

# California Regional Outreach Conference: Success Strategies for Small & Limited Resource Farmers & Ranchers

presented by

USDA Risk Management Agency Community Outreach and Assistance Partnership Program  
and Rural Coalition/Coalicion Rural in association with USDA Farm Service Agency,  
USDA Natural Resources Conservation Service, USDA Office of the Assistant Secretary for Civil Rights,  
California Food & Justice Coalition, and Agriculture Land-Based Association (ALBA)



## Welcome

You are cordially invited to attend a small farm outreach conference in Burlingame, CA on May 18-19, 2005. Public and private agricultural stakeholders including farmers/ranchers, CBOs, universities and government agencies will participate in this event.

Leading specialists will address areas of agricultural risk management, focus groups, and organization:

- Production
- Marketing
- Human Resources
- Legal
- Financial
- Alternative Enterprises
- Women in Agriculture
- Youth
- Proposal Writing
- Project Planning

They will discuss how risks can impact an operation, as well as introduce the availability and effective use of risk management tools.

In addition, the conference will feature network opportunities with agencies, farming and community organizations, and peers. Each participant will receive a regional resource guide for future use.



## Program Topics

### May 18th

Please join us as a panel of experts from a variety of governmental and non-governmental agencies and organizations address outreach efforts to small and limited resource farmers and ranchers, as well as emphasis on equity and accountability.

Participants will have the option to choose among several workshop sessions where they can join speakers representing leading agricultural organizations in classroom-style discussion on: production, marketing, finance, legal, human resources, and alternative enterprises. Two forum sessions will provide participants with an opportunity to learn tools for successful proposal writing and project planning. Women and youth tracks are featured throughout the day.

### May 19th

Partake in the bounty that is California Agriculture! Participants will have an opportunity to choose between three educational and exciting tours. We will explore urban and urban-edge farms, a vineyard, a goat farm, a farmers' market, an historic farm and other innovative agricultural producers in the area.

## Featured Speakers

**Jack Olsen**, Executive Manager of the San Mateo County Farm Bureau, will welcome us to California and present his perspective on farming in the West particularly on California's North Coast.

**Margaret Adamek**, Special Projects Director of the Center for Urban and Regional Affairs at the University of Minnesota, will share with us her vision of a food system that celebrates and promotes diversity in both production and humanity.

**Vernon Parker**, Assistant Secretary for Civil Rights for the U.S. Department of Agriculture, will provide a charge to action that will move us with passion and compassion to continue upholding the values of American Agriculture.

## Concurrent Workshop Sessions



The following workshops will focus on risk management strategies, tools, and programs. After reviewing the workshop topics, please mark your top two selections on the registration form.

### Workshop I Topics

**Production** - Innovative Livestock Production Models that Make Good Cents

**Marketing** - Small Acreages Yield Large Returns: Marketing that Makes Dollars and Sense

**Human Resources** - Cooperation Pays Dividends: Protecting Health & Safety and Meeting Workers Compensation & Labor Requirements with Farmer-Farmworker Partnerships

**Legal** - Protecting Your Land & Intergenerational Transfer

**Financial** - Characteristics for Successful Outreach

**Alternative Enterprises** - Show Me the Money: The Viability of Alternative Livestock Markets

**Women in Agriculture** - Redefining Success: Women Producers for the 21st Century

**Youth** - Mini-Farms: Youth Perspective

### Workshop II Topics

**Production** - How to Promote Biodiversity on Your Farm & Help Comply with Environmental Regulations

**Marketing** - Direct Marketing and the Small Family Farm: Winning the Race from Field to Face

**Human Resources** - Culture and Agriculture: Meeting Family Needs

**Legal** - Recordkeeping & Compliance for Insurance, Workers Compensation, Labor, & Marketing

**Financial** - Make Your Vision a Reality: Financial Tools for Success

**Alternative Enterprises** - Food for Thought: Innovative Approaches for Producers in Intensive Production & Food Security

