

Class Descriptions

Thursday, February 21, 2019 9:15am -10:15am

Farm to School Summit, Elizabeth Goss Room: Williamson

An all day workshop connecting farmers with schools that want to buy local. Learn how you can participate in the Farm to school program. Learn what you need to know about school nutrition requirements and network with school system procurement agents.

Thursday, February 21, 2019 9:15am -10:15am

Federal and State Grants and Programs Available to Help You Build Your Pollinator Populations, Leslie Honiker and Anthony Carver Room: Clydesdale

Learn about Federal and State funds available to assist farmers and landowners create food habitats for pollinators. Leslie Honicker, Soil Conservationist at USDA, NRCS, and Anthony Carver, Extension Agent and County Director, Grainger County, will be covering: different programs they offer; the application process; things to consider before you apply; restrictions; testimonials and results from a couple of their farmers who have utilized these programs, and so much more.

Dicamba: Past, Present and How it Affects You, Wendell Smith Room: Appaloosa

Dicamba is a broad-spectrum herbicide first registered in the United States in 1967. It is a plant-hormone-mimicking chemical that kills weeds and other plants -- including soybeans, ornamental flowers and trees. Learn about the affects of Dicamba and what you can do in the future to better your production.

Thursday, February 21, 2019 10:30am -11:30am

**Pollinator Programs to Enhance the Customer Experience at the Farm/Farmers Market, Jessica Dodds
Room: Clydesdale**

Are you looking for some fun, new, and interesting programs that can easily be incorporated into your daily operations? Jessica Dodds has some great ideas to share about promotions highlighting honeybees, pollinators, honey and products of the hive! This class is about creating excitement about the foods you're selling and the pollinators that brought that food to life. Learn some unique ways to stand out among your competition, add value to the experience of customers of all ages, and keep your producers (or employees) energized and engaged.

2018 Tomato and Pumpkin Trials , Annette Wszelaki and Ben Gilbert Room: Appaloosa

Results and finding of the University of Tennessee tomato trials. Collaborative pumpkin cultivar evaluation trials conducted by North Carolina State University and the University of Tennessee. The pumpkin cultivars included in this trial were mainly evaluated for yield. However, each cultivar was also rated for shape, color, suturing, vine habit, handle characteristics, fruit size measurements and powdery mildew symptoms.

Class Descriptions

Thursday, February 21, 2019 11:30am -1:00pm

Lunch On Your Own

Thursday, February 21, 2019 1:00pm-2:00pm

Pollination Basics, Dr. Dewayne Shoemaker Room: Clydesdale

Pollination is all about plant reproduction. Insects are by far the most important and abundant pollinators. This talk will give a brief overview of the many different pollinators in Tennessee, the role they play in our agriculture, and how the populations of many are rapidly declining globally. Pollinator decline is now a major concern. Public awareness has increased in recent years yet our current efforts fall short of what we must do to reverse this disturbing trend in pollinator health. We will discuss some steps citizens can take to help pollinators.

Biodegradable Mulch Trial Annette Wselaki Room: Appaloosa

Dr. Wszelaki will summarize the large amount of research that her and other teams in various states have been doing with biodegradable mulch.

Ready, Set, Grow - New Market Info Room: Franklin

Just starting a market or recently opened one? Hear from 3 established market managers about operations, policies and more! Get a chance to ask specific questions to help make your market more efficient.

Agritourism in Action: Lazy Acres Christmas Tree Plantation and Pumpkin Patch, Michael May and Mikayla May Room: Salons 1-4

Michael May and his daughter, Mikayla, from Lazy Acres Farm in Chunky, Mississippi will share lessons learned from the farm complete with history, where they are today, challenges faced, factors of success, successful products and attractions, current marketing practices, plans for the future, their thoughts on trends for the industry's future and advice for other farmers. Lazy Acres offers breakfast with the Easter Bunny, birthday parties in the Bunny Patch, educational field trips in the fall, fall fun activities, fall fun, weddings and special events, Christmas tree sales, Christmas tree field trips, a Christmas light show and Breakfast with Santa.

