

Agenda
Project Directors Meeting
Prosperity for Small and Medium-Sized Farms and Rural Communities Programs
February 21 – 22, 2013

Holiday Inn Capitol, 550 C. Street, Washington, DC 20024

February 21, 2013

- 7:30 AM **Registration**
- 8:30 AM **Welcome and Meeting Overview**
Drs. Robbin Shoemaker and Fen Hunt, National Program Leaders
USDA-National Institute of Food and Agriculture (NIFA)
- 8:45 AM **Agricultural Economics and Rural Communities: A USDA Perspective**
Meryl Broussard, Deputy Director for Agriculture and Natural Resources, NIFA
- 9:15 AM **Break**
- 9:30 AM **Session 1: Rural Development**
Moderator: **Robbin Shoemaker**, National Program Leader, NIFA
Panelists: **Alison Davis**, University of Kentucky – *“Promoting Entrepreneurship in Distressed Rural Communities: Integrating Psychological and Sociological Perspectives”*
 Corinne Valdivia, University of Missouri – *“Immigrant Integration and Sustainable Rural Development: Linking Receiving and Newcomer Communities”*
 Cassandra Moseley, University of Oregon – *“Community-Based Organizations, Social Networks, and Conservation: Strategies for Rural Economic Development in the West”*
 Donald M. McLeod, University of Wyoming – *“Determining the Relationships Between Pattern and the Costs of Public Services in the Mountain West”*
 Harrison Pittman, University of Arkansas – *“Enhancing Rural Communities and Entrepreneurship through Research and Outreach Addressing Legal and Regulatory Issues in Direct Marketing”*
- 11:30 noon LUNCH (on your own)
- 1:00 PM **Session 2: Local Food Systems**
Moderator: **Jill Auburn**, Acting Director, Office of the Chief Scientist, USDA
Panelists: **Mary Hendrickson**, University of Missouri – *“Explaining Linkages Among Farmers and Consumers in Local and Regional Food Systems to Enhance Rural Development”*
 Kenneth L. Robinson, Clemson University – *“Using Local Food Banks to Promote Sustainability of Small and Limited Resource Farms”*

Pamela J. Jackson, Fayetteville State University – *“Entrepreneurial Network Development Linked to a Southeastern North Carolina Regional Food System Initiative: Building Innovation Capacity”*

Colleen Matts, Michigan State University – *“Farm to Institution: Guiding Market and Pricing Decisions for Small and Medium Scale Farms”*

Chyi-Lyi Liang, University of Vermont and State College – *“Impacts of Multifunctional Operations on Long Term Sustainability and Prosperity of Small and Medium-Sized Farms and Rural Communities”*

Kathryn De Master, University of California, Berkley – *“Fostering Resilience: Integrating Territory and Heritage into Emerging Agricultural Clusters in the United States”*

3:00 PM **Break**

3:15 PM **Session 3: Urban Farming**

Moderator: **Fen Hunt**, National Program Leader, NIFA

Panelists: **Sally Lind Duncan**, Oregon State University – *“Utilities and Corporations as Ecosystem Services Buyers: Innovative Opportunities for Small and Medium-Sized Farms and Rural Communities”*

Brian Schilling, Rutgers, The State University of New Jersey – *“Enhancing Access to Preserved Farmland for Small and Medium Sized Farmers”*

Rhonda Skaggs, New Mexico State University, *Improving Economic Returns and Long-Run Sustainability in a Rapidly Growing, Peri-Urban, Multicultural, Traditional Farming Community*

5:00 PM **Break**

5:30 PM **Poster Session and Reception**

February 22, 2013

8:30 AM **Session 4: Animal Systems**

Moderator: **Robbin Shoemaker**, National Program Leader, NIFA

Panelists: **Francis Fluharty**, The Ohio State University – *“Assessing Production Systems, Economics, Marketing, Producer and Processor Perceptions and Characteristics of Meat from Forage-Based Systems*

Adrian Harri, Mississippi State University – *“Factors Influencing Marketing Margins in Cattle and Beef Markets”*

Darin Saul, University of Idaho – *“Developing Strategies to Increase Prosperity for Small Farms through Sustainable Livestock Production, Processing and Marketing”*

Guillermo Scaglia, Louisiana State University – *“Profitability for Small Beef Producers through Sustainable Forage Systems and Value Added Forage Fed Beef Production”*

David T. Galligan, University of Pennsylvania – *“Increasing Economic and Environmental Sustainability of Small and Medium Sized Dairy Farms”*

Nicolas DiLorenzo, University of Florida – *“Economic Viability and Agro-Ecology of Integrating Beef Cattle and Short Term Perennial Grasses into Peanut and Cotton Rotations”*

10:30 AM **Break**

11:00 AM **Lillian Salerno**, Acting Administrator, Rural Business-Cooperative Service
“Perspectives from Rural Development”