**Women in Agriculture** - The Hand that Tills the Soil: A Facilitated Networking Session for Women Ag Professionals

**Youth** - Mini-Farms: Building Youth Programs in Your Community

### Forums

**Project Planning**      **Proposal Writing**

### Tours

**Growing Urban Food Systems** - The People's Grocery, West Oakland Food Project, EcoVillage Farm Learning Center

**A Taste of the North Coast** - Golden Gate Produce Terminal, Marin County Farmers' Market, Clos Du Bois Vineyard

**San Mateo County Coastal Farms that Use Innovation & Conservation to Stay Viable & Profitable** - Lemos Farm, San Mateo County RCD, Full Spring Farms, Harley Goat Farm, Cascade Historic Farm

### Related Field Experience Opportunity - Field Trip to Fresno

Join Rural Coalition at their annual meeting on May 19-21, 2005. Their program will include focus on the Hmong Farmers of California, meetings with minority farm organizations and allies, focus on multicultural leadership, and building marketing skills. Hosts include the Risk Management Agency Civil Rights and Community Outreach Office, the Small Farm Resource and Training Center and Organizacion en California de Lideres Campesinas. The registration fee of \$100.00 includes dinner in San Francisco on Thursday night, transportation to Fresno on Friday morning and field trips with meals included in Fresno on Friday and Saturday.

### Accommodations

Embassy Suites Burlingame  
150 Anza Blvd  
Burlingame, CA 94010

Phone: 650-342-4600

\$114.24 per room including tax  
Single/Double Occupancy

Room Block Name -  
Risk Management Agency

**Please contact the hotel directly to make your room reservations for the conference.**

### Directions

#### By Air -

Embassy Suites is situated two miles from the San Francisco International Airport. It offers a free shuttle from the airport to the hotel. It is also easy access to the Oakland International Airport via private shuttles, taxis and public transportation.

#### By Car -

From the South, take Highway 101 North. Exit Anza Blvd. The hotel is on the left. From the North, take Highway 101 South to Broadway Exit over the Highway. Take to Old Bayshore turn right. Left on Airport Blvd. Left on Anza Blvd. The hotel is on the left.

#### By Public Transportation -

Take the BART Yellow Line  
Pittsburg/Bay Point - SFO/Millbrae or the  
Red Line Richmond - Daly City/SFO/  
Millbrae to Millbrae Station. Call hotel  
to request shuttle pickup.



For more information visit [www.rma.usda.gov/calendar/2005/may.html](http://www.rma.usda.gov/calendar/2005/may.html)  
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**The California Regional Outreach Conference:  
Success Strategies for Small & Limited Resource Farmers & Ranchers**

**May 18-19, 2005 8:30 am - 5:00 pm San Francisco, CA**

**Registration & Scholarship Form**

Please return the registration form or register online at [www.ruralco.org](http://www.ruralco.org) by April 28, 2005.  
If you are applying for a scholarship, return by April 8.

Please print neatly or type your registration information as you wish to be included in the participant list.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization/Farm Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_ Email \_\_\_\_\_

The registration fee of \$75 covers admission to events including breakfast, one luncheon, breaks, reception, and workshops. Completed registration should be received by **April 28**. Cancellations must be received in writing by **May 6** in order to avoid being billed. Substitutions may be made at any time. For additional information, contact **Yetta Lyle** or **Bouapha Toommaly** at: **1-866-RURAL80** or Email [yetta@ruralco.org](mailto:yetta@ruralco.org)

**SPECIAL NEEDS** (Be specific - vegetarian, interpreter for hearing impaired or translator needed for specific language, etc.)  
\_\_\_\_\_

**WORKSHOP AREAS OF INTEREST - MAY 18th**

For each session, indicate your top 3 areas of interest, in numerical order, listed on the Concurrent Workshop Topics page.

