

- JANUARY 28, 2020 -

Host a Farm School for Adults



- PRESENTED BY -

Paul Dorrance

Pastured Providence Farmstead

Karen Kopf

Kopf Canyon Ranch

- HOSTED BY -

FACT

Food Animal Concerns Trust

FACT Introductions



Food Animal Concerns Trust (FACT) is a national nonprofit organization that advocates for the safe and humane production of meat, milk, and eggs.

Larissa McKenna

Humane Farming Program Director

Email: lmckenna@foodanimalconcerns.org

Website: foodanimalconcernstrust.org/farmer

FACT's services for livestock and poultry farmers include:

- Scholarships to conferences and other events
- Free webinars
- Fund-a-Farmer Grants
- Humane Farming Mentorship Program

Our Presenters



Paul Dorrance

Pasture Providence Farmstead, Ohio



Karen Kopf

Kopf Canyon Ranch, Idaho



HOSTING A FARM SCHOOL FOR ADULTS

Paul Dorrance

MILITARY YEARS



MILITARY YEARS



PILOT TO PASTURE



THE FARMSTEAD NOW



THE FARMSTEAD NOW



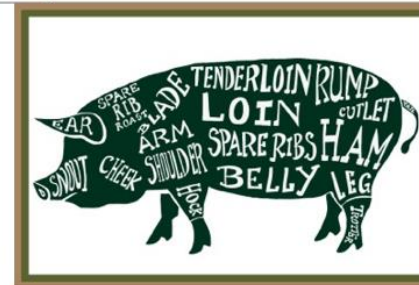
THE FARMSTEAD NOW



DIRECT MARKETING



1/4 PORK BUNDLE



Pastured Providence Farmstead
740-851-3883
paul@pasturedprovidence.com
www.pasturedprovidence.com
www.facebook.com/PasturedProvidence

We've heard from so many customers that love our pork products, but are either too intimidated by the "custom cut" process to give it a try, or simply don't need that much meat due to limited space, income, or dietary usage. We hear you, and have created a middle ground that gives customers the convenience and cost savings of buying in bulk, without having to worry about how to transmit your desires to the processor!

Introducing the 1/4 Pork Bundle, a collection of our most popular cuts and sizes (sorry, no substitutions) offered at a substantial savings compared to purchasing individual retail cuts.

All the meat is vacuum sealed, frozen, and labeled with the name of the specific cut.

Please note, you'll need approximately 2 cubic feet of freezer space available to store the 1/4 Pork Bundle.

1/4 Pork Bundle includes:
- Bratwurst (4pk) x 4
- Mild Breakfast Sausage x 4
- Bone-in Loin chop (4pk) x 3
- Shoulder Roast (~4 lb)
- Cured Ham (~4 lb)
- Sliced Ham Steak (~0.7 lb) x 3
- Spare Ribs (~1.4 lb)
- Cured Bacon (~0.75 lb) x 4

The 1/4 Pork Bundle costs \$195, saving you \$33.84 over retail!

Contact us today to take advantage of this new method of purchasing, and start saving money on non-GMO pastured pork!!

WHOLESALE MARKETS



Pastured Providence
**FARM
SCHOOL**

Equipping both new and seasoned farmers for success
in pasture-based animal agriculture

☺ **APRIL 27-28, 2019** ☺
☺ **CHILLICOTHE, OH** ☺

Topics include:

- **Rotational, management-intensive grazing**
- **Business planning and farm finances**
- **Branding and marketing techniques**
- **And so much more!!**

Early bird prices available, visit or call:

www.pasturedprovidence.com/school

740-851-3883



BIG PICTURE

- Seek to “equip both new and seasoned farmers for success in pasture-based animal agriculture”
- Once/year, last weekend in April
- Day 1: “academics”
- Day 2: “hands on” & business planning
- \$300/person to attend, includes
 - 4 meals
 - Business planning materials
- 2018 = 16 people from 4 states
- 2019 = 14 people from 5 states



SCHEDULE

- **Friday:** Campers arrive, “Meet & Greet” at local restaurant
- **Saturday:** *Business Structures/Tax Implications*, Infrastructure & Design, *Farm Financing & Budgeting*, Holistic Animal Health Care, *Online & Social Media Marketing*, Website Design, *Entrepreneur Panel Discussion*, Rotational Grazing 101
- **Saturday Night:** BYOB Bonfire & Networking on farm
- **Sunday:** Pastured Poultry, Woodlot Pork, Handling Facilities, Temporary Fencing, *Pasture Walk* & Flerd Rotation, Business Planning Sessions x3, Pastured Eggs & Multi-species Synergies, Evaluation, Dismiss/Free Time

MEALS

- Friday
 - Optional “meet & greet” dinner at local restaurant
- Saturday
 - Breakfast provided
 - Lunch on own in town
 - Dinner provided on-farm
- Sunday
 - Breakfast provided
 - Lunch provided
- Lessons Learned
 - Ask about special requirements in registration form
 - Consider catering in Saturday’s lunch for time line



