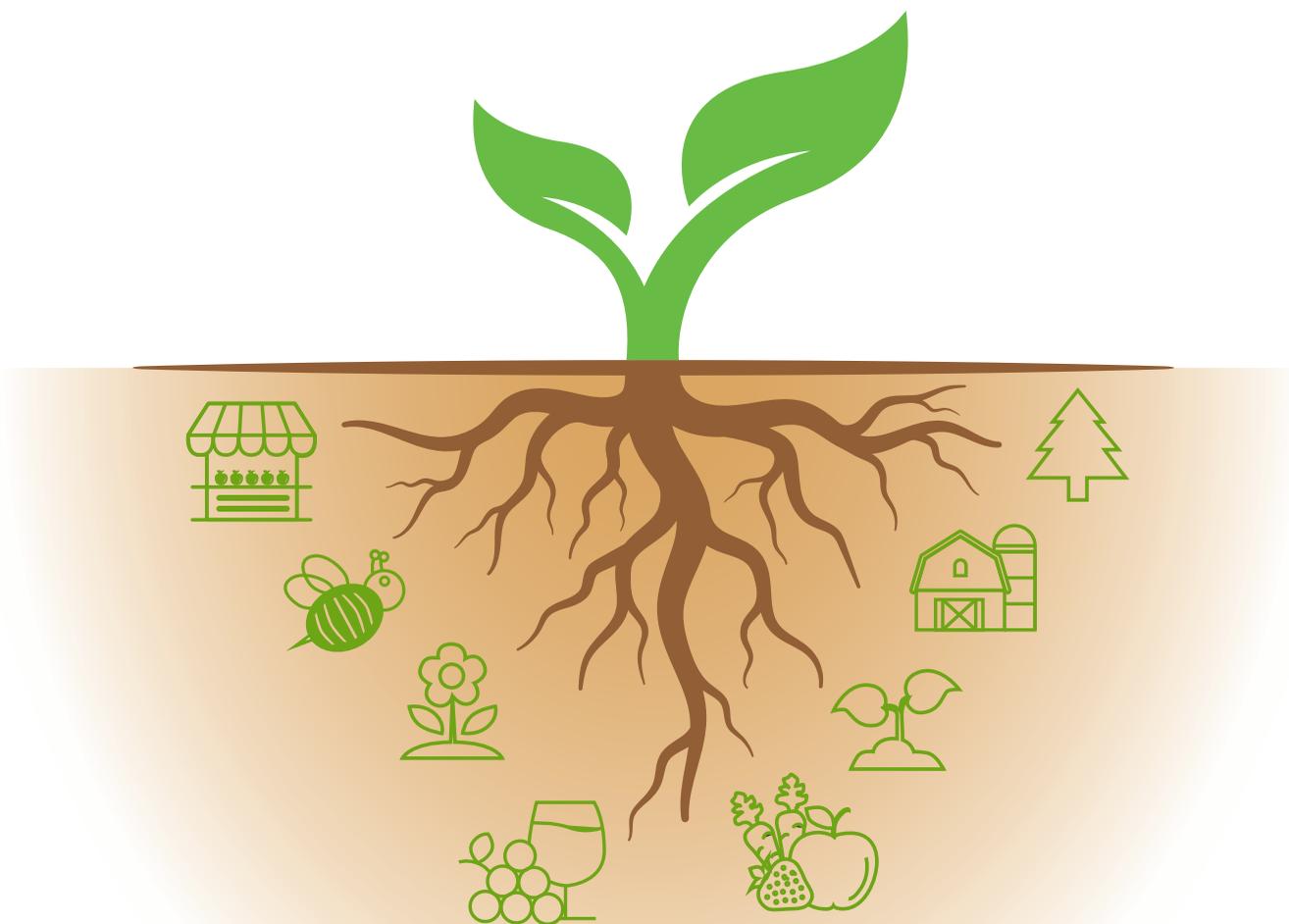




2024

**GROWING TOGETHER TO MAKE
TENNESSEE AGRICULTURE EXTRAORDINARY**



**February 15-17 • Franklin, TN
Cool Springs Marriott and Convention Center**

**Eight associations come together to offer over 75 classes, a vibrant trade show,
and networking opportunities for producers to better their businesses.**

Welcome to the 2024 Pick TN Conference!

The mission of the Pick TN Conference is to provide educational programming and networking in a collaborative environment which fosters growth to sustain agriculture.

Eight associations work together to plan the conference each year:

TN Agritourism Association (TAA) / TN Association of Farmers Markets (TAFM)
TN Beekeepers Association (TBA) / TN Christmas Tree Growers Association (TCTGA)
TN Farm Winegrowers Association (TFWA) / TN Fruit and Vegetable Association (TFVA)
/ TN Organic Growers Association (TOGA) and TN Farmer Veteran Coalition (TFVC)

Thank You Pick TN Conference Board Members for your help in planning the 2024 Conference!

Amy Tavalin, PTC Executive Director / Cindy Delvin, TOGA
Lee Greenberg, TOGA / Reggie Marshall, TFVA / Brian Muetze, TAA
Tonya Keller, TAA / Ron Bridges, TFVC / Amanda Blount, TFVC
Kasi Haire, TAFM / Denise Pullella, TAFM / Rhonda Moody, TFWA
Laura Swanson, TFWA / Ron White, TBA / Robbie Knight, TCTGA

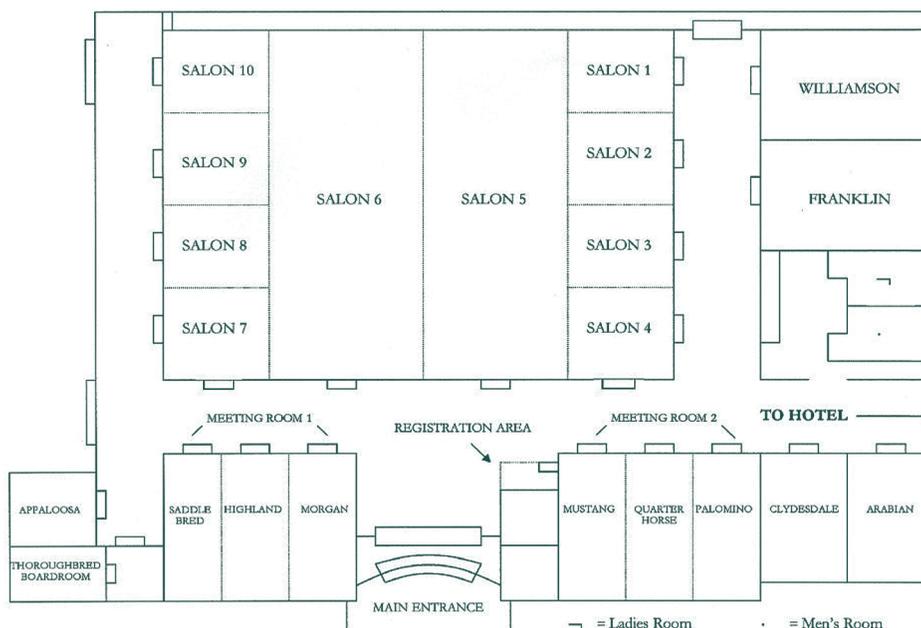
**SUPPORTING MEMBERS FROM TN DEPARTMENT OF AGRICULTURE AND UNIVERSITY OF TENNESSEE:
RICK JOHNSON, TDA / RACHEL SULLIVAN, TDA / ANNETTE WSZELAKI, UT / DAVE LOCKWOOD, UT
/ MEGAN BRUCH LEFFEW, UT**

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Franklin Marriott Cool Springs Conference Center Map

Tennessee Department of Agriculture, Authorization
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document was promulgated at a cost of \$2.73 per copy.





Schedule at a Glance

ICON KEY: Participants may attend any session or event unless otherwise indicated. Icons representing industry segments as shown below have been assigned to each session and event as a guide to help participants identify sessions that may be most relevant to them.



All Attendees



Agritourism



Farmers Markets



Beekeepers



Christmas Trees



Wine and Grapes



Plant Producers



Fruit and Vegetable



Organic Growers

	Time	Session	Speaker	Room
Thursday, February 15, 2024				
	8:00am-4:00pm	Registration		
	9:00am-9:45am	Opening General Session		Conference Foyer
		Welcome by Pick TN Conference Board President	Reginald Marshall	Salons 1-5
		Key Conference Announcements	Amy Tavalin	
		Comments by Special Guest, Commissioner of Agriculture, Charlie Hatcher	Commissioner Charlie Hatcher	
Break 9:45am-10:00am				
	10:00am-10:45am	Strawberries	Danny Van Meter	Salons 1-2
	10:00am-10:45am	Hydroponics	Daryl Leven	Salons 3-4
	10:00am-10:45am	The Power of Precision: A Deep Dive into Crafting Your Key Marketing Message for Maximum Impact	Juliana Stachurski	Salon 5
	10:00am-10:45am	Labor Considerations for Tennessee Farmers: Strategies for Securing and Managing Agricultural Labor (Repeated at 4:00pm)	Margarita Velandia, Jane Chadwell, Amy Rochkes	Williamson
	10:00am-10:45am	Status of Beekeeping in Tennessee	Mike Studer	Mustang/ Quarter Horse
	10:00am-10:45am	Organic Ag: Assistance from Multi-Agencies in Tennessee	Dilip Nandwani, Ron Eldridge, Greer Gill, Danny Jones, Debra Kenerson, Charles Morris and Sochinwechi Nwosisi	Saddlebred/ Highland
	10:00am-10:45am	Tennessee Department of Agriculture Food Regulations	Mike Brown	Franklin
	10:00am-10:45am	Urban Forestry Funding Opportunities	Ashley Kite-Rowland	Morgan
	10:00am-10:45am	Elevate Your Farm with Digital Marketing	Caroline Manno, Mike Miller, Caroline Plyler	Carothers
	10:00am-10:45am	A Future for Farmland in Tennessee	Brooks Lamb	Palomino
	10:00am-10:45am	Pathway Lending Connecting to Agriculture	Key Dawson	Appaloosa
Break 10:45am-11:00am				