**WORKSHOP I** 11:00 am - 12:00 Noon

\_\_\_ Production \_\_\_ Finance \_\_\_ Youth  
\_\_\_ Women in Agriculture \_\_\_ Legal \_\_\_ Alternative  
\_\_\_ Human Resources \_\_\_ Marketing \_\_\_ Enterprises

**FORUMS** 1:15 pm - 2:45 pm

\_\_\_ Proposal Writing \_\_\_ Project Planning

**WORKSHOP II** 3:00 pm - 4:00 pm

\_\_\_ Production \_\_\_ Finance \_\_\_ Youth  
\_\_\_ Women in Agriculture \_\_\_ Legal \_\_\_ Alternative  
\_\_\_ Human Resources \_\_\_ Marketing \_\_\_ Enterprises

**FIELD TRIPS - MAY 19th - \$25 ADDITIONAL COST**

\_\_\_ Growing Urban Food Systems - 10:00 am to 4:00 pm  
\_\_\_ A Taste of the North Coast - 7:00 am to 4:00 pm  
\_\_\_ San Mateo County Coastal Farms Using Innovation & Conservation  
6:20 am to 4:00 pm

**RELATED FIELD EXPERIENCE -**

Rural Coalition Annual Meeting, May 19-21, 2005,  
Fresno, CA - \$100 additional cost

\_\_\_ Send me more information on this conference.

**LODGING**

**Embassy Suites**

150 Anza Boulevard Burlingame, CA (650) 342-4600

Group rate is \$114.24 (including taxes)

Please inform the hotel that you are attending the RMA conference.

**METHOD OF PAYMENT**

\_\_\_ \$75 Registration Fee (Conference materials and meals included)  
\_\_\_ \$25 Scholarship Application Fee (Refundable if scholarship is not granted)  
\_\_\_ \$25 Field Trip (Payment must be made in advance to reserve space for trip)  
\_\_\_ \$100 Registration Fee for Rural Coalition Annual Meeting in Fresno, CA on  
May 19 - 21, 2005.  
\$ \_\_\_\_\_ **TOTAL AMOUNT**  
\_\_\_ Check (Payable to Rural Coalition) \_\_\_ Credit Card \_\_\_ Money Order  
I have enclosed a check for \$ \_\_\_\_\_ Check Number \_\_\_\_\_  
\_\_\_ MasterCard \_\_\_ VISA \_\_\_ American Express \_\_\_ Discover  
Card # \_\_\_\_\_ Exp Date \_\_\_\_\_  
Signature \_\_\_\_\_

Please fax or mail registration form to:

**Rural Coalition**

1012 14th Street NW, Suite 1100 Washington, DC 20005  
Toll Free: 1-866-RURAL80 Phone: (202) 628-7160 Fax: (202) 628-7165  
Email: [ruralco@ruralco.org](mailto:ruralco@ruralco.org)

**SCHOLARSHIP APPLICATION**

Partial scholarships are available based upon need. There is a \$25 per person application fee. To be considered, participants must submit a registration form with application fee and provide the following information.

Is a scholarship required for you to attend? \_\_\_ Yes \_\_\_ No

Are you a farmer? \_\_\_ Farm worker? \_\_\_ Community-based organization member? \_\_\_

Is the scholarship for yourself or for a delegation? \_\_\_ Myself \_\_\_ Delegation - If so, list the names of members:  
\_\_\_\_\_  
\_\_\_\_\_

**SCHOLARSHIP REQUESTED FOR:**

Registration Fee? \_\_\_ Yes \_\_\_ No. All applicants must pay the \$25 application fee which is applied towards the registration fee.

Hotel accommodations: \_\_\_ Tues., May 17th \_\_\_ Wed., May 18th \_\_\_ Thurs., May 19th

You must make your own hotel reservation and arrangements for a roommate. Scholarships will be reimbursed based on double occupancy.

Transportation Assistance: \_\_\_ Air \_\_\_ Train \_\_\_ Mileage Traveling from City \_\_\_\_\_ State \_\_\_\_\_