



THE FARM CREDIT COUNCIL

presents

Lending to the Next Generation of Agriculture Conference

Hosted by:



***farm*CREDIT**
MID-AMERICA

09/14/2015

3:00 pm

6:00 pm

Registration

Opening Reception

Bill Johnson, President and CEO, Farm Credit Mid-America

Gary Matteson, VP Young, Beginning, Small Farmer Programs and Outreach , The Farm Credit Council

09/15/2015

7:00 am

7:00 am - 8:00 am

Registration

Breakfast

8:00 am - 9:00 am

Welcome and Kickoff

Dallas Tonsager, Farm Credit Administration

Gary Matteson, VP Young, Beginning, Small Farmer Programs and Outreach , The Farm Credit Council

Jessica Lehman, Associate Vice President of Business Segments, Farm Credit Mid-America

Jenny Materio, Director of Government Affairs, The Farm Credit Council

9:00 am - 10:00 am

Panel Discussion: At the Edge of Farm Credit

Scott Marlow, Executive Director, Rural Advancement Foundation International

Janie Hipp, Director of the Indigenous Food and Agriculture Initiative

10:00 am - 10:30 am

If only we had the gift to see ourselves as others see us...

Of course we all want to understand how Farm Credit is viewed by others in the world of agriculture. Stakeholder surveys have shown Farm Credit is respected among those who know us well, but what about those with whom we are less familiar, those who are at the edge of Farm Credit's world? This panel session will feature speakers from organizations outside of the mainstream of agriculture to tell us their view of Farm Credit ...as others see us.

Break

10:30 am - 11:30 am

Panel Discussion: YBS Farmers Speak Out

Quint Pottinger

Catherine Turner

Jon Hegeman

11:30 am - 12:00 pm

Four beginning farmers on different pages, of different ages, and at different life-stages will respond to questions about their perceptions of how Farm Credit fits into their future. How is Farm Credit relevant, what do we do that makes an impact, and how do we communicate effectively? All YBS farmers are not alike, and this session will illuminate the numerous market segments of young, beginning, and small farmers—and how to reach them.

Challenging the Beginning Farmer Mythology: The Ag Census Data & Farm Demographics

Ben Duncanson, Director of Policy Analysis & Development, The Farm Credit Council

The Farm Credit Council has done some of the most extensive research on information coming from the Ag Census Data. The FCC's Director of Policy Analysis and Development, Ben Duncanson, will share some of the highlights that have found on the topics of YBS farms, the ageing farmer, and diversity among U.S. farm operators, will point

12:00 pm - 1:00 pm	<p>out some instances of where the numbers tell a different story than what some would expect.</p> <p>Lunch / Small group mixer table topics</p>
1:00 pm - 1:45 pm	<p>Local Foods Benchmarking and Outreach Dr. Becca Jablonski, Post-Doctoral Fellow, Colorado State University Chris Laughton, Director of Knowledge Exchange, Farm Credit East Dr. Todd Schmit, Associate Professor, Cornell University Dr. Dawn Thilmany, Professor, Colorado State University In 2012, 163,675 farms (7.8% of U.S. farms) marketed their products through 'local food' outlets (e.g., farmers' markets, direct to retail, directed to restaurant, Community Support Agriculture arrangements, farm-to-school). Recent research demonstrates that these producers have different expenditure patterns than farms that market their products through commodity-oriented outlets, in part due to the fact that they take on different supply chain functions (i.e., doing more of their own marketing processing, or distribution). Yet financial data to inform producers on how to improve farm performance is almost exclusively available by commodity and not by market channel. This session will present recent research on the differential expenditure patterns of farms that sell through local markets and make the case for benchmark solutions specific for these producers. Additionally, the session will highlight a partnership between Cornell University/Colorado State and Farm Credit East to support improved decision-making tools for these farms selling through local food markets.</p>
2:30 pm - 3:00 pm	<p>Dave Kohl's YBS short course Dr. Dave Kohl</p>
3:00 pm - 3:30 pm	<p>Master Communicator and Educator Dr. Dave Kohl will introduce the newest YBS education training tool for basic financial skills education.</p> <p>FSA Beginning Farmer Training Accreditation Jim Radintz, Acting Deputy Administrator, USDA's Farm Service Agency</p>
3:30 pm - 4:00 pm	<p><i>Jim Radintz</i>, Acting Deputy Administrator for Farm Loan Programs at USDA FSA will describe requirements for and the benefits of FSA accreditation for Farm Credit Association YBS financial skills training programs.</p>
4:00 pm - 5:00 pm	<p>Break</p> <p>YBS Program Share</p> <p>It's fast, it's meaningful, and it's up to you to choose. This session starts with a series of 1 minute presentations from Farm Credit Associations describing the young, beginning,</p>