Schedule at a Glance

Thursday, February 15, 2024

	Time	Session	Speaker	Room
	11:00am-11:45am	Strawberries	Danny Van Meter	Salons 1-2
	11:00am-11:45am	Produce for Profit: How to Make Decisions with Budgeting Tools	Margarita Velandia	Salons 3-4
	11:00am-11:45am	The Future is Now: A Guide to Effectively Integrating AI into Your Marketing Arsenal	Juliana Stachurski	Salon 5
	11:00am-11:45am	Lessons Learned in Growing a Farm Business	Harpeth Moon Farm	Williamson
	11:00am-11:45am	Bee Biology	Dr. Clarence Collison	Mustang/ Quarter Horse
	11:00am-11:45am	Know How of Organic Certification	Matthew Young and Dilip Nandwani	Saddlebred/ Highland
	11:00am-11:45am	Farmers Market Food Unit Bill (SB1049-HB1077)	Melvin Haas and Lori LeMaster	Franklin
	11:00am-11:45am	Small Scale Mum Production: Options for Flower Grower Diversification	Lucas Holman	Morgan
	11:00am-11:45am	Agritourism Works!	Lee Rankin	Carothers
	11:00am-11:45am	Ethics in Grants and Funding Management:	Amanda Blount	Palomino
Trade Show Open 12:00pm - Salons 6-10				
Lunch and Learn Sessions				
	12:00pm-12:45pm	Lunch and Network		Salon 5
	12:00pm-12:45pm	Agritourism Meet and Greet		Carothers
	12:00pm-12:45pm	Turnip Truck: Supporting a Local Economy and Reducing Food Insecurity	John Dyke, Kat Britt, Mark Mulcahy	Salons 3-4
	12:00pm-12:45pm	SPECCX: Specialty Crop Exchange	Dana Buse'	Salons 1-2
Break 12:45pm-1:00pm				
	1:00pm-1:45pm	Free-for-All: Small Fruits	Dave Lockwood	Salons 1-2
	1:00pm-1:45pm	Cover Cropping in Vegetable Productions Systems	Rachel Rudolph	Salons 3-4
	1:00pm-1:45pm	Harvesting Success: How to Grow Your Farm Business with Email Marketing	Juliana Stachurski	Salon 5
	1:00pm-1:45pm	How to Start a Farm Business	Eryn Bell and Rachel Painter	Williamson
	1:00pm-1:45pm	Apiary Management in late Winter and Spring	Dr. Clarence Collison	Mustang/ Quarter Horse
	1:00pm-1:45pm	Soil Health in Organic Grain Systems	Sindhu Jagadamma and Dilip Nandwani	Saddlebred/ Highland
	1:00pm-1:45pm	Building Community within the Food Economy	Laura Wilson, Alan Horsnell	Franklin
	1:00pm-1:45pm	Outstanding Garden Performers: UT Gardens Jackson 2023	Jason Reeves	Morgan
	1:00pm-1:45pm	Agritourism 101 Roundtable Discussion	Moderated by: Tonya Keller Panelists: Lee Rankin, Andrew Dixon, Blake and PJ Narramore	Carothers
	1:00pm-1:45pm	Farmer Veteran Coalition of Tennessee Chapter Update	Ron Bridges	Palomino
	1:00pm-1:45pm	Building Longevity through Nutrition and Good Sleep	Karman Meyer and Anne Layman-Wires	Appaloosa
Break 1:45pm-2:00pm				

Schedule at a Glance

Thursday, February 15, 2024

	Time	Session	Speaker	Room
	2:00pm - 2:45pm	Two-Year Experience with Primocane Blackberry Production in Middle Tennessee	Charlie Coffey	Salons 1-2
	2:00pm - 2:45pm	Root-knot Nematode Management in Vegetable Production Systems	Rachel Rudolph	Salons 3-4
	2:00pm - 2:45pm	How to Generate Video Content without Breaking the Bank	Travis Key	Salon 5
	2:00pm - 2:45pm	TAEP Grant Application Process For Beekeepers	Mike Studer	Mustang/ Quarter Horse
	2:00pm - 2:45pm	Multi Livestock Pasture Raised Production	Chris Simpson	Saddlebred/ Highland
	2:00pm - 2:45pm	Protect Your Assets (FLIP - Veracity Insurance)	Chris Van Leeuwen	Franklin
	2:00pm - 2:45pm	Finding A Spray Schedule for Your Vineyard	Dave Lockwood	Morgan
	2:00pm - 2:45pm	Farm Festivals: From Flowers to Fun	Jason Ladd and Tyler Sneed	Carothers
	2:00pm - 2:45pm	What's your Farm Story?	Ron Bridges and Eileen Legault	Palomino
	2:00pm - 2:45pm	Farm Service Agency Funding Opportunities	Greer Gill	Williamson
	2:00pm - 2:45pm	Ornamental Plant Disease Management	Nar Bahadur Ranabhat	Appaloosa
Break 2:45pm-3:00pm				
	3:00pm - 3:45pm	Irrigating Tennessee Fruit Crops	Behnaz Molaei	Salons 1-2
	3:00pm - 3:45pm	Farming In The Cloud	Brandon Ellis	Salons 3-4
	3:00pm - 3:45pm	Using Short Form Video Content to Increase Exposure and Drive Sales	Travis Key	Salon 5
	3:00pm - 3:45pm	Insurance Insights Roundtable Discussion	Facilitator: Megan Bruch Leffew Panelists: Lee Wright, Kevin Morency	Williamson
	3:00pm - 3:45pm	The Craft of Making Mead	Rob Welbon	Mustang/ Quarter Horse
	3:00pm - 3:45pm	Growing Lettuce 52 Weeks a Year	Ray Tyler	Saddlebred/ Highland
	3:00pm - 3:45pm	TN Association of Farmers Markets Annual Meeting		Franklin
	3:00pm - 3:45pm	TN Department of Revenue: What Wineries Need to Know	Alaina Turner and Tommy Sneed	Morgan
	3:00pm - 3:45pm	Passing Down the Family Farm	Andy Holt	Carothers
	3:00pm - 3:45pm	Biochar	Leslie Honiker	Palomino
Break 3:45pm-4:00pm				
	4:00pm - 4:45pm	Wildlife Management in Fruit Crops	Dave Lockwood	Salons 1-2
	4:00pm - 4:45pm	Canning Class	Elizabeth Sanders	Salons 3-4
	4:00pm - 4:45pm	Influencer Matchmaking (Session to repeat Saturday at 8am)	Alaina Boyd	Williamson
	4:00pm - 4:45pm	Labor Considerations for Tennessee Farmers: Strategies for Securing and Managing Agricultural Labor (Repeated from 10am today)	Margarita Velandia, Jane Chadwell, Amy Rochkes	Williamson
	4:00pm - 4:45pm	Treating Bees with Natural Products	Stanley Evans	Mustang/ Quarter Horse
	4:00pm - 4:45pm	Small Scale Livestock Farming and Selling Tips	Chris Simpson	Saddlebred/ Highland

Schedule at a Glance

Thursday, February 15, 2024				
	Time	Session	Speaker	Room
	4:00pm - 4:45pm	TN Association of Farmers Markets Annual Meeting (continued)		Franklin
	4:00pm - 4:45pm	Selling Food to USDA – Become a USDA Foods Vendor	Elisa Gladstone	Morgan
	4:00pm - 4:45pm	Growing Your Agritourism Business Small	Jeff Manley	Carothers
	4:00pm - 4:45pm	Farmer Veterans: FVC-TN Members Meet and Greet	Ron Bridges and Other FVC-TN Leaders	Palomino
	5:00pm - 7:00pm	Trade Show and Networking Reception with a Taste of TN Wines		Salons 6-10
	6:00pm	Tennessee Agritourism Association Membership Event & Banquet (Ticket required.)		Off-Site at the Grove, Williamson Family Farm
	7:00pm - 12:00am	Hospitality Suite: Open to all for networking and conversations		Hospitality Suite 1120
Friday, February 16, 2024				
	7:00am - 5:00pm	Trade Show Open		Salons 6-10
	7:00am - 5:00pm	Registration Open		Foyer
	8:00am - 8:45am	Tennessee Fruit and Vegetable Association Meeting	Reggie Marshall	Salons 1-2
	8:00am - 8:45am	Meet and Greet Hosted by Tennessee Christmas Tree Growers	TCTGA	Salon 5
	8:00am - 8:45am	Resources for Regenerative Agriculture in the Grape and Wine Industry	Chris Milne	Williamson
	8:00am - 8:45am	Cut Flower Grower Coffee and Connections	Celeste Scott, Katie Martin	Morgan
	8:00am - 8:45am	Local Bee Inspectors Update and Discussion on Invasive Insects	Mike Studer	Mustang/ Quarter Horse
	8:00am - 8:45am	Coffee with the TN Farmer Veteran Coalition	Ron Bridges	Palomino
	8:00am - 8:45am	Building a Team to Make the Farm Work for You	Ray Tyler	Highland/ Saddlebred
	8:00am - 8:45am	Indigenous Agriculture	Bobby Rich	Appaloosa
	8:00am - 8:45am	Does Your Website Do What It's Supposed to Do?	Travis Key	Carothers
Break 8:45pm-9:00am				
	9:00am - 9:45am	NRCS Statewide Outreach	Harold Petigrew	Salons 1-2
	9:00am - 9:45am	Rural Development	Will Freeman	Salons 3-4
	9:00am - 9:45am	Wintertime Concessions to Build Profit	Sarah Norman	Salon 5
	9:00am - 9:45am	Hosting a Specialty Crop Festival at your Market	Rebecca Williams, Patrick Ellis	Franklin
	9:00am - 9:45am	Brand Storytelling: Using Heart and Soul to Differentiate Your Winery	Mary Ruth Raphael	Williamson
	9:00am - 9:45am	Small Scale Local Pollination Services	Mike Studer	Mustang/ Quarter Horse
	9:00am - 9:45am	Pathways to Farming	Ron Bridges	Palomino
	9:00am - 9:45am	Profitable Market Farming on 1 Acre	Max Vanderbroek and Hayley Roberts	Highland/ Saddlebred
	9:00am - 9:45am	Ethnobotany	Bobby Rich	Appaloosa
	9:00am - 9:45am	Using Meta Ads to Drive Sales and Acquire New Customers	Travis Key	Carothers