Indigo Production, Sarah Bellows Room: Saddlebred

Learn about Stoney Creek Farms from Sarah Bellos: Our natural indigo is a sustainable crop—it improves the health of people and ecosystems. Our goal for the next four to five years is to produce 15,000 acres of indigo in the USA. That means we can replace 2.8% of synthetic indigo dye globally. While that may not sound like much, it means big change. We're making natural indigo low risk and high reward. To make sure our indigo can be grown by beginner and established farmers alike, we're innovating at the farms in Middle Tennessee. And, market demand will ensure the crop is profitable. That means more American farmers than ever before will have access to a crop that provides sustainable income.

Class Descriptions

Organic Pest Control, David Cook

Room: Highland

Integrated Pest Management (IPM), as defined by the United States Environmental Protection Agency, is "The coordinated use of pest and environmental information with available pest control methods to prevent unacceptable levels of pest damage by the most economical means and with the least possible hazard to people, property, and the environment." Organic pest management involves this same principle, but takes it a little bit further. This presentation will present organic methods for monitoring and managing insect pests in greenhouses, high tunnels, orchards and farms. Topics will include providing habitat for beneficial organisms, maintaining a healthy living soil, best nectar and pollen plants for beneficials and native bee pollinators, and organic insecticides and other tools.

Thursday, February 21, 2019 2:15pm-3:15pm

General Session- Kia Jarmon, MEPR Agency, How to Respond to a Crisis and Business Interruption

Room: Salons 1-4

Known as *Kiss with a Fist*, Kia Jarmon is an entrepreneur that candidly intersects between communication, culture, crisis, and community, most specifically through her leadership of MEPR Agency - a boutique PR and community engagement agency that she founded in 2006. She has developed a reputation for delivering the hard, many times uncomfortable, truths about effectively leading an organization through sustainable growth. As a professional problem solver, Jarmon's work is to develop strategic initiatives that encourage high impact, mission-driven organizations and its leadership to develop, grow, and build capacity, which leads to stronger, more effective communication and cultural intelligence.

Thursday, February 21, 2019 3:30pm-4:30pm

Meet the Honeybee; the 800 Pound Gorilla in the Pollination Field, Howard Kerr

Room: Clydesdale

An enormous number of plant species are pollinated by a variety of insects. However there are many reasons the honeybees are by far the most important of the insect pollinators. This presentation will identify the characteristics of the honeybees and the colony management practices that will help assure successful pollination of your crops.

TAFM Annual Meeting

Room: Franklin

Open to TAFM members. FS Update, Board Elections, Round Table Brain Storming.

Cover Crop Basics: What They Are and Why You Need Them, Wendell Smith

Room: Appaloosa

A cover crop is a plant that is used to slow erosion, improve soil health, enhance water availability, smother weeds, help control pests and diseases, increase biodiversity and bring a host of other benefits to your farm. Wendell Smith will walk you through the basis of cover crop production.

Class Descriptions

Keys to Successful On-farm Gift Shops, Michael and Mikayla May Room: Salons 1-4

Michael and Mikayla May will share their experiences in creating a successful on-farm gift shop. They will discuss keys to success, finding and choosing merchandise, pricing, managing inventory, displaying merchandise, staffing needs, and a timeline of tasks and activities.

Amusement Device Regulations and Agritourism, Mike Hardy Room: Franklin

Adding fun to the farm sometimes adds additional regulations in the form of amusement device regulations. The Tennessee Department of Labor and Workforce Development Amusement Device Unit staff strives to ensure visitors are safe from harm. Join us in this session to learn which attractions are regulated, what is required to obtain a license for your attractions (steps involved, inspections required, costs), and other considerations producers should know as they build or purchase attractions for their farm.

The Nuts and Bolts of Organic Certification, Annette Wszelaki Room: Saddlebred

In this session, we will cover choosing a certifier, the requirements for organic certification, writing your organic systems plan, the organic certification cost-share program and more.

Pruning: A Critical Component of an Effective Fruit Crops Management Plan, Dr. David Lockwood

Room: Highland

Beginning with the year a fruit crop is planted until the last year it is in production, pruning is a critical production practice. In the early years, pruning and training together are used to develop a tree or vine form that will encourage early and regular bearing of high quality crops on a consistent basis. In bearing plantings, annual pruning is used to replace fruiting wood, and to help control diseases through removal of infected wood and assuring good sunlight, air movement and spray penetration throughout the canopy. While it is only one of many essential practices in fruit production, it plays a vital role in successful fruit production.

