



NORTHERN CONNECTICUT AGRICULTURAL SUMMIT

SATURDAY MARCH 2, 2019 (Snow Date March 9)

Seminar Descriptions



THEME: *"Farming for Your Future"*

The Audience: Current and prospective farmers in Hartford and Tolland Counties Connecticut

WHERE: Asnuntuck Community College – 170 Elm Street, Enfield CT

9:20 – 10:00 Session 1

- Social Media 101 will uncover the elements that make for potent online storytelling. Marketing efforts will provide a general overview of the major social media platforms and their features. Session will be interactive. Phones and laptops are welcome.
- Information on Hydroponics
- NSARE & Other Grants & Resources Available to Connecticut Farmers: Overview of NSARE farmer grants, other grant opportunities for farmers, as well as resources and programs available from UConn Extension.
- Land Options: Finding land to farm or someone to farm it and land preservation; Information about Farmland Preservation options will be included.
- Establishment & Maintenance of the Commercial Kitchen
- Mobile Payments Technology at Retail: Expanding technology to accept charge cards at Farmer's Markets and Farm Stands

10:10 – 10:50 Session 2

- Beekeeping Basics: This presentation will highlight a modern beehive structure and describe the communal organization of bees within a hive. The life cycle of worker bees and basic bee genetics will be covered. A brief history of beekeeping will be included
- Understanding Your Soils & Managing Soil Health: Soils are the basis for any farm's success. Participants will learn basics about soils and soil landscapes and the principals important to maintaining healthy soils. They will develop knowledge about soil health and the common conservation practices to maintain them. Guidance on soil testing, reading soil tests, understanding soil maps and the use of conservation plans.
- Land As Your Legacy: Information for farmers to think about their farm and the next generation. Transition planning and the necessary steps.
- Connecticut Produce Safety: An overview of produce safety in Connecticut
- Pass the Farm to school Test – New Tools, Rules & Resources to demystify school purchasing: Schools are ready now more than ever to produce local and direct for their cafeterias. There are new USDA rules and regulations that make purchasing agreements simple and effective. We will share up-to-date information to demystify and shed light on many myths and misconceptions about entering into relationships with schools. Working with schools is a great way to incorporate direct wholesale into your business plan, gain market share as this demand increases and take advantage of cross marketing opportunities. As CSA subscription and farmers markets sales are increasing come and find out how to make the best of Farm to School.
- Intro to the CT Farm/Food Processing Regulatory Landscape: Many farmers are seeking to add value to the products they grow with further processing. Regulatory considerations when thinking of growing ingredients and preparing them in your own farm home kitchen or commercial kitchen will be discussed.

11:00 – 11:40 Session 3

- Farm Finance & Access to Credit: Learn about some of the basics of farm finance & access to credit for new and existing farms including recordkeeping, financial statements, cash flow budgeting and financing & credit.
- Insuring Your Farm: Insurance protection for various farming activities/risks. Agritourism, roadside stands, pick your own, corn maze, hayrides, etc. Animal liability, auto, equipment, special events, buildings and homes.
- Establishing a successful CSA: History of Easy Pickin's Orchard and their CSA program. Tips & tricks of running a CSA program including marketing, planning, process, harvesting and delivery. Successes and pitfalls will be discussed, as well as the future of their CSA.
- Overview of Produce Safety: Overview of produce safety in Connecticut
- The Retailers Perspective: Review & insights from the food retail perspective including customer behaviors and patterns and retailers purchasing requirements & needs.
- Navigating Through State Grants: Opportunity to understand and apply for state grants through the CT Dept. of Ag. Learn do's and don'ts of writing a grant application and tips on what makes your project application stand out among the crowd.