LOGISTICS

- Lodging
 - On farm camping = \$25/night
 - Block of rooms at local hotel at group rate
- Chamber of Commerce conference room
 - Part of annual membership
 - Limits group to max of 30
- On farm classroom
 - Table & chair rental
 - Porta-jon
 - Weather considerations





MARKETING

- Most important concept: target your dollars, “preach to the choir”
- In-person plugs most successful
 - Conference speaker
 - Crowd questions at sessions
 - Webinars about farm schools ;)
- Print media & magazines
 - Acres, Farming, OEFFA, SSAWG
 - Starts October of year before!
- Other options
 - Conference literature tables
 - Facebook event & agriculture groups
 - Email organizations



Pastured Providence
FARM SCHOOL
Equipping both new and seasoned farmers for success
in pasture-based animal agriculture

APRIL 21-22, 2018
CHILLICOTHE, OH

Topics include:

- Rotational, management-intensive grazing
- Business planning and farm finances
- Branding and marketing techniques
- And so much more!!

Early bird prices available, visit or call:
www.pasturedprovidence.com/school
740-851-3883



ORGANIZATION

- Organization is key, but can be as simple as an Excel spreadsheet
- Record guest information/payments/dietary restrictions, but also where they sourced information (marketing effectiveness)
- The first time, track when you (and when you should have) accomplished every single task. Subsequent years you'll have a playbook that just requires "tweaking"
- Tabs for guest info, check list, schedule, menu, POC list, Budget, and Lessons Learned
- Of all that information, the Lessons Learned tab is by far the most important to avoid repeating mistakes the next year!

Checklist

	2018	Deadline	Done	Task	Cost
TRUE	11/22/17		10/25/18	Create social media/web advertising on Canva	
TRUE			10/29/18	Advertise - Acres conference sponsor	\$1000.00
TRUE			11/8/18	Reserve CoC conference room	
TRUE		11/15/18	11/8/18	Advertise - Farming magazine, 1/2 page ad	\$250.00
TRUE	12/14/17	11/15/18	11/8/18	Advertise - Acres magazine, 1/4 page ad, Jan	\$415.00
TRUE	1/7/18		11/8/18	Invite speaker - Bob Hendershot	
TRUE	1/7/18		11/8/18	Invite speaker - Ryan Conklin	
TRUE	1/7/18		11/8/18	Invite speaker - Angela Latham	
TRUE			11/8/18	Invite speaker - Ivory Harlow	
TRUE	1/6/18		11/8/18	Confirm speaker - Panel #1 (Dana Workman-Stacey)	
TRUE			11/10/18	Update registration form	
TRUE	11/22/17		11/10/18	Update website page information, add to menu bar	
TRUE	12/14/17		11/24/18	Advertise - OEFFA (Social media, online event calendar, email list)	
TRUE		12/5/18	11/24/18	Advertise - SSAWG Conference program	\$225.00
TRUE	12/14/17	12/15/18	11/24/18	Advertise - OEFFA winter newsletter, 1/2 page	\$0.00
TRUE	12/14/17	12/21/18	11/24/18	Advertise - OEFFA Conference brochure, 1/4 page	\$0.00
TRUE			11/24/18	Advertise - SSAWG literature table	\$145.00
TRUE			11/24/18	Advertise - OEFFA literature table	\$0.00
TRUE		12/1/18	12/3/18	Create pamphlet for handing out at conferences	
TRUE	12/14/17		12/11/18	Advertise - Facebook (create event)	
TRUE	12/14/17		12/11/18	Email subscription list	
TRUE	12/27/17		12/17/18	Block hotel rooms at Hampton	
TRUE	12/14/17		12/17/18	Advertise - Comfood list serve	
TRUE	12/15/17		12/17/18	Email - OSU InFact	
TRUE			12/17/18	Email - OSA Steering Committee	
TRUE	12/27/17		12/17/18	Email - NCAT (e-newsletter, online event calendar)	
TRUE	12/27/17		12/17/18	Email - FVC (email list, online event calendar)	
TRUE	12/27/17		12/17/18	Email - OEFFA	

LESSONS LEARNED

- Friday/Saturday to accommodate Plain People
- 2018 welcome packet printing fiasco
- Conference marketing ideas
 - Free ticket drawing
 - Special “conference rate”
 - Business card collection
- Evaluation form is huge
- Present a “201” follow-on option
- Course offering in the fall?
- Partner with Food & Ag Events