Schedule at a Glance

FRIDAY, FEBRUARY 16, 2024

	Time	Session	Speaker	Room
Break 9:45am -10:00am				
	10:00am - 10:45am	Managing Cane Blight, Spur Blight and Anthracnose in your Berries	Melanie Ivey	Salons 1-2
	10:00am - 10:45am	Aquaponics	Daryl Leven	Salons 3-4
	10:00am - 10:45am	Drone Uses in Agriculture and Forested Systems	Dr. Jason de Koff	Salon 5
	10:00am - 10:45am	Sustainable Farming Practices and Marketing	Kelsey and Kriby Davis	Franklin
	10:00am - 10:45am	Why Succession Planning? Planning for the Next Generation in Your Vineyard or Winery	Kevin Ferguson	Williamson
	10:00am - 10:45am	Farming Funsie: Exploring the Big Benefits of Small Scale Micro Farming	Amanda Blount	Palomino
	10:00am - 10:45am	Herbs to Know and Grow	Cindy Shapton	Highland/ Saddlebred
	10:00am - 10:45am	Corporate and Company Farm Events	Jeff Manley	Carothers
	10:00am - 10:45am	Commercial Pollination Services	Kent Williams	Mustang/ Quarter Horse
Break 10:45am-11:00am				
	11:00am - 11:45am	Canning Class	Elizabeth Sanders	Salons 1-2
	11:00am - 11:45am	Blight, Mildews and Wilts: Vegetable Disease Update	Melanie Ivey	Salons 3-4
	11:00am - 11:45am	Diseases and Pests in Conifers	Dr. Fulya Baysal-Gurel	Salon 5
	11:00am - 11:45am	The Benefits of Using Market Manager Software	Kasi Haire, Dottie Beasley	Franklin
	11:00am - 11:45am	Muscadine Viticulture & Sustainable Practices	Dr. Jeffery Stewart	Williamson
	11:00am - 11:45am	Growing and Marketing Cut Flowers	Will and Kristen Nickels	Morgan
	11:00am - 11:45am	Small Scale Honey Marketing	Nathan Coleman	Mustang/ Quarter Horse
	11:00am - 11:45am	A Story of Regeneration: Kyle Rustic Farm	Mike and Susie Kyle	Palomino
	11:00am - 11:45am	Totally Tomatoes	David Cook	Highland/ Saddlebred
	11:00am - 11:45am	Tennessee Agritourism Association Annual Meeting		Carothers
Lunch Served in Trade Show 11:45am-12:45pm				
Lunch and Learn Sessions				
	12:00pm-12:45pm	Turnip Truck: Supporting a Local Economy and Reducing Food Insecurity	John Dyke, Kat Britt, Mark Mulcahy	Salons 3-4
	12:00pm-12:45pm	SPECCX: Specialty Crop Exchange	Dana Buse	Salons 1-2
	12:00pm - 12:45pm	TOPP Transition Organic Producer Program	Allison Walent, Dilip Nandwani and Caroline Mayhew	Highland/ Saddlebred
	12:00pm - 12:45pm	USDA Specialty Crop Resources	Chris Purdy	Salon 5
	12:00pm - 12:45pm	Agritourism in Action: Blooms and Berries Farm Market	Jeff and Emily Probst	Carothers
	12:00pm - 12:45pm	Farm Service Agency Funding Opportunities	Greer Gill	Salon 1-2
	12:00pm - 12:45pm	Tennessee Farm Winegrowers Annual Meeting (12:15-1:45)	TFWA	Williamson
Break 12:45pm-1:00pm				
	1:00pm - 1:45pm	Get Hopping: Hops Production and Marketing in Tennessee(12:15-1:45)	Mitchell Richmond and Rachel Painter	Salons 1-2
	1:00pm - 1:45pm	International Vegetables and the International Vegetable Market	Arvazena Clardy	Salons 3-4
	1:00pm - 1:45pm	Fun Foliage Plants for Winter Arrangements	Jason Reeves and Celeste Scott	Salon 5
	1:00pm - 1:45pm	Be the Change!	Hayley L. Samples and Becca Grubb	Williamson

Schedule at a Glance

FRIDAY, FEBRUARY 16, 2024

	Time	Session	Speaker	Room
	1:00pm - 1:45pm	Tennessee Farm Winegrowers Annual Meeting (12:15-1:45)	TFWA	Williamson
	1:00pm - 1:45pm	Sustainable Beekeeping	Nathan Coleman	Mustang/ Quarter Horse
	1:00pm - 1:45pm	Easy Low Till and No Till Options for Small to Medium Scale Organic Vegetable Farmers	Jessie Fleischer	Highland/ Saddlebred
	1:00pm - 1:45pm	Farming Allies: No One Farms Alone	Eileen Legault and Panel	Palomino
	1:00pm - 1:45pm	Let Go to Grow: How to Build a Team of Leaders for Your Farm	Jeff and Emily Probst	Carothers
Break 1:45pm-2:00pm				
	2:00pm - 2:45pm	PACMAN: Multistate Apple Precision Cropland Management	Brent Arnoldussen	Salons 1-2
	2:00pm - 2:45pm	Double Cropping Strawberries and Pumpkins: Maximizing Profit on the Same Piece of Land	Denton Clay Parkins and Walker Parkins	Salons 3-4
	2:00pm - 2:45pm	Wreath Making 101: Creative Tips & Tricks for Handmade Wreaths	Jason Reeves and Celeste Scott	Salon 5
	2:00pm - 2:45pm	Tennessee Department of Agriculture Food Regulations Scheduled Q&A Management	Mike Brown	Franklin
	2:00pm - 2:45pm	Regenerative Farming: Using Sheep in the Vineyard	Hartley and Amy Scott	Williamson
	2:00pm - 2:45pm	Hive Inspections and Mite Control	Kent Williams	Mustang/ Quarter Horse
	2:00pm - 2:45pm	Women in Ag	Kevin Hensley, Ashley Stokes	Salons 1-4
	2:00pm - 2:45pm	Vegetable CSI	David Cook	Highland/ Saddlebred
	2:00pm - 2:45pm	Agritourism 301 Roundtable Part I	Moderator: Tonya Keller; Panelists: Jeff Alsup, Jeff Manley, Jeff Probst	Carothers
Break 2:45pm-3:00pm				
	3:00pm - 3:45pm	Bitter Rot in Apples: The #1 disease of apples in the Southeast	Melanie Ivey	Salons 1-2
	3:00pm - 3:45pm	All Things Squash	Charlie Coffey	Salons 3-4
	3:00pm - 3:45pm	Organic/Natural Treatment of Pests & Diseases in Christmas Trees	Linda Hamm	Salon 5
	3:00pm - 3:45pm	Market Link Information Session	Lisa Roach	Franklin
	3:00pm - 3:45pm	Coping with Cold Injury and Recovery in the Vineyard	Dave Lockwood	Williamson
	3:00pm - 3:45pm	Tennessee Cut Flower Growers: Specialty Crop Block Grant & Grower Needs	Dr. Natalie Bumgarner and Celeste Scott	Morgan
	3:00pm - 3:45pm	Diversity in Beekeeping Products	Jennifer Futtrell Evans	Mustang/ Quarter Horse
	3:00pm - 3:45pm	Farming Family Wellness	Ron Bridges and Eileen Legault	Palomino
	3:00pm - 3:45pm	Turning a Mushroom Hobby into a Farm	Jim Day	Highland/ Saddlebred
	3:00pm - 3:45pm	Agritourism 301 Roundtable Part II	Moderator: Tonya Keller; Panelists: Jeff Alsup, Jeff Manley, Jeff Probst	Carothers
Break 3:45pm-4:00pm				
	4:00pm - 4:45pm	Free-for-All: Tree Fruits	Dave Lockwood	Salons 1-2
	4:00pm - 4:45pm	Watermelon	Ozell White	Salons 3-4
	4:00pm - 4:45pm	Legislative and Judicial Update	Kevin Hensley	Salon 5
	4:00pm - 4:45pm	Market Link Application Appointments	Lisa Roach	Franklin

Schedule at a Glance

FRIDAY, FEBRUARY 16, 2024

	Time	Session	Speaker	Room
	4:00pm - 4:45pm	The Importance of Knowing Your Soil and How to Maintain its Nutrients	Abram Rak	Williamson
	4:00pm - 4:45pm	Setting up an Efficient, Automatic Irrigation System	Ray Tyler	Highland/ Saddlebred
	4:00pm - 4:45pm	Honey-It's Not Just What's for Dinner	Jennifer Futrell Evans	Mustang/ Quarter Horse
	4:00pm - 4:45pm	Farmer Veterans Coalition of Tennessee Members Meet and Greet	Ron Bridges and FVC-TN Leadership	Palomino
	5:00pm - 7:00pm	Farm to Tap Mixer sponsored by Tennessee Brewers Guild		Salon 5
	4:00pm - 4:45pm	Hospitality Suite: Open to all for networking and conversations		Hospitality Suite 420

SATURDAY, FEBRUARY 17, 2024

	8:00am - 1:00pm	Pick Tennessee Products Marketplace		Salon 6
	8:00am - 1:00pm	Seedlings and the TN Division of Forestry Nursery	Gina Sowders	Franklin
	8:00am - 8:45am	Cold Injury, Training Systems, and Varieties for Blackberries in TN	David Lockwood	Salons 1-2
	8:00am - 8:45am	Urban Forestry	Ashley Kite Rowland	Salons 3-4
	8:00am - 8:45am	Influencer Matchmaking	Alaina Boyd	Salons 9-10
	8:00am - 8:45am	Beginner Beekeeping Course 1	Stanley Evans and Ron White	Morgan

Break 8:45am-9:00am

	9:00am - 2:00pm	TN Organic Growers Association Tour		Caney Creek Farm Depart from Hotel Conference Center Lobby
	9:00am - 9:45am	UTIA Grape and Wine Updates	Rachel Painter	Williamson
	9:00am - 9:45am	Liability and Risk Management for Christmas Tree Growers	Megan Leffew and Alan Galloway	Franklin
	9:00am - 9:45am	The New Guy in Town: What is Coming in the UKY Fruit Extension Program?	Brent Arnoldussen	Salons 1-2
	9:00am - 9:45am	Watermelon	Ozell White	Salons 3-4
	9:00am - 9:45am	The Basics of Instagram Reels	Malick Gaye	Saddlebred Highland/Morgan
	9:00am - 9:45am	Farmer Veterans Follow-Up and Next Steps	Ron Bridges	Appaloosa
	9:00am - 9:45am	Beginner Beekeeping Course 2	Stanley Evans and Furniss Harkness	Mustang/ Quarter Horse

Break 9:45am-10:00am

	10:00am - 2:00pm	TN Association of Farmers Markets Tour		Richland Farmers Market and Nashville Farmers Market
	10:00am - 10:45am	Disease & Pest Management for Your Vineyard	David Lockwood	Williamson
	10:00am - 10:45am	So You Want to be a Christmas Tree Farmer	Jamie and Laura Faircloth	Franklin
	10:00am - 10:45am	Adding Tools to Your Phytophthora and Food Safety Management Toolbox	Melanie Ivey	Salons 3-4
	10:00am - 10:45am	Intermediate Instagram Reels	Malick Gaye	Saddlebred/ Highland/Morgan
	10:00am - 10:45am	Cultivating Urban Agriculture	Reggie Marshall	Appaloosa
	10:00am - 10:45am	Beginner Beekeeping Course 3	Stanley Evans and Ron White	Mustang/ Quarter Horse

Schedule at a Glance

SATURDAY, FEBRUARY 17, 2024				
	Time	Session	Speaker	Room
Break 10:45am-11:00am				
	11:00am - 11:45am	Free-For-All: Grapes	Dave Lockwood	Williamson
	11:00am - 11:45am	Christmas Tree Grower Panel Questions & Answers	TCTGA	Franklin
	11:00am - 11:45am	Two-for-One: Production Practices to Maximize Yield and Quality and Minimize Produce Safety Risks	Brooke Emery and Annette Wszelaki	Salons 3-4
	11:00am - 11:45am	Income Tax and Other Taxes for Farms	Alan Galloway	Saddlebred/ Highland/Morgan
	10:00am - 11:45am	Beginner Beekeeping Course 4	Stanley Evans and Ron White	Mustang/ Quarter Horse
Boxed Lunch in Foyer 11:45am-1:00pm				
Seats available for lunch and networking in Salons 1-2, Salons 3-4, Saddlebred and Mustang				
	1:00pm - 1:45pm	Tennessee Christmas Tree Growers Association Annual Meeting	TCTGA Officers	Franklin
	1:00pm - 1:45pm	Urban Agriculture	Alaina Boyd	Salons 3-4
	1:00pm - 1:45pm	Beginning Beekeepers Course 5	Stanley Evans and Ron White	Mustang/ Quarter Horse
Break 1:45pm-2:00pm				
	2:00pm - 2:45pm	Grants and Assistance Programs for Christmas Tree Farms	Greer Gill and Grant Pulse	Franklin
	2:00pm - 2:45pm	Open Beekeeping Discussions and Questions	Stanley Evans , Ron White and Furniss Harkness	Mustang/ Quarter Horse
Break 2:45pm-3:00pm				
	3:00pm - 3:45pm	Secondary Incomes for the Christmas Tree Farm	TCTGA	Franklin



Specialty Crop Competitiveness Initiative (SCCI)

The USDA is requesting **feedback** from the **specialty crops industry** on how the department can address gaps in services and better meet the industry's needs.