small farmer programs they are implementing (it's fast). Next will be facilitated discussions with those Associations to allow a deep dive into the nuts and bolts of their approaches to YBS programming (it's meaningful). Participants can select which Association YBS program description they want to ask questions and learn about in order to take fresh ideas back to your own programs (you get to choose). If you are interested in providing a 1 minute synopsis of your Association's program please contact Gary Matteson at Matteson@fccouncil.com . We expect to have many participants so that a range of different programs are presented.

6:00 pm - 9:00 pm

Join Us for a River Cruise Dinner

Dinner on the Belle of Louisville

Boarding Time: 6:00 PM

Departure Time: 6:30 PM

2 hour cruise – ends at 8:30 PM

Address:

401 W River Rd.

Louisville, KY 40202

(about a 5 minute walk from the Galt House)

Menu

Garden Salad

Romaine and Iceberg greens with red and yellow cherry tomato, red onion, sliced cucumber, carrots, sliced radish

Garlic croutons served on the side and choice of 2 dressings

New York Strip Loin

Chef Carved with Choice of Sauces

Chicken Piccata

Classically prepared Lightly Breaded and Sautéed, Sauce of White Wine, Lemon, Parsley and Capers

Tilapia

Baked with a Shrimp Cream Sauce

Sides

*Steamed Broccoli, Carrot, and Cauliflower Medley
Twice Baked Potatoes*

Dessert

Chocolate Bourbon Pie Squares

Tea, Water, Sodas & Open Bar will be available

09/16/2015

7:00 am - 8:00 am

8:00 am - 9:00 am

9:00 am - 10:45 am

Breakfast**Dancing with YBS Partners**

Paul Deitman, Emerging Markets Specialist, Badgerland Financial, ACA
Raechel Sattazhan, Knowledge Center Director , AgChoice Farm Credit
Si Thao, AgStar Financial Services ACA, FLCA

YBS outreach is too important to do alone! This session examines the philosophy and practice of Farm Credit Associations forming partnerships with non-Farm Credit organizations to find, market to, and lend to YBS farmers. Partnership approaches used by Associations will illustrate effective strategies for outreach to particular YBS audiences across the diversity spectrum. The first step in learning to dance with new partners is having confidence in your YBS program's value to farm producers.

Quick Courses

Gary Matteson, VP Young, Beginning, Small Farmer Programs and Outreach , The Farm Credit Council

Jessica Lehman, Associate Vice President of Business Segments, Farm Credit Mid-America

Jennifer Armbruster, National Communications Manager, The Farm Credit Council

Please select 2 out of the 3 sessions listed below to attend:

Market Opportunities for YBS Message in the Centennial*Sharing Our Story: Farm Credit & Beginning Producers*

Farm Credit is entering our 100th year of providing reliable and consistent credit to rural communities and agriculture, including young and beginning farmers and ranchers. In this session, we'll highlight the national programs created to share the story of Farm Credit's commitment to young and beginning producers and discuss how you can incorporate these

communications across your entity's channels and key audiences.

One Page Business Plan as an Outreach Tool

Use of the One Page Business Plan training tool has spread to many Associations. Find out how to get it, how to teach it, and how it can be used for effective outreach to non-traditional ag beginning farmers and organizations.

The Language of YBS in Marketing: Research Report

11:00 am - 11:30 am

What We Learned About the Future of YBS Programs in Farm Credit

Dr. Dave Kohl

11:30 am - 12:00 pm

Closing Remarks