Friday, February 22, 2019 8:00am -9:00am

Native Pollinators , Dr. Laura Russo Room: Clydesdale

Dr. Russo will introduce the audience to the diversity of local pollinators in the eastern US and discuss factors related to their abundance in agroecosystems. We will also discuss the potential hazards and benefits of agricultural systems to pollinator conservation, and some simple ways to promote pollinator abundance.

Part 1: You Already Have The Most Profitable Tool You'll Ever Own, Erin Pirro Room: Salons 1-4

Almost no one starts a business because they want to run a business, we do it because we're good at what we do and we want to be our own boss! But then we find that there's a whole lot of other... stuff that comes with being a business owner, including the financial management. Your good management records will tell you the story of what's happening in your business, if you know what they're saying. Join Erin Pirro and learn how to uncover that story – and the direction it's telling you to go.

Foodscaping; Less Mowing, More Growing, Jeremy Leckich Room: Saddlebred

How can growing food become integrated into our everyday landscapes while also becoming a low-maintenance and fun part of our lives? Foodscaping blends growing food with artistic design allowing food plants to escape from the limitations of a garden or farm and fully integrate into a landscape design. Foodscaping follows

Class Descriptions

patterns found in healthy, resilient ecosystems to guide ecologically sound and regenerative food growing systems. In this program, we will discuss foodscaping patterns and principles, as well as the best useful plants for our climate.

Blueberries: A Natural Fit for Tennessee Growers, Dr. David Lockwood

Room: Highland

The health benefits of including blueberries combined with their great taste and versatility make them a worthwhile addition to any fruit production operation. Both highbush and rabbiteye types of blueberries can be grown throughout Tennessee and can provide welcome additions to farm markets and pick-your-own operations from early June through August. The success or failure of a blueberry planting is often determined prior to ever planting the crop. Site selection and development lay the foundation to long-lived, productive plantings. Once established, blueberries impose fewer demands in regards to pest control than most other fruit crops. Annual pruning, maintenance of the proper soil pH and modest fertilization are essential to maintain productivity of the planting and to facilitate ease of management.

Garden Heroes, Jason Reeves, University of TN

Room: Appaloosa

A discussion of what to expect from new plant introductions in our climate.

9:00am-11:30am Annual Business Meeting and Election of Officers

Room: Williamson

TFWA annual business meeting where members will have the opportunity to elect new leadership, form committees and vote on the business of the TFWA.

Friday, February 22, 2019 9:15am -10:15am

Part 2: Benchmarking Real World Examples, Erin Pirro Room: Salons 1-4

What would it mean if your business could do just a little bit more? Would you be able to: Hire that next employee? Buy the farm next door? Take a really nice vacation? Bring your kids into the business? We've all got things on our wish list, and a benchmark is a tool to help us make those things a reality for our business. Erin Pirro leads Farm Credit East's Ag Retail Benchmarks team, which has developed and honed key performance indicators over almost 20 years of benchmarking with direct-market and agritourism operations. These are the tools that profitable and progressive managers use to keep their business running at top performance, and Erin will show you how to put them to work for you.

Why Everyone Should Be Concerned About Pollinator Decline, Dr. Jennifer Tsuruda

Room: Clydesdale

Have you ever wondered what life would be like without insect pollinators? Would your diet change? Would your wallet take a hit? The increasing awareness about the decline in pollinators has led non-beekeepers to ask how pollinator decline affects them and what they can do to help. This presentation will cover the value of pollinators as well as the direct and indirect impacts of human behavior and management practices on pollinator populations. Attendees will gain insight as to how pollinators affect our daily lives and practical information on how to support pollinator populations.

Class Descriptions

Farmers work effortlessly to create a bountiful crop, but without pollinators to move that pollen from one flower to the next, fertilize your plants and allow them to reproduce, what kind of yields, if any, will there be? If you are looking to maximize pollination of your crops, pollination services may be your answer. Learn what's in a pollination services contract, insurance and liability considerations, the set-up, maintenance and removal of hives, TN State regulatory requirements for placing hives on any property, how to find TN beekeepers with hives for rent, and more.

Grants You Need to Know About, Dr. Van Ayers, University of Missouri **Room: Appaloosa**

A discussion of USDA grants as well as state grants.

Your Website Stinks! - Tips & Tricks for Optimizing & Organizing, Kelly St. Germain **Room: Palomino**

This session will teach you how to objectively analyze your website. I will help you implement powerful strategies and techniques for improving results from your website. The session will discuss Google Analytics, search engine results, domain acquisition, site design and the use of photography and video.

