

**Urban and Small Farms Conference Breakout Sessions**  
**Thursday, February 20, 2014**  
**Direct Marketing and Management**

**8:00 am Value Added Producer Grant Program, LuAnn Wilson & Lori Silva, USDA Rural Development**

LuAnn and Lori will discuss the objectives, application process, uses, population, and terms/conditions of the grant programs offered by the USDA.

**Conservation Plans and Farm Bill Programs, Danny McBride, USDA NRCS**

- Overview and Background of USDA/NRCS
- The Need for a Conservation Plan for your farming operation
- Farm Bill Programs available for technical and financial assistance
- Types of projects that can receive financial assistance
- An exciting, lively, and interactive presentation!

**9:00 am USDA Farm Service Agency Programs , Clif Rasmussen & Jennifer Hicks, USDA FSA**

Clif will discuss the financing options for agricultural producers offered by the Farm Service Agency. Jennifer will discuss the farm commodity, conservation and environmental, and emergency and disaster assistance programs available through the Farm Service Agency.

**Financing Small Farms - Western Ag Credit**

**10:30 am Lease Issues and Other Liability Concerns for the Urban Farmer -Todd Hallock, Hallock & Hallock**

This is a nuts and bolts presentation about agriculture leases and considerations in negotiating a lease for urban and small farmers, including potential land mines. This presentation will also cover the management of other common liability concerns for farmers, including business formation, insurance, recreational use issues, agro-tourism, waivers and other statutory limitations on liability.

**1:00 pm Farm Camps for Kids - Sara Harward**

**Agritourism Brandon Law, Black Island Farms**

**3:00 pm Winter Farm Marketing Strategies- Kynda Curtis, USU and Alison Einerson, Downtown Alliance**

Discuss consumer interest in purchasing local foods in the winter, as well as potential outlets and pricing for local food sales in the winter.

**4:00 pm Selling Your Products to a Grocery Store- Robert Segmiller, Harmons Grocery**