As part of SCCI, USDA compiled the **Specialty Crops Resource Directory** - a one-stop shop containing a comprehensive **snapshot of USDA's resources and services** for specialty crops producers and businesses. USDA also published a Request for Information to receive input from specialty crops industry stakeholders. Comments are being accepted until **March 8, 2024**.

For more information visit [USDA.gov/Specialty-Crops](https://www.usda.gov/specialty-crops) or scan the QR codes.



**Specialty Crops
Resource Directory**



**Submit your feedback today!
Request for Information**



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DON'T MISS THE PICK TENNESSEE PRODUCTS MARKETPLACE

Be sure and stop by the Pick Tennessee Products Marketplace in Salon 6 on Saturday morning! This is a great opportunity to do some shopping and make connection with the makers of local products you need for your farm store or tasting room.

The Marketplace will be open Saturday, February 17 from 8:00 am to 1:00 pm.

Session Descriptions for Thursday, February 15, 2024

9:00am-9:45am



Welcome by Pick TN Conference Board President, *Reginald Marshall*
Comments by Commissioner of Agriculture, *Commissioner Charlie Hatcher*
Room: Salons 1-5

Break 9:45am-10:00am

10:00am-10:45am



Strawberries
Danny Van Meter
Room: Salons 1-2

Learn about strawberry variety selection, planting dates and frost protection.



Hydroponics
Daryl Leven
Room: Salons 3-4

Learn more about the ins and outs of growing inside the hydroponic world.



The Power of Precision: A Deep Dive into Crafting Your Key Marketing Message for Maximum Impact

Juliana Stachurski
Room: Salon 5

Learn how to distill your brand essence

into a compelling narrative, captivate your audience, and drive results.



Labor Considerations for Tennessee Farmers: Strategies for Securing and Managing Agricultural Labor (Repeated at 4:00pm)

Margarita Velandia, Jane Chadwell, Amy Rochkes
Room: Williamson

This session will provide a general overview of trends and challenges related to agricultural labor in Tennessee and options to source labor available to Tennessee farms and agribusinesses. We will also discuss best labor management practices, including communication skills and record-keeping.



Status of Beekeeping in Tennessee

Mike Studer
Room: Mustang/Quarter Horse
TBA President Mr. David Thompson will say a few words and introduce the first TBA speaker for Pick Tn 2024. Mike Studer the state Apiarist will give an overall status and assessment of beekeeping in TN. He will discuss the good, the bad and various beekeeping initiatives going on within the state. He will discuss the latest parasitic and mite threats to the apiaries. There will also be time for folks to ask questions of our state Apiarist.



Organic Ag: Assistance from Multi-Agencies in Tennessee
Dilip Nandwani, Ron Eldridge, Greer Gill, Danny Jones, Debra Kenerson, Charles Morris and Sochinwechi Nwosisi

Room: Saddlebred/Highland

This multiagency session discusses organic agriculture programs and assistance offered from various state, federal and public organizations in Tennessee for organic farming community as well as technical resource on organic agriculture. Representatives and experts from USDA Natural Resource Conservation Service, Rural Development, National Agriculture Statistics Service, Tennessee Department of Agriculture, Farm Service Agency, Tennessee State University present and discuss support available from their agencies, new network of "Organic Champions" of NRCS and FSA ("go-to" resource) within State of Tennessee. The panel will fill a need for more expertise in organic agriculture, which is fastest-growing segment of agriculture in the country and globally.



Tennessee Department of Agriculture Food Regulations
Mike Brown

Room: Franklin

Industry experts will share up to date information around food safety in food manufacturing and the regulatory process for foods made at a private residence, or commercial kitchen, for

ICON KEY: Conference attendees may attend any session. The icons listed beside the class descriptions are a guide.



All Attendees



Agritourism



Farmers Markets



Beekeepers



Christmas Trees



Wine and Grapes



Plant Producers



Fruit and Vegetable



Organic Growers

Session Descriptions for Thursday, February 15, 2024

food products to be sold at farmers' markets, grocery stores, roadside stands and events.



Urban Forestry Funding Opportunities

Ashley Kite-Rowland

Room: Morgan

Uncover opportunities to fund urban food forest.



Elevate Your Farm with Digital Marketing

Caroline Manno, Mike Miller,

Caroline Plyler

Room: Carothers

Join farm experts, Caroline Manno and Caroline Plyler for a deep dive into digital marketing for your farm. Learn about how each piece of digital marketing matters through an experimental campaign.



A Future for Farmland in Tennessee

Brooks Lamb

Room: Palomino

Join in the discussion of the future of farmland in Tennessee.



Pathway Lending Connecting to Agriculture

Key Dawson

Room: Appaloosa

Understanding the benefits that Pathway Lending offers producers.

Break 11:00am-11:45am



Strawberries

Danny Van Meter

Room: Salons 1-2

Learn about pest and animal control as well as maximizing yields.



Produce for Profit: How to Make Decisions with Budgeting Tools

Margarita Velandia

Room: Salons 3-4

In this presentation, Dr. Velandia will present various fruit and vegetable budget tools available for small and medium-sized producers. She will go through specific examples of how to use these budgets to make marketing, production, and investment decisions.



The Future is Now: A Guide to Effectively Integrating AI into Your Marketing Arsenal

Juliana Stachurski

Room: Salon 5

Discover actionable insights and proven methods for seamlessly integrating Artificial Intelligence into your marketing arsenal. Learn how AI can enhance targeting precision, automate tasks, and unlock new dimensions of personalization, all contributing to heightened campaign effectiveness.



Lessons Learned in Growing a Farm Business

Harpeth Moon Farm

Room: Williamson

Join the farmers from Harpeth Moon farm and hear the trials and tribulations they learned from starting a farm business from scratch.



Bee Biology

Dr. Clarence Collison

Room: Mustang/ Quarter Horse

This Class covers the basics of honeybee biology. The emphasis will be on applying the basics of bee biology to help the beekeeper with colony management. Honeybees are social insects and very complex in behavior. Dr. Collison will help with the understanding of bee biology as it applies to the beekeeper and the annual cycle of hive management.



Know How of Organic Certification

Matthew Young and Dilip Nandwani

Room: Saddlebred/Highland

This session will discuss organic certification process for anyone who is interested in learning about certified organic. Participants will learn professional, efficient and objectives of organic certification and process to assist farmers, ranchers, food handlers, processors and other vendors. Basics of organic certification process, transition to organic, USDA National Organic Program (NOP) rules and regulations, organic standards, national list (OMRI), input requirements, benefits and cost of certification and many more topics will be covered.



Farmers Market Food Unit Bill (SB1049-HB1077)

Melvin Haas and Lori LeMaster

Room: Franklin

Join representatives from the Tennessee Department of Health as they discuss the new bill creating a farmers market food unit permit for food service establishments that meet requirements. - Amends TCA Title 4; Title 43; Title 53; Title 67 and Title 68.



Small Scale Mum Production: Options for Flower Grower Diversification

Lucas Holman

Room: Morgan

Kamon Reynolds will discuss the importance of beekeeping to agriculture and the opportunity beekeeping offers to extend profitability in almost any agricultural operation.



Agritourism Works!

Lee Rankin

Room: Carothers

What are the benefits to opening a farm to visitors? How can you know if agritourism is right for your farm? This session will delve into the answers to these questions and more. Using examples of farms that have opened

Session Descriptions for Thursday, February 15, 2024

for agritourism, we will explore the agritourism journey of three different farms. This session is filled with stories and interaction. We will wrap up with time for questions and answers.



Ethics in Grants and Funding Management

Amanda Blount

Room: Palomino

This class covers the ethical practices of applying for, accepting, using, reporting, and maintaining integrity while managing grant awards. We will also discuss being a good steward of grant funding and what that means in relation to ethical decision-making in the management of grants by grant awardees.

Thursday February 15

12:00pm-7:00pm

Trade Show Open

Room: Salons 6-10

12:00pm-12:45pm

Lunch and Learn Sessions and Networking Opportunities

Grab a boxed lunch from the trade show and choose a lunch and learn or network with other attendees.



Agritourism Meet and Greet

Room: Carothers

Join us to learn more about the Tennessee Agritourism Association and network with agritourism operators.



Turnip Truck: Supporting a Local Economy and Reducing Food Insecurity

John Dyke, Kat Britt and Mark Mulcahy

Room: Salons 3-4

A strong and vibrant local food system is at the center of helping to create more access to healthy food and reducing food insecurity in communities across the country. Everyone benefits when we support a local economy that ensures fair prices while paying the true cost of producing food. Cultivating robust relationships with local producers and

providing locally grown food in our stores are two key aspects of creating a strong local food system. This panel is intent on sharing our stories of connecting like-minded folks in producing and procuring food and other products.



SPECCX: Specialty Crop Exchange

Dana Buse'

Room: Salons 1-2

SPECCX is a groundbreaking marketplace that enables farmers to sell specialty crops (i.e., fruits and vegetables) directly to groceries, food distributors and other buyers at prices agreed upon by both parties. SPECCX offers both a spot market for immediate transactions and a forward market where a farmer and buyer agree now on the quantity and price of a crop to be grown, harvested and delivered in the future.

Lunch and Network

Room: Saddlebred/Highland

1:00pm – 1:45pm



Free-for-All: Small Fruits

Dave Lockwood

Room: Salons 1-2

Come with your small fruit questions for Dave! See if you can stump him!



Cover Cropping in Vegetable Productions Systems

Rachel Rudolph

Room: Salons 3-4

Fitting cover crops into your farming system can be challenging. Rachel Rudolph will go over the basics of cover cropping and how different cover crop options can be used in fields and high tunnels in rotation with vegetables.



Harvesting Success: How to Grow Your Farm Business with Email Marketing

Juliana Stachurski

Room: Salon 5

Join us as we delve into the innovative

realm of email marketing tailored for farms. Learn essential strategies to cultivate customer relationships, drive sales, and establish a robust online presence.



How to Start a Farm Business

Eryn Bell and Rachel Painter

Room: Williamson

More people every day are interested in starting a farm, and most don't know where to begin. If you fit this description, join Extension Specialists Eryn Bell and Rachel Painter as they share considerations, insights and resources to help you find your way including various agencies and funding sources, assessing your resources and market potential, business basics, and more.