Recent Developments in Apple Rootstocks, David Lockwood **Room: Arabian**

Many new rootstocks for apple trees, both dwarf and semi-dwarf, have been released or are in the testing stage. Potentially, they offer significant advantages over those currently available. Tree survival and growth, degree of size control, impact on time to fruiting, resistance to select diseases and pests and ease of management in the orchard and availability are all critical factors for growers.

Natural Chicken Production, Taylor Family Farm, John and Terri Taylor **Room: Highland**

This class will focus on the pastured poultry production Taylor Family Farm has been doing for the last 10+ years. John will be sharing things they've learned to make it more stream lined and less labor intensive.

Urban Agriculture: Vertical Farming, Dr. Dilip Nandwani **Room: Saddlebred**

Dr. Dilip Nandwani, Associate Professor, College of Agriculture, Tennessee State University
Urban Agriculture is gaining importance world-wide and in U.S. Nashville is growing and land is limited in urban settings for growing fresh food locally. Vertical farming is the practice of producing food in vertically stacked layers, vertically inclined surfaces and/or integrated in other structures. The modern idea of vertical farming uses controlled-environment agriculture (CEA) technology, where all environmental factors can be controlled. In this presentation, speaker will discuss about organic vertical gardening system installed at the Organic farm, Tennessee State University. Topics will be covered on installation, potting media, supplies and materials, crops grown in the vertical system, nutrients etc.

FMC Real Data - Data Collection, Trust and Transparency 30min of Real Data - 30min of Trust and Transparency **Room: Franklin**

The Farmer's Market Coalition shares many ways to collect and utilize data at your market, as well as Trust and Transparency and market integrity.

Photography Tips for Websites and Social Media, Doug Edlund **Room: Mustang**

Pictures really can be worth more than thousands of words, especially online. Visual content generates more views, likes and shares on social media than posts containing only text and helps tell your farm's story through social media and websites. In this session, Doug Edlund, assistant director for UT Institute of Agriculture

Class Descriptions

Marketing and Communications, will share tips for using your smartphone or camera to effectively capture and share pictures online.

Part 3: Do the Right Project First — Prioritizing Capital Investments, Erin Pirro Room: Salons 1-4

If we're being honest, not every equipment or land purchase is made for the best business reason. Sometimes, it's as simple as 'I want it and I have the money now.' But on a farm where time, energy, and money are all in short supply, you leave an unbelievable amount of money on the table if you pick the wrong project to start. Join Erin Pirro and learn how to choose the right project first, get the biggest bang for your buck, and get to all the other projects on your list a whole lot faster!

HANSEN

Tomato and Pumpkin Diseases, Zach Hansen Room: Appaloosa

Dr. Hansen will discuss common diseases caused by fungi and oomycetes (water molds), and the best chemical and cultural approaches to disease management. He will also cover the results of his 2018 conventional and organic tomato early blight field trial.

Friday, February 22, 2019 12:10pm-1:00pm

Lunch and Learn- Grab a boxed lunch from the tradeshow area and join in on a discussion.

**Products of the Hive. The Many Contributions of the Honeybee & How they Make Our Lives Easier and Better!
Gene Armstrong Room: Clydesdals**

Explore the bountiful way products of the hive are used throughout the world, from medicinal purposes to ensuring industry machinery runs smoothly! This informative class will cover the uses of honey (hobby and larger scale), wax products, pollen, nucs/packages/splits, queen rearing, creamed honey, mead, pollination services, honey-bourbon, sting therapy, and more. You'll also learn how some hive products, such as propolis and pollen, are collected and brought to market.

TOGA Lunch and Learn: Looking to the Future of Organics Room: Highland

Land Trust of TN Lunch and Learn Room: Saddlebred

Farmer Veteran Coalition Lunch and Learn Room: Appaloosa

Friday, February 22, 2019 1:00pm-2:00pm

Plenary Session-Advocating for Agriculture: Current Issues for Direct Farm Marketers and Agritourism

Class Descriptions

Operators, Stefan Maupin and Kevin Hensley Room: Salons 1-4

All attendees welcome to learn about issues in rulemaking and legislation or application of rules and law often arise that could significantly impact direct farm marketing and agritourism operations. This session will provide an update on current issues including property tax sub classification rules and guidance on how producers and organizations can best advocate their positions and needs to decision makers