12:00 Noon **Lunch (on your own)**

1:30 PM **Session 5: Farm as a Business**
Moderator: **Scott Loveridge**, Michigan State University
Panelists: **Qingbin Wang**, University of Vermont – *“Enhancing the Profitability and Sustainability of Small and Medium Sized Dairy Farms through Artisan Cheese and Other Value-Added Products”*
Charles M. Tolbert, Baylor University – *“Rural Community Banks and Small Business Performance”*
Jason Scott Bergtold, Kansas state University – *“Small and Medium Size Farmers` Ability and Willingness to Supply Carbon Offsets through Carbon Markets and Conservation Crop Production”*
George W Stevenson, University of Wisconsin – *“Multi-Farm Business Strategies and Policy Considerations for the Middle of the U.S. Agri-Food System”*
Hannah S Gosnell, Oregon State University – *“Enhancing the Capacity of Small and Medium-Sized Ranch and Forestry Operations to Prosper From Payment for Ecosystem Services”*

3:15 PM **Final Remarks** **Robbin Shoemaker**, National Program Leader, NIFA

3:30 PM **Conference Ends**

Poster Presentations

Hosts: Camielle Compton and Alexandra Wilson, USDA - NIFA

Project Title	Affiliation	Project Director Name
The State of Urban Farming in the United States: Enhancing the Viability of Small and medium-Sized Commercial Urban Farms	New York University (NYU)	Carolyn Dimitri
Impacts of Evolving Food Safety Standards on the Sustainability of Small- and Medium-Size Produce Farms: Implications for Implementation of	Texas AgriLife Extension Service	Luis Ribera
Beef and Dairy Cattle Animal Welfare: Market Opportunities and Threats	Kansas State University	Glynn Tonsor
Profitable and sustainable poultry production on small- and medium-sized farms	University of Kentucky	Anthony J Pescatore
Enhancing Consumer Orientation of Farm to School Programs	The Pennsylvania State University	Amit Sharma
Silvopasture Systems for Increasing Productivity, Profitability, and Sustainability on Small and Medium-Sized Farms in the Southeast USA	Alabama A&M University	Ermson Z. Nyakatawa
Farm-Track: Financial And Risk Management (Farm) Tracking Study To Learn From The Planned And Actual Decisions Of Farmers And Ranchers	Texas A&M University	Dmitry Vedenov
Improving Profitability and Sustainability of Sheep Production Through Genetic Selection	University of Wyoming	Kristi Cammack
Enhanced Economic Sustainability of Small Farms Through the Production of Stone Fruits Using Mesoclimatic Modification Technologies	Cornell University	Terence L. Robinson
Enhancing Profitability Of Small And Medium Sized Farms Through Interactive Decision Making Tools And Modules	The Curators of the University of Missouri	Joseph L Parcell
Keeping the Value with the Farm: Expanding Market Opportunities Through Regional Branding	University of North Carolina Asheville	Leah Greden Mathews
Feasibility of a Local Wood Products Network for Rural Lands in Urbanizing Regions: a Pilot Study in Southern New England	University of Connecticut	Thomas Worthley
Enhancing The Sustainability Of Food Systems Through Service Learning-Based Entrepreneurship Education and Outreach	University of Vermont and State Agricultural College	David Scott Conner

Business Strategies for New and Existing Rural Grocery Stores: Roles of Local Foods, Institutional Sales, and Community Food Assessment	Kansas State University	David E Procter
Promoting entrepreneurship in distressed rural communities: Integrating psychological and sociological perspectives.	University of Kentucky	Alison Davis
Rural Entrepreneurship in the Wine Industry: Identifying Success Factors Among Small and Medium Sized Wineries in Emerging Cool Climate Regions	The Curators of the University of Missouri	Fabio Chaddad
Millions of Acres, Billions of Trees: Social and Economic Impacts of Timberland Sales by the Forest Products Industry in Alabama	Auburn University	Conner Bailey
Great Recession, Fiscal Stress And Demographic Transformation: Implications For Rural Service Delivery And Multi-Generational Planning	Cornell University	Mildred Warner
Making Markets for Ecosystem Services for Farms on the Rural Fringe: Vermont Grasslands for Hay and Nesting Songbirds	University of Connecticut	Stephen Swallow
Coaching for Entrepreneurship	Michigan State University	Scott Loveridge
New Bio-based Paths to Prosperity for Small and Medium Agricultural and Forest Landowners: A Pilot Study in Louisiana and Mississippi	Louisiana State University Agricultural Center	Richard Paul Vlosky
Beef Cattle Production on Grass-Legume Mixes: Economic Implications of Establishment Methods and Grazing Systems Performance	University of Arkansas	Dirk Phillip