

**8th Annual Diversified Agriculture Conference
Fairgrounds, Richfield, Utah
February 21-23, 2011**

Draft program see DiverseAg.org for the latest program

	Production	Marketing	New and expanding businesses	Legal/Gov. Programs
Monday, February 21st				
1:00	Welcome			
	Keynote Address by Lt. Governor Greg Bell			
2:30	Break featuring Utah's Own Agricultural Products (included in registration)			
3:00 Session 1	Production techniques - Earl Creech, USU	Marketing products and choosing product mix	Business Incubators ways to have success	Family Issues with generational transfer of businesses
4:00 Session 2	Using technology to gain new markets	Ways to add income to your operation through ATV and UTVs	From recipe to sellable product - Karen Allen, USU	Using Futures, Options or LRP Insurance to Manage Feeder Cattle Price Risk- Dillon Feuz, USU
5:00				
6:00	Dinner			

Tuesday, February 22nd				
7:00	Hearty, Country Breakfast - included in registration			
8:00 Session 3	CSA's - marketing outlet for produce and more	Marketing and other lessons from Agricultural Resorts	Preserving Historic Downton	Employment issues: what does E-verify mean for your business
9:00 Session 4	Artisan cheese	Creative ways to expand your market	How to start a business- Rules and Regulations	You can farm/You can ranch: creative ways to begin a successful business in farming and ranching
10:00	Break -Leave for tours			
10:30 Tours - lunch included	Tour of Walking R Ranch	Tour of local mining operation	Tour of Richfield Downtown Business District walking	Tour of Freemont Indian State Park
2:30 Session 5	IPM on small and diversified farms Dan Drost and Diane Alston, USU	Marketing value-added products	Using resources to help businesses grow and grow local economies as well	FSA Loans and programs for beginning farmers
3:30 Session6	Direct marketing beef	Using social media to market your products	Revolving Loan fund and other funding sources for new business	NRCS programs for everyone including CPS and EQIP including high tunnels
4:30 Session 7	Listening session on IPM use on farms	Using planning and marketing to grow business in rural areas	Example business that has started and expanded	Rural Development programs to help farm businesses
6:00	Dinner on own			

Wednesday, Feb. 23rd				
7:00	Hearty, Country Breakfast,			
8:00 Workshops	Low Water Use Crops, Kynda Curtis, USU (Sponsored by WSARE)	Creating Business Plans, Beverly King, SBDC	Ways to evaluate businesses including new and existing loans, tax issues, and more	
Noon Lunch -included in registration				
1:30 Workshops	Low Water Use Crops contintued (Sponsored by WSARE)	Estate transfer/ Family issues	Record Keeping	
3:30	Head home			