Friday, February 22, 2019 2:15pm -3:15pm

All about REAL Local Honey from Local Tennessee Beekeepers, Jim Gentry and Howard Kerr

Room: Clydesdale

TN bees pollinate TN crops and produce TN honey. Farmers need pollinators. Pollinators need farmers. Our economy needs farmers, buyers and beekeepers to understand this cyclical relationship and the vastly mutually advantageous benefits each contributor will enjoy. This class will review the benefits of REAL local honey, Local vs. Imported, and how honey is marketed. Know the facts with the Adulterated Honey Crisis and how it affects everyone. Learn about labeling laws, misleading labels, Product of USA or TN on labels, Pollen Identification, and most importantly, how supporting local honey supports us all.

Concepts of Growing Cannabis—Dr. Brian Corr Room: Appaloosa

A discussion of the pros and cons of cannabis production.

Farmer Panel - Merchant perspective Room: Franklin

A Panel of Market Vendors share what they look for in a market, best practices and market manager involvement.

Hemp License and production, Katy Kilbourne and Eric Walker Room: Appaloosa

Katy Kilbourne will discuss the hemp application process and regulations and Eric Walker will discuss variety trials and production in Tennessee.

Fruit Crops Nutrition, David Lockwood Room: Arabian

Why do we do what we do in regards to fertilizing fruit crops? A good nutrition management program starts before the crop is planted and is a factor every year throughout the life of the planting. Determining what fertilizer(s) to use, when to use them and how to apply them are in maximizing returns, keeping costs low and limiting potential adverse effects from improper use of crop nutrients.

Part 4: Keys to Business Success(ion), Erin Pirro Room: Salons 1-4

What's the first thing you do when you decide you want to sell your house? Fix it up! But then who really gets to enjoy that new kitchen, remodeled bathroom, or fresh coat of paint? Most of us treat our businesses the same – and that means we don't get to enjoy the improved profitability, good communication, and reduced stress that professionally-managed businesses can bring. It doesn't matter if you work with family or not! Spend this session with Erin and you'll bring home management practices you can immediately put to work in your own operation, enjoy it while you have it, and at the same time, build a business someone really wants to buy.

Identifying Customer Types and How to Sell Your Product to Them, Jennifer Warrington, WISE Academy

Class Descriptions

Room: Williamson

Not every customer is created equal. When you understand your customer through wine buyer profiles and how your guests relate to your winery, you can identify your customers' needs and motivations and tailor your presentation accordingly. Figuring out who you are talking with changes how you talk to them. This session is designed to help you understand the power of positive profiling (rather than pre-judging); it's not only that it leads to more sales, but also customer satisfaction is actually much higher

Getting into Grapes and Wine in Tennessee (Panel Q&A), Room: Mustang Panelists: Don Collier – Owner, Collier Wine Group & Rocky Top Wine Trail, Kip Summers – President, Arrington Vineyards, Brian Hamm – Winemaker, Keg Springs Winery & Belle Meade Winery, Owner, Treadstone Bottling, Jonathan Ball – VP of Operations, Collier Wine Group & Rocky Top Wine Trail Chuck Belt– Owner, Spout Springs Estate Winery and Vineyard, Joey Chessor - Owner Winemaker, Grinderswitch Winery.

Does it make sense for me and how do I manage my expectations and set myself up for success? A practical look and discussion on the challenges and business models that exist in the Tennessee wine industry. Covering topics such as Vineyard Management, Buying Bulk Fruit and Juice, Events, Sales, Taxes, Legal Challenges and more.

Growing Christmas Trees, Michael May Room: Palomino

This session will provide helpful tips for growing Christmas trees. Topics include site preparation, tree species selection, planting, weed control, disease and insect control, shearing and equipment needs.

Half Hill Farm Story: How to Make the Most Out of a Small Farm, Christian Grantham Room: Highland

Value added can become your Farm's main product before you realize it. Come hear how Half Hill Farm has turned a small seven acre farm into a thriving business from value added ideas.