Apiary Management in late Winter and Spring

Dr. Clarence Collison

Room: Mustang/Quarter Horse

Dr. Collison will provide the attendees an understanding of how the bee hive operates in the winter especially in the latter stages, and the very important aspect of spring apiary management during the dynamic spring season.



Soil Health in Organic Grain Systems

Sindhu Jagadamma and Dilip Nandwani

Room: Saddlebred/Highland

Crop productivity and environmental quality rely on building and maintaining soil health. Agricultural management practices play a huge role in determining soil health. It is argued that transitioning to organic farming may pose challenges for building soil health, as organic farmers rely on tillage to have successful crop establishment. This talk will focus on the topic of soil health in general and the current research at Tennessee State University to test ways to improve soil health in organic grain systems.

Session Descriptions for Thursday, February 15, 2024



Building Community within the Food Economy

Laura Wilson, Alan Horsnell

Room: Franklin

We will discuss the importance of shared kitchens and how they can aggregate resources and ideas within the spaces.



Outstanding Garden Performers: UT Gardens Jackson 2023

Jason Reeves

Room: Morgan

Join Jason as he reviews top standouts from the 2023 annual trials at the UT Gardens-Jackson as well as seasoned favorites. Top picks for long seasonal color, cut flower options, and pollinator favorites will highlight these outstanding garden performers.



Agritourism 101 Roundtable Discussion

Moderated by: Tonya Keller

Panelists: Lee Rankin, Andrew Dixon, Blake and PJ Narramore

Room: Carothers

Interested in agritourism or relatively new to the industry, submit questions and listen to a panel of operators share what they have gleaned from their experiences.



Farmer Veteran Coalition of Tennessee Chapter Update

Ron Bridges

Room: Palomino

FVC-TN leadership will provide an update on past Chapter activities, leadership opportunities and upcoming events. Session attendees will be invited to introduce themselves to the chapter leadership.



Building Longevity through Nutrition and Good Sleep

Karman Meyer and Anne Layman-Wires

Salons Appaloosa

Learn how to use proven nutrition and sleep programs that will enhance your life.

Break 9:45am-10:00am

2:00pm-2:45pm



Two-Year Experience with Primocane Blackberry Production in Middle Tennessee

Charlie Coffey

Room: Salons 1-2

This presentation focuses on harvest production numbers and the lessons learned following two growing seasons of Prime Arc Traveler.



Root-knot Nematode Management in Vegetable Production Systems

Rachel Rudolph

Room: Salons 3-4

Learn what root-knot nematodes are, how they can affect your production system, and what you can do about them.



How to Generate Video Content without Breaking the Bank

Travis Key

Room: Salon 5

If you're not making short-form video content for your business, you should be! I'll show you how to develop topics and ideas for short-form videos and how to film a week's worth of videos in just a few minutes. I'll provide some live demonstrations with tips for filming to get the best quality footage and the best audio from your short-form video clips.



TAEP Grant Application Process for Beekeepers

Mike Studer

Room: Mustang/Quarter Horse

The State Apiarist will go over the application requirements and processes for the Tennessee Agriculture Enhancement Program TAEP. The emphasis will be related to Beekeeping and the TAEP process.



Multi Livestock Pasture Raised Production

Chris Simpson

Room: Saddlebred/Highland

In this class, we will explore how to start small and grow and which animals compliment each other in a symbiotic relationship.



Protect Your Assets (FLIP - Veracity Insurance)

Chris Van Leeuwen

Room: Franklin

Chat with an industry expert on why insurance for market operators and vendors is vital to protecting your small business.



Finding A Spray Schedule for Your Vineyard

Dave Lockwood

Room: Morgan

Spray schedules are essential to a successful vineyard. Learn how to implement a spray schedule for the health and bounty of your vineyard.



Farm Festivals: From Flowers to Fun

Jason Ladd and Tyler Sneed

Room: Carothers

Farm festivals can be an effective method to attract customers to the farm to market specialty crops and other farm products and utilize farm resources. In this session, Jason Ladd and Tyler Sneed will share lessons learning in planning and implementing successful flower festivals on their middle Tennessee farms.



What's your Farm Story?

Ron Bridges and Eileen Legault

Room: Palomino

Your farm story is critical to how you identify yourself and set your vision and mission. Learn to tell it well.

Session Descriptions for Thursday, February 15, 2024



Farm Service Agency Funding Opportunities

Greer Gill

Room: Williamson

FSA helps farmers with loans as well as disaster, conservation and market protection programs. Come learn if any programs may help your operation.



Ornamental Plant Disease Management

Nar Bahadur Ranabhat

Room: Appaloosa

Learn the best ways to manage rose and ornamental plant diseases.

Break 2:45pm-3:00pm

3:00pm-3:45pm



Irrigating Tennessee Fruit Crops

Behnaz Molaei

Room: Salons 1-2

Explore types of irrigation systems for fruit production, application of soil-plant-weather sensing tools used for irrigation scheduling, and systems for frost control. Dr. Molaei will explain some of her PhD and post-doctoral work at Washington State University.



Farming In the Cloud

Brandon Ellis

Room: Salons 3-4

This session will focus on using digital technology for your farming operation.



Using Short Form Video Content to Increase Exposure and Drive Sales

Travis Key

Room: Salon 5

You've filmed a short video on your phone, but how do you distribute that content to the masses? Travis Key will show you a quick and easy system for

editing short-form video content so that it can be distributed amongst all social media platforms in just minutes.



Insurance Insights Roundtable Discussion

Facilitator: Megan Bruch Leffew

Panelists: Lee Wright, Kevin

Morency

Room: Williamson

Room: Salon 5

Product and landowner liability is an important risk management consideration for specialty crop growers, direct farm marketers, farmers markets and agritourism operators. In this session, insurance industry representatives will share insights into insurance coverage as a risk management tool.



The Craft of Making Mead

Rob Welbon

Room: Mustang/Quarter Horse

Come join Master Mead Maker Rob Welbon from Honey tree Meadery in Nashville as he goes through the process of making mead.



Growing Lettuce 52 Weeks a Year

Ray Tyler

Room: Saddlebred/Highland

Join Ray Tyler as he teaches the art of growing and selling diverse greens organically 52 weeks of the year. His unique system of growing vegetables on 1 acre under a mix of low-tech caterpillar tunnels and high tunnels earns him over \$500,000 per year. In this workshop, Ray will teach his complete system, including the following: till and no-till methods, building and maintaining fertile and Organic living soil, selecting proper varieties for all 4 seasons, consistent germination 52 weeks of the year, creating a no-weed growing bed system, building a permanent irrigation system and selling the harvest year-round.



Tennessee Association of Farmers Markets Annual Meeting

Room: Franklin

Open to all members of TAFM



Tennessee Department of Revenue: What Wineries Need to Know

Alaina Turner and Tommy Sneed

Room: Morgan

There are tax issues that directly impact Tennessee's wineries. Join the Taxpayer Services division of the Tennessee Department of Revenue to get your burning questions answered, pick up a few tips, and learn more about the legalities and policies of the department which may impact your business.



Passing Down the Family Farm

Andy Holt

Room: Carothers

Engaging the entire household in the farming operation and planning for the future to pass down the family farm.



Biochar

Leslie Honiker

Room: Palomino

Come find out how soil amendments increases productivity and sequesters carbon.

Break 3:45pm-4:00pm

4:00pm-4:45pm



Wildlife Management in Fruit Crops

Dave Lockwood

Room: Salons 1-2

What is eating your fruit crops? Come learn how to manage the wildlife on your farm.

Session Descriptions for Thursday, February 15, 2024



Canning Class **Elizabeth Sanders** **Room: Salons 3-4**

Techniques for creating value-added products.



Influencer Matchmaking (Session to repeat Saturday at 8am) **Alaina Boyd** **Room: Williamson**

Learn about the different types of social media influencers and content creators that exist across various online platforms. In this introductory-level session, Alaina will discuss how to find the best online influencer for your farm or value-added business, how to interact with them, and the different ways that influencers and content creators can level up your farm business's marketing goals.



Labor Considerations for Tennessee Farmers: Strategies for Securing and Managing Agricultural Labor (Repeated from 10am today)

Margarita Velandia, Jane Chadwell, Amy Rochkes
Room: Williamson

This session will provide a general overview of trends and challenges related to agricultural labor in Tennessee and options to source labor available to Tennessee farms and agribusinesses. We will also discuss best labor management practices, including communication skills and record-keeping.



Treating Bees with Natural Products **Stanley Evans**

Room: Mustang/Quarter Horse
Come join Mr. Stanley Evans as he discusses the various threats by various pests and the natural treatments that are available to the beekeeper based on the applicable threats.



Small Scale Livestock Farming and Selling Tips **Chris Simpson**

Room: Saddlebred/Highland
We will explore small scale livestock farming...which animals go best with which terrain as well as how to heal the land...plus how to market and sell your products.



Tennessee Association of Farmers Markets Annual Meeting (continued)

Room: Franklin
Open to all members of TAFM



Selling Food to USDA - Become a USDA Foods Vendor **Elisa Gladstone**

Room: Morgan
USDA purchases a variety of 100% domestically produced and processed commodity food products. These wholesome, high-quality products are delivered to schools, food banks and households in communities across the

country, and are a vital component of our nation's food safety net. Join us to learn more about USDA food purchasing.



Growing Your Agritourism Business Small **Jeff Manley**

Room: Carothers
How do you keep the quaint as your team, footprint, and revenue increase?



Farmer Veterans: Farmer Veteran Coalition Members Meet and Greet

Ron Bridges and Other FVC-TN Leaders
Room: Palomino

5:00pm-7:00pm



Trade Show and Networking Reception with a Taste of Tennessee Wines

Room: Salons 6-10
Network with other producers over TN wines sponsored by the Tennessee Farm Winegrowers Alliance.

7:00pm-12:00am



Hospitality Suite: Open to all for networking and conversations, Room: Presidential Hospitality Suite 1120

Session Descriptions for Friday, February 16, 2024

7:00am - 5:00pm
Trade Show Open
Room: Salons 6-10

8:00am-8:45am



TFVA Meeting **Reggie Marshall** **Room: Salons 1-2**

Come for fellowship with fruit and vegetable growers and help shape the future of the TFVA and produce growers in TN!



Meet and Greet Hosted by Tennessee Christmas Tree Growers **TCTGA**

Rooms: Salon 5
Open to anyone wanting to meet and talk with Christmas tree growers.

Session Descriptions for Friday, February 16, 2024



Resources for Regenerative Agriculture in the Grape and Wine Industry

Chris Milne

Room: Williamson

Regenerative agriculture is a land management practice that leverages the power of photosynthesis in plants to close the carbon cycle and build soil health, crop health, and nutrient density. In this session you will how to utilize these practices in your vineyard.



Cut Flower Grower: Coffee and Connections

Celeste Scott, Katie Martin

Room: Morgan

Are you a cut flower grower looking to network, share ideas, and find answers? We invite you to bring your morning beverage of choice to our morning of connectivity. The session will feature brief introductions, identification of interest areas within the room, and open discussion. We look forward to meeting and hearing from you!



