insurance, Elmer, NJ

### January 21 Week #6: Human and Personal Risk, and Production Issues

6:00-6:20pm

- **Review homework - Plan to Manage Legal Risks including Estate Plan**

6:20-6:50pm

- **Improving healthy food access for WIC and SNAP recipients** – Joni Garcia, Supplemental Nutrition Assistance Program (SNAP), Team Leader, USDA/Food & Nutrition Service (FNS), and Constance Kramer-Walker, Team Leader, Supplemental Food Program -Women, Infants and Children (WIC), Farmers' Market Nutrition Program (FMNP) & Senior Farmers' Market Nutrition Program (SFMNP). USDA/Food & Nutrition Service (FNS)

6:50-7:10pm

- **Berry growing as a model to explore small acreage farming- a farmer’s perspective** - Michael Brown, Owner, Pitspone Farm, Kendall Park, NJ

7:10-7:30pm

- **Impacts of climate change and mitigation projects that include customer support - a farmer’s perspective** – Sherry Dudas, Owner/Manager, Honey Brook Organic Farm, Pennington and Chesterfield, NJ

7:30-7:50pm

- **Common Diseases of Ornamentals: Symptoms, Signs, and Management** – Ann Gould, Associate Extension Specialist, Ornamental plant pathology, NJAES, Rutgers University

7:50-8:10pm

- **Food safety** – Meredith Melendez, Mercer County Agricultural Extension Agent, NJAES, Rutgers University

8:10-8:30

- **Building soil in urban environments: Pathways to small volume food waste management** – Jamie Bruno, Co-founder, Urban Agriculture Cooperative, Newark, NJ

8:30-8:40pm

- **Graduation talk** – Richard Alomar, Associate Professor, Landscape Architecture, and Associate Director of Urban Extension and Engagement, School of Environmental and Biological Sciences (SEBS), Rutgers University

8:40-9:00pm

- **Certificates and photos**

#### **Class Facilitators**

##### **New Brunswick**

Deborah Greenwood, Ph.D., Project Manager, Agricultural, Food, and Resource Economics, SEBS, Rutgers University

Madeline Flahive DiNardo, County Agricultural Extension Agent, Rutgers Cooperative Extension Union County

Barbara O'Neill, Professor, Financial Resource Management Specialist, SEBS, Rutgers University

**Roseland** – Jan Zientek, Sr. Program Coordinator, Rutgers Cooperative Extension Essex County  
Amy Rowe, County Agricultural Agent, Rutgers Cooperative Extension of Essex and Passaic Counties  
**Mays Landing** – Rick VanVranken, Agricultural Extension Agent, Rutgers Cooperative Extension Atlantic County  
**Rotating facilitators** – Robin Brumfield, Professor, Farm Management Specialist, Rutgers Cooperative Extension,  
Nick Polanin, Director, Rutgers Cooperative Extension Somerset County  
**Media Specialist** – Chris Szybel, Office of Continuing Professional Education, SEBS, Rutgers University

For more information about the program contact Deborah Greenwood, Ph.D., Project Manager at:  
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