Foodscaping; Less Mowing, More Growing, Jeremy Leckich Room: Saddlebred

How can growing food become integrated into our everyday landscapes while also becoming a low-maintenance and fun part of our lives? Foodscaping blends growing food with artistic design allowing food plants to escape from the limitations of a garden or farm and fully integrate into a landscape design. Foodscaping follows patterns found in healthy, resilient ecosystems to guide ecologically sound and regenerative food growing systems. In this program, we will discuss foodscaping patterns and principles, as well as the best useful plants for our climate

Friday, February 22, 2019 3:30pm-4:30pm

Pesticides and Pollinators. Ways to Co-Exist, Scott Stewart and Mike Studer Room: Clydesdale

This class will introduce ways to communicate with beekeepers, identify and take precautions to protect foragers and pollinators, properly managing pesticides and build a synergistic relationship between farmers and beekeepers. TN beekeepers recognize there are pests that need to be destroyed to save crops and they are prepared to assist farmers help to protect pollinators. Programs such as Field Watch and Beecheck will be reviewed, coverage of legal issues if pesticides labels aren't followed, and how investigations are carried out by the State when there is a suspected pesticide kill.

Class Descriptions

What's New in Insects and Control, Dr. Frank Hale, University of TN Room: Appaloosa

Dr. Hale will bring us up to date on insects and their control with emphasis on low impact on beneficial insects.

Which Metrics Really Matter, Jennifer Warrington, WISE Academy Room: Williamson

How do you know if your tasting room team is winning or losing? Which Direct-to-Consumer (DTC) metrics are you using to keep score? Since team members respect what you inspect, it is these numbers – the ones you poke at – that your team will be sure to focus on if you do. Make sure you are inspecting the DTC metrics that really matter. This session is designed to help you understand the complete DTC sales picture – you will know where to focus for improvements and understand what levers you can change to affect your bottom line.

Christmas Fun at Lazy Acres Christmas Tree Plantation, Michael and Mikayla May Room: Palomino

Christmas is a special time at Lazy Acres Farm. Families can purchase the perfect Christmas tree directly from the field, drive through the Lazy Acres in LIGHTS! Display, and/or enjoy a hearty breakfast with Santa. School groups (K-2) can visit the farm to learn about the production and harvest of real Christmas trees. In this session, Michael and Mikayla May will discuss their Christmas activities and share their experiences in creating successful Christmas events.

Conflict Resolution - Lipscomb University- or Center for Nonprofit Management Room: Franklin

Lipscomb University shows us how to work through and resolve conflict in a variety of ways and the importance of facing conflict within the market.

Companion Planting, Cindy Shapton Room: Highland

Ever notice that you get along with certain people or neighbors better than others? Anne of Green Gables would call it a kindred spirit; others might define it as compatibility. It is the same phenomenon in the plant community, certain plants just seem to get along better and benefit or complement each other. In the gardening realm this is called “companion planting.” Join Cindy as she talks about the benefit of herbs in plant neighborhoods to help keep the garden and gardener healthy. In an age where we are concerned about food being grown without pesticides, these companion planting practices are being re-evaluated and put to use once again.

Hemp Production, Will Tarleton Room: Saddlebred

Learn the ins and outs of hemp production from a farmer who grows it.

Disease in High Tunnels, Zach Hansen Room: Appaloosa

Dr. Hansen will discuss how to identify common soil borne and foliar diseases associated with high tunnel vegetable production. He will also discuss management strategies with emphasis on cultural practices.

Agribusiness Legal Solutions, Nathan Huff and Phelps Dunbar Room: Mustang

Nathan Huff and Phelps Dunbar will walk you through legal advice and solutions for your agribusiness.

Saturday, February 23, 2019 8:00am -9:00am

Class Descriptions

So You Want to Be a Beekeeper. An Introduction to Honeybees, Agriculture’s Lifeline, Jim Gentry

Room: Clydesdale

The world needs more beekeepers. Times have changed from the days of yesteryear when anyone could place hives in a yard, do little to maintain it, and enjoy the sweet rewards of honey, with few worries. There were also many feral hives of honeybees pollinating crops, but that isn’t the case anymore. With over forty years of beekeeping experience, Jim has witnessed first-hand the challenges honeybees are facing, and how they affect modern beekeepers. Jim will introduce you to things to consider before you make the leap. Items such as the basics of a hive, cost, equipment, time you’ll need to allocate to beekeeping, how to select locations, risks, how to get bees, registration of hives, local and state clubs, classes, and so much more.