Local Bee Inspectors Update and Discussion on Invasive Insects

Mike Studer

Room: Mustang/Quarter Horse

Mike Studer kicks off Friday morning as he provides attendees an update of the state bee inspector program. All local hive inspectors should attend this session. Mike will also update attendees on the new hires in the Dept of Agriculture and how apiary inspections are to be carried out in 2024.



Coffee with the TN Farmer Veteran Coalition

Ron Bridges

Room: Palomino

FVC-TN attendees are invited to join their chapter leadership for an early round of coffee and conversation. We will give an update on chapter activities and listen to member stories.



Building a Team to Make the Farm Work for You

Ray Tyler

Room: Highland/Saddlebred

Do you struggle with finding good talent that has a positive and abundance mindset and keeping them around? Do you feel like not having a good team is holding you back from success? Ray Tyler will lay out his principles for finding and keeping his amazing team around, motivated and feeling excited to work and grow the farm.



Indigenous Agriculture

Bobby Rich

Room: Appaloosa

Exploring how regenerative agriculture started.



Does Your Website Do What It's Supposed to Do?

Travis Key

Room: Carothers

A well-built website should provide information, generate leads, and drive sales for online visitors. But so many websites are outdated and riddled with flaws that prevent them from accomplishing these goals. Travis will use real life examples to cover a wide range of website best practices including design, search engine optimization, navigation, and more.

9:00am-9:45am



NRCS Statewide Outreach

Harold Petigrew

Room: Salons 1-2

Learn about NRCS initiatives and how they will benefit your operation.



Rural Development

Will Freeman

Room: Salons 3-4

Creating an agricultural enterprise. Sourcing from Rural Development.



Wintertime Concessions to Build Profit

Sarah Norman

Room: Salon 5

Look for strategic ways to increase revenue and enhance the visitor experience with wintertime concessions.



Hosting a Specialty Crop Festival at your Market

Rebecca Williams, Patrick Ellis

Room: Franklin

Celebrate! Strengthen the viability and visibility of specialty crop producers with festivals and events. In this session, a farmers market manager shows how a strawberry festival has impacted his market. And, a planner of the Jackson Square Lavender Festival in Oak Ridge shows how this annual event has increased sales for lavender growers in the East TN region.



Brand Storytelling: Using Heart and Soul to Differentiate Your Winery

Mary Ruth Raphael

Room: Williamson

Learn how to craft and tell your brand's story to foster a strong, genuine connection with customers and establish lasting loyalty. Hear best practices for using your unique narrative as the foundation of your marketing, advertising and public relations efforts.



Small Scale Local Pollination Services

Mike Studer

Room: Mustang/Quarter Horse

This session is intended to provide attendees with a better understanding of pollination and what local pollination services will involve. Also, we will discuss options to consider for those seeking to better understand the importance of pollination and its application.

Session Descriptions for Friday, February 16, 2024



Pathways to Farming

Ron Bridges

Room: Palomino

Let's explore the traditional and non-traditional pathways that get you onto your farm.



Profitable Market Farming on 1 Acre

Max Vanderbroek and Hayley Roberts

Room: Highland/Saddlebred

In this session we will discuss our methods of maintaining a diverse range of offerings year round while generating profit. We will discuss an array of factors that have helped our farm achieve profitability in middle Tennessee, such as crop planning, marketing, production techniques, and more.



Ethnobotany

Bobby Rich

Room: Appaloosa

The history of how we relate to plants.



Using Meta Ads to Drive Sales and Acquire New Customers

Travis Key

Room: Carothers

Advertising on the Meta platform (Facebook & Instagram) provides a wide array of options to find new customers, generate sales, and acquire leads for your business. I'll provide the latest tips and tricks to get your ads in front of the right people and maximize your return on investment. I'll discuss audience creation, ad formats, and other proven strategies to help your company be successful with Meta advertising.

Break 9:45am-10:00am

10:00am-10:45am



Managing Cane Blight, Spur Blight and Anthracnose in your Berries

Melanie Ivey

Room: Salons 1-2

Cane blight, spur blight and anthracnose are the three most important berry diseases in TN. This session will provide management tips to keep more berries marketable.



Aquaponics

Daryl Leven

Room: Salons 3-4

In this session, we will discuss how to create multiple revenue streams from Aquaponics.



Drone Uses in Agriculture and Forested Systems

Dr. Jason de Koff

Room: Salon 5

Participants will learn about different uses for drones, drone laws and regulations, and drone options and costs. Discussion will also include options that can benefit management and inventory within agriculture and forested systems.



Sustainable Farming Practices and Marketing

Kelsey and Kriby Davis

Room: Franklin

Kirby and Kelsey are first generation farmers who started Blooming Acres Farm in 2019 as a regenerative market farm and have since expanded into a full-scale flower farm implementing sustainable farming practices. Kirby Davis is a veteran fire-fighter, now full-time farmer and farm manager. Kelsey Davis is a full-time environmental consultant for the Tennessee Department of Environment and Conservation who serves part time as a farm manager. Together they work to implement regenerative practices that replenish the soil and natural resources, such as providing habitat and biodiversity for native pollinators and insects, 100% chemical-free growing, minimal soil disturbance techniques,

and more. In 2023, they became River Friendly Certified by the Cumberland River Compact, and continue to work to improve their farming methods in harmony with nature.



Why Succession Planning?: Planning for the Next Generation in Your Vineyard or Winery

Kevin Ferguson

Room: Williamson

What happens when you're ready to leave your winery/vineyard or retire? Where will all of that hard work go? This session will discuss why succession planning is important, the process, tools that are available to aid in estate and transition planning, asset transition, and management transition, which is often more difficult than asset transition.



Farming Funszie: Exploring the Big Benefits of Small-Scale Micro Farming

Amanda Blount

Room: Palomino

We will discuss small-scale and micro farming, where innovation meets sustainability. We will explore how these practices empower individuals and communities to grow their own food, reduce environmental impact, decrease pest and disease explosions, decrease food scarcity, and how small-scale and micro farming fosters self-sufficiency and community resiliency.



Herbs to Know and Grow

Cindy Shapton

Room: Highland/Saddlebred

Herbs are multifaceted plants that help us to live sustainably. These amazing plants provide us with food, flavor, and medicine while assisting fruits and vegetables in the garden with pest and disease protection. And if that's not enough, herbs add a great deal to soil health and call in the pollinators. Whether you homestead a small plot or farm many acres you are bound to learn something you can incorporate into your organic practices.

Session Descriptions for Friday, February 16, 2024



Corporate and Company Farm Events

Jeff Manley

Room: Carothers

If you are looking at adding offerings to your agritourism operation, you may want to consider hosting corporate and company farm events. Jeff Manley will share what he has learned from his experiences with a focus on prioritizing revenue by the hour.



Commercial Pollination Services

Kent Williams

Room: Mustang/Quarter Horse

EAS Master Beekeeper Kent Williams will build upon the session on local pollination services and talk about larger scale commercial pollination services.

Break 10:45am-11:00am

11:00am-11:45am



Canning Class

Elizabeth Sanders

Room: Salons 1-2

Learn about canning and techniques for creating value-added products.



Blights, Mildews and Wilts: Vegetable Disease Update

Melanie Ivey

Room: Salons 3-4

In the South, we have the perfect conditions for diseases. Come hear the latest in management strategies for blights, mildews and wilts.



Diseases and Pests in Conifers

Dr. Fulya Baysal-Gurel

Room: Salon 5

Dr. Fulya Baysal-Gurel will talk about what makes a healthy conifer. Learn about the pests and diseases that can attack conifers.



The Benefits of Using Market Manager Software

Kasi Haire, Dottie Beasley

Room: Franklin

Using farmers market management software helps organizers efficiently track vendor registrations, manage stall assignments, and handle payments, reducing administrative burdens. This streamlined approach not only saves time but also enhances the overall market experience for vendors and customers.



Muscadine Viticulture & Sustainable Practices

Dr. Jeffery Stewart

Room: Williamson

This session will focus on sustainable viticulture practices of the Muscadine. Some of the sustainable practices in this session will focus on vineyard management, education and training, marketing and networking, and research and development.



Growing and Marketing Cut Flowers

Will and Kristin Nickels

Room: Morgan

Join Will and Kristen Nickels, owners of Southern Flora Farm, as they walk you through the process of growing, marketing and selling cut flowers.



Small Scale Honey Marketing

Nathan Coleman

Room: Mustang/Quarter Horse

Join Nathan Coleman from Duck River Honey for a dynamic discussion on how to start up a Bee or Honey related business. He will provide expert insight on not only building a small scale business but various ways to help with marketing.



A Story of Regeneration: Kyle Rustic Farm

Mike and Susie Kyle

Room: Palomino

The story of a farm family reclaiming old family land and using regenerative techniques to reclaim, regrow and rebuild.



Totally Tomatoes

David Cook

Room: Highland/Saddlebred

This program presents the history of the tomato, it's country of origin, how the tomato has evolved to present day, and the many unique flavors of the tomato. Learn what characteristics determine the flavors of different tomatoes and the many colors of the tomato. Learn how to identify and manage the difference between tomato disorders, diseases and insect injury.



Tennessee Agritourism Association Annual Meeting TAA Officers

Room: Carothers

Open to all members of TAA.

Lunch and Learn Sessions

Grab a boxed lunch and sit in on a learning session

12:00pm-12:45pm



TOPP Transition Organic Producer Program

Allison Walent, Dilip Nandwani and Caroline Mayhew

Room: Highland/Saddlebred

This session shall discuss new opportunity for transitional and organic growers in Tennessee. The Transition to Organic Production Program (TOPP), and Tennessee State University in collaboration with Midwest Regional Center, will provide farmer training and education, connect farmers transitioning to organic with local, experienced organic mentors, and provide education and technical assistance on agronomy, organic certification, extension, conservation planning, certification cost share, business development, regulations, and marketing.

Session Descriptions for Friday, February 16, 2024



USDA Specialty Crop Resources

Chris Purdy

Room: Salon 5

USDA offers a variety of programs and services to support the U.S. specialty crops sector. Join us to learn more about USDA's effort to further increase the competitiveness of specialty crops; the value of Market News reporting of supply, price, and market conditions; and opportunities to be a voice for your industry by serving on a commodity board.



Agritourism in Action: Blooms and Berries Farm Market

Jeff and Emily Probst

Room: Carothers

Join us for lunch as we meet Jeff and Emily Probst from Blooms and Berries Farm Market in Loveland, Ohio. We will learn about their successful farm market and garden center, u-pick operation, strawberry days, and fall fun season.



Farm Service Agency Funding Opportunities

Greer Gill

Room: Salons 1-2

FSA helps farmers with loans as well as disaster, conservation, and market protection programs. Come learn if any programs may help your operation.



Tennessee Farm Winegrowers Annual Meeting (12:15-1:45)

TFWA

Room: Williamson

Tennessee Farm Winegrowers annual membership meeting. Paid TFWA members only may attend.



Turnip Truck: Supporting a Local Economy and Reducing Food Insecurity

John Dyke, Kat Britt and Mark Mulcahy

Room: Salons 3-4

A strong and vibrant local food system is

at the center of helping to create more access to healthy food and reducing food insecurity in communities across the country. Everyone benefits when we support a local economy that ensures fair prices while paying the true cost of producing food. Cultivating robust relationships with local producers and providing locally grown food in our stores are two key aspects of creating a strong local food system. This panel is intent on sharing our stories of connecting like-minded folks in producing and procuring food and other products.



SPECCX: Specialty Crop Exchange

Dana Buse'

Room: Mustang/Quarter Horse

SPECCX is a groundbreaking marketplace that enables farmers to sell specialty crops (i.e., fruits and vegetables) directly to groceries, food distributors and other buyers at prices agreed upon by both parties. SPECCX offers both a spot market for immediate transactions and a forward market where a farmer and buyer agree now on the quantity and price of a crop to be grown, harvested and delivered in the future.

1:00pm – 1:45pm



Get Hopping: Hops Production and Marketing in Tennessee

Mitchell Richmond and Rachel

Painter

Room: Salons 1-2

The increased number of craft breweries has created a demand for locally-grown hops. Could this crop have some potential on your farm?



International Vegetables and the International Vegetable Market

Arvazena Clardy

Room: Salons 3-4

Come learn about growing vegetables for an international market.



Fun Foliage Plants for Winter Arrangements

Jason Reeves and Celeste Scott

Room: Salon 5

Are you considering offering wreaths or winter arrangements as an added value item at your farm? If so, join us as we discuss favorite evergreen plants that thrive in TN and will add interest and pizzazz to any design.



Be the Change!

Hayley L. Samples and Becca Grubb

Room: Franklin

Community Cares AmeriCorps is a multi-focus program that continues to address some of the diverse and major problems our communities of poverty and rural areas face including assisting seniors and people with disabilities to live independently; providing basic food support and access to food; providing engagement services to at-risk youth; assisting individuals and families who suffer from the rise of temporary crisis that if not addressed can result in long-term instability; and building capacity in organizations to better serve our low income communities with senior and youth programming.



Tennessee Farm Winegrowers Annual Meeting (12:15-1:45)

TFWA

Room: Williamson

Tennessee Farm Winegrowers annual membership meeting. Paid TFWA members only.



Sustainable Beekeeping

Nathan Coleman

Room: Mustang/Quarter Horse

Nathan Coleman will provide invaluable insight into how a beekeeper can sustain an apiary in an environment where Tennessee Beekeepers are losing over 40% of their hives over the winters. The idea is to sustain and grow the apiary instead of constantly having to purchase more costly bees.



Session Descriptions for Friday, February 16, 2024



Easy Low Till and No Till Options for Small to Medium Scale Organic Vegetable Farmers

Jessie Fleischer

Room: Highland Saddlebred

Reducing and/or minimizing traditional tilling and plowing in agricultural production is increasingly seen as an important element of building and maintaining soil health, minimizing erosion, protecting water quality, and sequestering carbon. Small scale diversified vegetable and fruit operations often require multiple different soil preparation or bed flipping regimes depending on a wide range of variables. Jesse will discuss the tools and methods he uses on Athena's Harvest Farm to prep ground for planting and flip beds between crops while minimizing tillage and adding organic matter to the soil.



Farming Allies: No One Farms Alone

Eileen Legault and Panel

Room: Palomino

Who are your allies in farming and when do you call each one? We will present a panel of representatives of state and national resources that all farmers should be connected to.



Let Go to Grow: How to Build a Team of Leaders for Your Farm

Jeff and Emily Probst

Room: Carothers

Learn how Jeff and Emily have built (and continue to support) an amazing team of leaders who help them serve more than 100,000 guests annually at Blooms & Berries Farm Market.

Break 1:45pm-2:00pm

2:00pm-2:45pm



PACMAN: Multistate Apple Precision Cropland Management

Brent Arnoldussen

Room: Salons 1-2

Controlling the final fruit number on an apple tree is one of the most economically critical management practices in apple growing. Through this project we will further develop precision crop load management tools.



Double Cropping Strawberries and Pumpkins: Maximizing Profit on the Same Piece of Land

Denton Clay Parkins and Walker Parkins

Room: Salons 3-4

Come learn from this dynamic father-son duo the ins and outs of strawberry and pumpkin double-cropping to save space and resources, while maximizing your returns.



Wreath Making 101: Creative Tips & Tricks for Handmade Wreaths

Jason Reeves and Celeste Scott

Room: Salon 5

Are you considering adding handmade wreaths to your farms' winter offerings? Join us as we share tips and tricks for handmade wreath construction techniques and materials.



TN Department of Ag Food Regulations Scheduled Q&A

Mike Brown

Room: Franklin

Schedule a 10 minute session with one of our TN Dept of Agriculture representatives to ask your questions around food manufacturing and safety for food products to be sold at farmers' markets, grocery stores, roadside stands, and events.



Regenerative Farming: Using Sheep in the Vineyard

Hartley and Amy Scott

Room: Williamson

Long Hollow Gardens uses Katahdin sheep to sustainably grow Chambourcin and Vidal Blanc, which is then used to produce their wines. The sheep graze, fertilize, and prune the acreage eliminating the need for chemicals. This session will discuss the pros and cons of

this method of vineyard management and will allow extra time for question and answer to determine if this method is appropriate for your vineyard.



Hive Inspections and Mite Control

Kent Williams

Room: Mustang/Quarter Horse

An EAS Master Beekeeper will share with the attendees the proper way and ways to do comprehensive hive inspections and the various means available to the beekeeper to treat for mites.



Women in Ag

Shae McCarthy, Brenda Bridges and Panel

Room: Palomino

Women have always been a vital part of agriculture. This session will explore the attributes that women bring to farming and the unique challenges and obstacles they face.



Vegetable CSI

David Cook

Room: Highland/Saddlebred

This program presents diagnostic steps to identify specific diseases and insect injury to many of the popular vegetables we grow. Learn the difference between signs and symptoms that relate to vegetable issues. We will explore how to identify the type of insect or spider mite by examining feeding injury symptoms and explore the same principles that relate to vegetable diseases.



Agritourism 301 Roundtable Part I

Moderator: Tonya Keller; Panelists: Jeff Alsup, Jeff Manley, Jeff Probst

Room: Carothers

In this two-part advanced agritourism session, a panel of experienced operators will share lessons learned in taking their farms to the next level. Then stick around for more advice in Part II at 3pm.

Session Descriptions for Friday, February 16, 2024

Break 2:45pm-3:00pm

3:00pm-3:45pm



Bitter Rot in Apples: The #1 Apple Disease in the Southeast

Melanie Ivey

Room: Salons 1-2

Bitter rot is one of the most serious apple diseases of apples in the Southeast. Get the latest on the control of summer rots.



All Things Squash

Charlie Coffey

Room: Salons 3-4

This presentation focuses on results of the 2023 winter squash growing season in Middle TN. Included in the presentation are the 6P's of squash gardening: purpose, planning, planting, maintenance [perspiration], harvest [production], assessment and evaluation [projections]. Attention will be given to harvest and storage methods, as well as the many varied uses of butternut squash.



Organic/Natural Treatment of Pests and Diseases in Christmas Trees

Linda Hamm

Room: Salon 5

Learn how the Hamms' manage their Christmas trees and fields using natural and organic methods to control pests and diseases.



Market Link Information Session

Lisa Roach

Chat with representatives from MarketLink on the steps and resources to signing up and accepting SNAP/EBT at your Farmers Market, Farm Store, or Booth.



Coping with Cold Injury and Recovery in the Vineyard

Dave Lockwood

Room: Williamson

Learning from the cold event of December 2022, learn preparation for and recovery of cold injury to your grapevines.



Tennessee Cut Flower Growers: Specialty Crop Block Grant & Grower Needs

Dr. Natalie Bumgarner and Celeste Scott

Room: Morgan

Our team at UT Extension has been awarded a Specialty Crop Block Grant through TDA that focuses on equipping cut flower growers to expand their markets in TN. We will share initial plans for research and study objectives, but most importantly, we would like to hear from you. Join us to learn more about the grant and provide feedback on grower needs in TN.



Diversity in Beekeeping Products

Jennifer Futtrell Evans

Room: Mustang/Quarter Horse

Keeping bees is not just about the Honey. Come and let Jenniffer Futtrell Evans take you down an exciting journey of making products from the other parts of the beehive such as the comb, propolis and wax.



Farming Family Wellness

Ron Bridges and Eileen Legault

Room: Palomino

Communication, commitment and self care are important to maintaining a healthy physical and mental state within the stresses of farm life. Lets discuss practical ideas on how to make that happen.



Turning a Mushroom Hobby into a Farm

Jim Day

Room: Highland/Saddlebred

This session will focus on the failures and successes of turning a mushroom hobby into a farming business.



Agritourism 301 Roundtable Part II

Moderator: Tonya Keller; Panelists:

Jeff Alsop, Jeff Manley, Jeff Probst

Room: Carothers

In a continuation of the 2pm session, a panel of experienced operators will continue to discuss questions and topics of interest to help you take your farm to the next level.

Break 3:45pm-4:00pm

4:00pm-4:45pm



Free-for-All: Tree Fruits

Dave Lockwood

Room: Salons 1-2

Questions and Discussions: All things related to fruit crops.



Watermelon

Ozell White

Room: Salons 3-4

All things watermelon! Come join Ozell White as he teaches everything you need to know about growing watermelons.



Legislative and Judicial Update

Kevin Hensley

Room: Salon 5

Learn about ongoing legislative and judicial issues impacting agriculture and how you can advocate for the industry.



Market Link Application Appointments

Lisa Roach

Room: Franklin

Schedule a session to complete your SNAP application and sign up for Market Link.

Session Descriptions for Friday, February 16, 2024



The Importance of Knowing Your Soil and How to Maintain its Nutrients

Abram Rak

Room: Williamson

From new plantings to established vineyards, having the proper soil for what you are planting is essential. Every site is different, even if they are in close proximity to one another. Let's dig in a little deeper.



Setting up an Efficient, Automatic Irrigation System

Ray Tyler

Room: Highland/Saddlebred

Does watering your crops during the oppressive Tennessee heat pose a never-ending struggle? Ray Tyler will show you his very simple way to set up and automate your irrigation system so you can set it and forget it, ensuring the best chance of success.



Honey-It's Not Just What's for Dinner

Jennifer Futrell Evans

Room: Mustang/Quarter Horse

This session focuses some on the other aspects of bee related products from the hive but additionally dives down into the world of fake honey. How to tell real honey from the bad stuff and what is being done about all this illegal activity and us.



Farmer Veterans Coalition of Tennessee Members Meet and Greet

Ron Bridges and FVC-TN Leadership

Room: Palomino

Come meet The FVC-TN leadership and your fellow farmer veterans and tell us your farm story. Attendees will be given opportunities to meet each other and start networking.

5:00pm-7:00pm

Farm to Tap Mixer

Room: Salon 5

Sponsored by the TN Craft Brewers Guild

Enjoy beer brewed by local Tennessee brewers and network with brewers using locally grown fruits and vegetables. Appetizers will also be served.