Organic Pest Control, David Cook

Integrated Pest Management (IPM), as defined by the United States Environmental Protection Agency, is "The coordinated use of pest and environmental information with available pest control methods to prevent unacceptable levels of pest damage by the most economical means and with the least possible hazard to people, property, and the environment." Organic pest management involves this same principle, but takes it a little bit further. This presentations will present organic methods for monitoring and managing insect pests in greenhouses, high tunnels, orchards and farms. Topics will include providing habitat for beneficial organisms, maintaining a healthy living soil, best nectar and pollen plants for beneficials and native bee pollinators, and organic insecticides and other tools.

Make your Winter Containers “Winners,” Carol Reece—University of TN

Room: Appaloosa

Planning and making “winter” containers that work.

Agritourism Round Table Discussions

Room: Salons 1-4

Participate in a facilitated discussion of important topics suggested by agritourism operators with other entrepreneurs and industry partners. Share your experiences, ask questions and bounce ideas off of other participants. Topics are:

- Online Ticket Sales **Room: Salon 1**
- Employee Management: Hiring, Firing and Retaining **Room: Salon 2**
- All Things Concessions **Room: Salon 3**
- Square Reports 101 **Room: Salon 4**

Coffee with the Executive Director, Adam Acampora **Room: Williamson**

Enjoy coffee while you get to know the Executive Director, talk about things to come, concerns, challenges, and opportunities that you face as an individual business or that you see on the horizon for Tennessee Wine Industry.

StoryBranding Workshop with 5by5 Agency

Room: Franklin

The Storybrand framework is how all stories are told. Learn how to use this layout to help tell your market's story as well as your vendors' stories and keep your customers coming back for more!

Class Descriptions

Saturday, February 23, 2019 9:00am -3:00pm

TN Christmas Tree Growers Association- Farm Tour at Country Cove Christmas Tree Farm, Murfreesboro, TN, Joe and Jan Steiner

Registration Required. Provide your own transportation and meet at Country Cove Christmas Tree Farm at 9am. Lunch and snacks will be provided. We will also have our annual TCTGA annual meeting. Farm Address is: 1189 Cut Off Road, Murfreesboro, TN 37129

Saturday, February 23, 2019 9:15am -10:15am

Game Winning Drive-CHARACTER, LEADERSHIP, INTEGRITY, Rik Roberts Room: Saddlebred/Highland

Lead the followers. Taking stories right out of today's sports headlines and history's record books, we will explore the steps that lead to real winning. By emphasizing team work and integrity, attendees will identify leadership qualities that they can develop to become a champion in their own right.

What's New in Diseases and Their Control Room: Appaloosa

An update on diseases and controls in greenhouse production.

Creating Designated Pollinator Habitats to Protect Pollinators & Increase Your Yields, Dr. John Skinner

Room: Clydesdale

We will define crop specific pollinator needs while learning how to provide supplemental food for pollinators. Factors to consider include crop bloom duration, pollinator abundance, when to provide honey bee colonies and also promote using native pollinators to improve yield.

Disease & Virus Management in the Vineyard, Dr. Zach Hensen, UT Extension Room: Williamson

This class will provide background information on common grape diseases, including basic pathogen biology and disease epidemiology, to facilitate a better understanding of disease dynamics in the vineyard. I will also discuss cultural and chemical approaches to disease management and share the latest research on alternative disease management approaches.

General Licensing & TTB Issues, Rob Pinson-Waller, Lansden, Dortch & Davis, LLP Room: Franklin

Presentation on the step by step needed for getting your winery up and running, dealing with the TTB and all the legal issues around getting into alcohol.

Saturday, February 23, 2019 10:30am -2:00pm

TN Association of Farmers Market Tour: Trevecca Urban Farm Tour with TOGA, Tour Conexion, Casa Azafran Market, Azafran Park - Plaza Mariachi for lunch

TOGA Tours: Trevecca University and Six Boots Growers' Collective

Class Descriptions

The Trevecca Urban Farm was inspired by an opportunity to create food access with neighbors in our local food desert and as a teaching tool to equip students to help food insecure neighborhoods around the world. Since 2011, a robust urban farm has sprung up on Trevecca's campus. In the heart of Nashville, livestock guardian dogs oversee our heritage goats, pigs, and chickens as they graze our campus and lots nearby. Vermicompost, aquaponics systems, campus composting, beekeeping, an urban orchard, greenhouse, vegetable gardens, and two additional community gardens produce abundantly within view of Nashville's skyscrapers.

With agroecology at the heart of our teaching, our BA in Social Justice offers a professional concentration in Environmental Justice that trains students to care for creation. People-centered organic agriculture is at the center of our creation care education, and we put this teaching to work right where we are and around the world. We teach that the best way to address hunger and heal the land is by growing great food on the soil right under our feet, using free materials and simple techniques available to everyone. On our tour, we will tell our story building a farm in the middle of the city, the unique opportunities and challenges of urban farming, and failures and successes we blundered upon as we journeyed. We will visit our herd of Tennessee Fainting Goats, Heritage Hog crosses, our laying hens, and apiary. We will walk through our orchard and visit our gardens, our greenhouse, and our aquaponics systems.

Six Boots Growers' Collective is a diversified farm raising sustainably-grown vegetables and fruit, Katahdin sheep, cut flowers, industrial hemp, and producing an assortment of value added products. We use ecological soil management techniques, cover crops, crop rotation, biodynamic preparations and compost. We also grow many open-pollinated and heirloom varieties. **Tour group will gather at the front of the hotel and leave at 10:30 a.m.**

Saturday, February 23, 2019 10:30am -11:30am

TN Agritourism Association Annual Meeting Room: Salons 1-4

Let's Talk Vegetable Transplant Health, Natalie Baumgardner, University of TN Room: Appaloosa
A report on the best in vegetable varieties for our region.

Effective Marketing Strategies for Your Farm, Jay Williams Room: Clydesdale
Learn how to develop your brand, find your niche, and the best way to tell the world about your amazing products. Practical skills and real world examples will be shared. Learn how Jay landed his products from Franklin, TN in two National Food Awards, countless magazine and TV specials, and grew his follower base from a handful of supporters to over 40K.

New Vines & Trellis Systems, David Lockwood Room: Franklin
How deep should I set my vines? Do I need to pre-treat my vines before setting them? What type of Trellis system should I use for Chardonnay? These are just some of the many questions growers have as they plant new vines. This presentation will help you get started in the right direction from site selection, to setting posts, and putting the vines in the ground.

Branding & Packaging, Jesse Goldstein- Fresh Brands Room: Williamson

Class Descriptions

Making a fantastic wine is just the beginning when you're in the Wine Business. You have to surround your product with elements that resonate with your passion. Connect with your customer from the label and website to the sales person pitch.

Saturday, February 23, 2019 1:00pm-2:00pm

Important Considerations for Moving Honeybee Colonies for Pollination of Crops, Joel Hausser

Room: Clydesdale

The main reason honeybees are the most important plant pollinator is that colonies of honeybees can be easily transported to crops when needed and in sufficient numbers needed to assure adequate pollination. This presentation will identify important considerations to be addressed by the farmer and the beekeeper when moving the colonies into your fields.

Working with your State and Local Tourism Department, Melanie Beauchamp- TN Department of Tourism

Room: Williamson

Local state and regional tourism departments have one goal, to drive traffic from somewhere else to their territory

Overlapping Licensing & Taxes, Clay Byrd- Adams & Reese Room: Franklin

Former TABC Director Byrd will be discussing the different types of licensing that exists and how they can interact with each other. Getting into specifics regarding Wine by the Glass and beer service at your facility and how to handle the taxes in those situations.

Saturday, February 23, 2019 2:15pm-3:15pm

What is Wine America? Jim Trezise- Wine America Room: Williamson

The President of Wine America will be on site discussing just what the organization does in DC to promote the growing wine production in the United States. This is an introduction to how they help our industry at the Federal level, from general initiatives and challenges, tax legislation and shipping laws to music licensing.

VESTA – Addressing the Workforce Needs of the Grape and Wine Industry Through Registered Apprenticeships, Bill Alter- VESTA Room: Franklin

Looking for education and training opportunities? VESTA provides industry-validated online courses in Viticulture, Enology and Wine Business Entrepreneurship, as well as field experiences and technical workshops. Having trouble recruiting new employees and/or retaining current employees? Registered Apprenticeships are unique flexible programs for employers to design programs that will enhance recruitment, advancement and retention of employees. Services and funding provided through local job centers can provide support for both employers and apprentices.

Selecting Which Hive for your Honeybees and Which Components to Include, Joel Hausser

Room: Clydesdale

Class Descriptions

There are many different offerings in modern hive equipment. This class will review what is available on the market and the pros and cons of each.