7:00pm-12:00am



Hospitality Suite: Open to all for networking and conversations

Room: Presidential Hospitality Suite 1120

Session Descriptions for Saturday, February 17, 2024

8:00am-1:00pm

Pick Tennessee Products Marketplace

Room: Salon 6

Tours



9:00am- 2:00pm

Tennessee Organic Growers Association Tour

The Tennessee Organic Growers Association will be touring Caney Fork Farm on Saturday, February 17th. Transportation is on your own or carpool from hotel. Meet in conference center lobby at 8:30am to carpool on your own. Lunch will be provided by the Turnip Truck, John Dyke.

The group will visit Caney Fork Farm located in the beautiful hills of Carthage Tennessee. The farm uses carbon farming practices to provide healthy, affordable food that prioritizes people and the planet. You will hear a little history of the farm, how the vision of the farm brought it to where it is

today. Caney Fork is a living laboratory, studying how planned grazing of dense livestock herds work in conjunction with crop, grassland, and agroforestry. They grow certified organic vegetables, grassfed beef, pasture raised chicken, pastured pork, grassfed lamb, and organic chestnuts. They have a CSA program bringing the farm to the table of Tennessee families. A tour of the farm will include the greenhouse, washpack, vegetable fields of cover crop, livestock facilities, cattle and sheep on pasture/hay, and chestnut agroforestry.

10:00am-2:00pm



Tennessee Association of Farmers Markets Tour

Richland Farmers Market and Nashville Farmers Market

The farmers market tour includes transportation to the Richland Farmers Market and Nashville Farmers Market. We will have a focused lunch discussion at the Nashville Farmers Market Food

Hall and will provide transportation back to hotel.

8:00am-8:45am



Seedlings and the TN Division of Forestry Nursery

Gina Sowders

Room: Franklin

Learn about how the East Tennessee State Nursery goes from "Seed to Tree" and what is offered to help achieve land management goals with native bare root seedlings.



Cold Injury, Training Systems, and Varieties for Blackberries in Tennessee

Dave Lockwood

Room: Salons 1-2

Join us as Dave shares what Mother Nature taught us about blackberries in 2023.

Session Descriptions for Saturday, February 17, 2024



Urban Forestry **Ashley Kite Rowland** **Room: Salons 3-4**

Learn about urban forestry growing methods and management.



Influencer Matchmaking

Alaina Boyd **Room: Highland/Saddlebred/ Morgan**

Learn about the different types of social media influencers and content creators that exist across various online platforms. In this introductory-level session, Alaina will discuss how to find the best online influencer for your farm or value-added business, how to interact with them, and the different ways that influencers and content creators can level up your farm business's marketing goals. (This session is repeated from Thursday).



Beginner Beekeeping Course 1 **Stanley Evans and Ron White**

Room: Mustang/Quarter Horse
This class is a beginner level beekeeper course given by TBA presenters. The course will educate students on the basics of beekeeping to include the bees and the equipment involved. This is a non certified program but will give folks the basics to begin beekeeping. All attendees will get a copy of "Beekeeping in Tennessee."

Break 8:45am-9:00am

9:00am-9:45am



UTIA Grape and Wine Updates

Rachel Painter **Room: Williamson**

The University of Tennessee Institute of Agriculture has been working hard to improve the grape and wine industry. This session will look at several initiatives and provide updates.



Liability and Risk Management for Christmas Tree Growers **Megan Bruch Leffew and Alan Galloway**

Room: Franklin

Christmas tree growers inviting consumers to the farm to purchase trees and participate in activities encounter a new realm of liability risk. In this session, we will discuss general types of risk and risk management strategies, the Tennessee Agritourism Liability Law, and various liability risk management strategies to protect your assets.



The New Guy in Town: What is Coming in the UKY Fruit Extension Program?

Brent Arnoldussen

Room: Salons 1-2

Join Brent as he explains what's new in the UKY fruit extension program.



Watermelon

Ozell White

Room: Salons 3-4

All things watermelon! Come join Ozell White as he teaches everything you need to know about growing watermelons.



The Basics of Instagram Reels

Malick Gaye

Room: Saddlebred/Highland/ Morgan

Take your marketing to a new level with this basic introduction to Instagram Reels.



Farmer Veterans Follow -Up and Next Steps

Ron Bridges

Room: Appaloosa

A time to discuss what you learned at the conference and what would you like to learn more about? What are your next steps as a farmer veteran?



Beginner Beekeeping Course 2 **Stanley Evans and Furniss Harkness**

Room: Mustang/Quarter Horse

This class is a beginner level beekeeper course given by TBA presenters. The course will educate students on the basics of beekeeping to include the bees and the equipment involved. This is a non certified course but will give folks the basics to begin beekeeping. All attendees will get a copy of "Beekeeping in Tennessee"

9:00am-9:45am

10:00am-10:45am



Disease & Pest Management for Your Vineyard

David Lockwood

Room: Williamson

Which diseases may be of concern, how to identify them and what control options are available is essential for successful production. This session will have a special focus on crown gall.



So You Want to be a Christmas Tree Farmer

Jamie and Laura Faircloth

Room: Franklin

Whether you are just thinking about starting a Christmas tree farm or are already in the process, come and walk through some essential questions and answers as you begin your new adventure.



Adding Tools to Your Phytophthora and Food Safety Management Toolbox

Melanie Ivey

Room: Salons 3-4

Phytophthora can be a devastating disease for pepper and cucurbit growers. Come to this session to learn how you can kill two birds with one stone- reduce Phytophthora's effects and minimize your food safety risks at the same time.

Session Descriptions for Saturday, February 17, 2024



Intermediate Instagram Reels *Malick Gaye*

Room: Saddlebred/Highland

You know the basics, now go a step further with your Instagram Reels.



Cultivating Urban Agriculture *Reggie Marshall*

Room: Appaloosa

Learn how to feed communities with limited space and resources.



Beginner Beekeeping Course 3 *Stanley Evans and Furniss Harkness*

Room: Mustang/Quarter Horse

This class is a beginner level beekeeper course given by TBA presenters. The course will educate students on the basics of beekeeping to include the bees and the equipment involved. This is a non certified course but will give folks the basics to begin beekeeping. All attendees will get a copy of "Beekeeping in Tennessee."

Break 10:45am-11:00am

11:00am-11:45am



Free-For-All: Grapes *Dave Lockwood*

Room: Franklin

One-on-one or as a group, come prepared to ask questions and discuss the production of grapes.



Christmas Tree Grower Panel Questions & Answers

TCTGA

Room: Franklin

Have a question you've been wanting to ask those Christmas tree farms that have been operating for years? This will be an open-floor discussion where no question will go unanswered.



Two-for-One: Production Practices

to Maximize Yield and Quality and Minimize Produce Safety Risks

Brooke Emery and Annette Wszelaki
Room: Salons 3-4

Learn how to feed communities with limited space and resources.



Income Tax and Other Taxes for Farms

Alan Galloway

**Room: Saddlebred/Highland/
Morgan**

The income tax code is confusing, however farmers are allowed many deductions and credits to legally minimize their tax burden. This session covers the basics of Schedule F, tips to reduce taxes, and what might cause an audit and a review of the Tennessee farm sales tax exemption and Greenbelt laws.



Beginner Beekeeping Course 4 *Stanley Evans and Furniss Harkness*

Room: Mustang/Quarter Horse

This class is a beginner level beekeeper course given by TBA presenters. The course will educate students on the basics of beekeeping to include the bees and the equipment involved. This is a non certified course but will give folks the basics to begin beekeeping. All attendees will get a copy of "Beekeeping in Tennessee."

**Seats available for lunch and
networking in Salon 5**

1:00pm-1:45pm



Tennessee Christmas Tree Growers Association Annual Meeting

Room: Franklin

Open to members and non-members wanting to know more about our association.



Urban Agriculture *Reggie Marshall*

Room: Salons 3-4

Learn more about developing an urban agricultural enterprise.



Beginning Beekeepers Course 5 *Stanley Evans and Ron White*

Room: Mustang/Quarter Horse

This class is a beginner level beekeeper course given by TBA presenters. The course will educate students on the basics of beekeeping to include the bees and the equipment involved. This is a non-certified course but will give folks the basics to begin beekeeping. All attendees will get a copy of "Beekeeping in Tennessee".

Break 1:45pm-2:00pm

2:00pm-2:45pm



Grants and Assistance Programs for Christmas Tree Farms

Greer Gill and Grant Pulse

Room: Franklin

Don't go it alone, find out about government programs that can help you and your tree farm. Come learn how the USDA and TDA can help with disaster assistance, matching grants, loans, and more.



Open Beekeeping Discussions and Questions

**Stanley Evans, Ron White and
Furniss Harkness**

Room: Mustang/Quarter Horse

Join us for a beginner course wrap up discussions and open question session.

Break 2:45pm-3:00pm

3:00pm-3:45pm



Secondary Incomes for the Christmas Tree Farm

TCTGA Officers

Room: Franklin

Eager to find some extra income sources on your Christmas tree farm? This will be an open-floor discussion with various farms about how they have developed other markets to fill the off-season. Come ask questions and see what might work for your operation.

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at the

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Don't Miss the Pick Tennessee Products Marketplace

Be sure and stop by the Pick Tennessee Products Marketplace in Salon 6 on Saturday morning! This is a great opportunity to do some shopping and make connection with the makers of local products you need for your farm store or tasting room.

The Marketplace will be open Saturday, February 17th from 8:00 am to 1:00 pm.



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For more information

ACADEMIC PROGRAMS

Dept. of Agricultural Sciences and Engineering
Graduate Admissions Coordinator: Dr. Suping Zhou
Email: zsuning@tnstate.edu

Undergraduate Programs:

- B.S. in Agricultural Sciences

Graduate Programs:

- M.S. in Agricultural Sciences

Doctorate Programs:

- Ph.D. in Agricultural Sciences

Certificate Programs:

- Graduate Certificate, Applied GIS
- Graduate Certificate, Biotechnology

Dept. of Environmental Sciences
Graduate Admissions Coordinator: Dr. Bill Sutton
Email: wsutton@tnstate.edu

Graduate Programs:

- M.S. in Environmental Science

Dept. of Agricultural Business and Education
Graduate Admissions Coordinator: Dr. Abdelaziz Lawani
Email: alawani@tnstate.edu

Graduate Programs:

- M.S. in Agricultural Business and Leadership

Dept. of Food and Animal Sciences
Graduate Admissions Coordinator: Dr. Ying Wu
Email: ywu@tnstate.edu

Graduate Programs:

- M.S. in Food and Animal Sciences

Dept. of Human Sciences

Undergraduate Programs:

- B.S. in Family and Consumer Sciences

Serving, Supporting, and Promoting Agriculture and Forestry— We are Proud to be **Your** Department of Agriculture



HPA Farms in Rutherford County



H & H Farms in Henry County



Shade Tree Farm and Orchard in Robertson County



Riddle family with Seven Springs Farm To Table in Union County



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