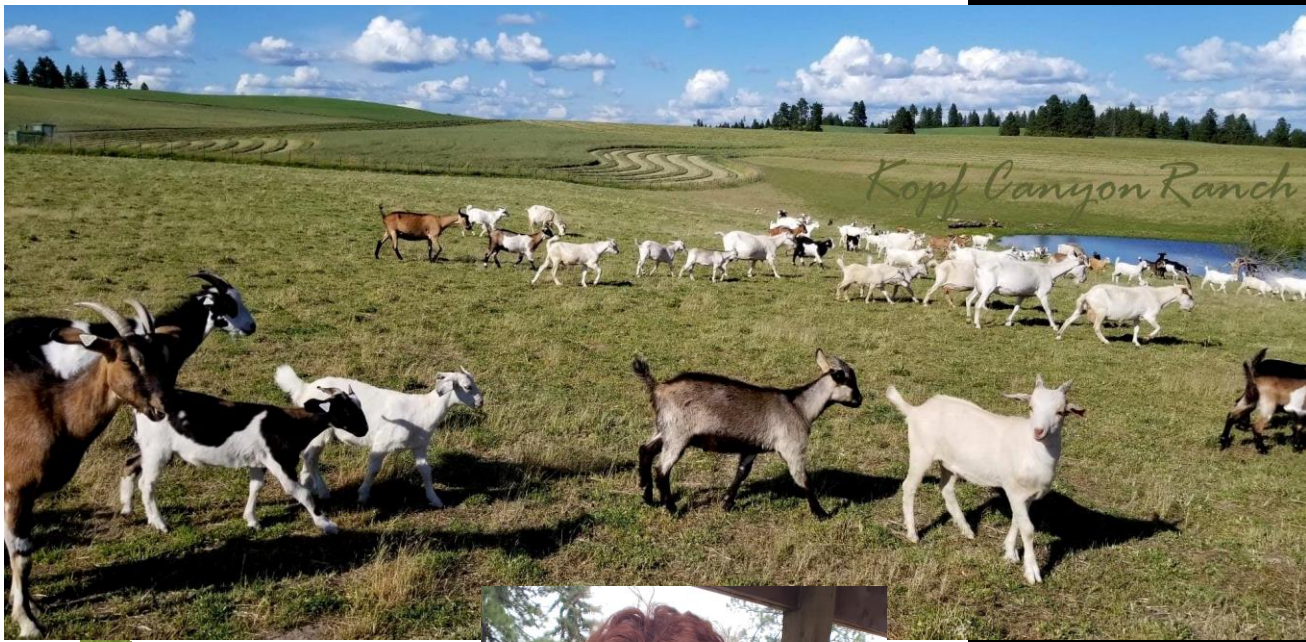


RESOURCES

- SARE (free electronic and print materials) www.sare.org
- Local NRCS office (free grazing sticks)
- Canva (free marketing graphics) www.canva.com
- Food & Ag Events (event ticketing & promotion assistance) <https://services.foodandagevents.com>)
- Agriculture organizations:
 - Acres, USA
 - Ohio Ecological Food & Farm Association (OEFFA)
 - Southern Sustainable Agriculture Working Group (SSAWG)
 - National Center for Appropriate Technology (NCAT)



Q&A AT END OF WEBINAR



Kopf Canyon Ranch
Troy, Idaho



Dale & Karen Kopf
kcanyonranch@gmail.com
www.kikogoats.org
FB Kopf Canyon Ranch

BUILD A STRONG FOUNDATION



- Be a participant
- Be an instructor
- TAKE NOTES +/-
- Know your limits



DEFINE SCOPE

- Goal
- Class or Conference?
- Learning level of participants
- Hands on, demonstration or presentation
- Number of Participants
- Time Frame
- Recurrence

GOAT

ACADEMY

An All Day Conference
On All Things Goat

Latah County Fairgrounds
Moscow, Idaho
3rd Saturday in May

**Interested in
Hiking or Hunting
with Pack Goats?**



Saturday
May 18th, 2019
7:30AM-6PM
Latah County
Fairgrounds,
Moscow Idaho

All day conference on all things goat.
Featuring a Pack Track:
Pack Goat 101 with Curtis King
President of North American Pack Goat Association
Pack Goat Equipment with Matt Lyon, Banlam Saddle Tack
Hunting with Goats with Howie Holcomb
Goat First Aid with Dr. Christine Smith, DVM
Transporting Goats with Sonia Thyssen

**Hands-on Classes:
FAMACHA, Necropsy and
Fecal Egg Count**



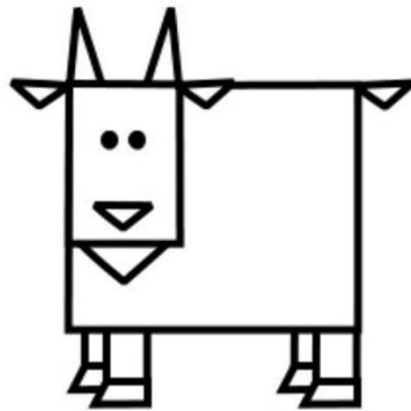
Saturday
May 18th, 2019
7:30AM-6PM
Latah County
Fairgrounds,
Moscow Idaho

All day conference on all things goat.
Health assessment lab classes for goat owners
with Veterinarian Dr. Susan Kerr, DVM, MS, MSW, MSCE
State University



Saturday
May 16th
7:30am-6pm
Latah County
Fairgrounds,
Moscow, Idaho

RELAX...



We've goat this!

**All Day Conference
on
All Things Goat**

Vendors—Silent Auction—Door Prizes
Eventbrite Registration opens February 1st.
Event is capped at 200 participants.

\$25 4H/FFA youth, \$50 adult.

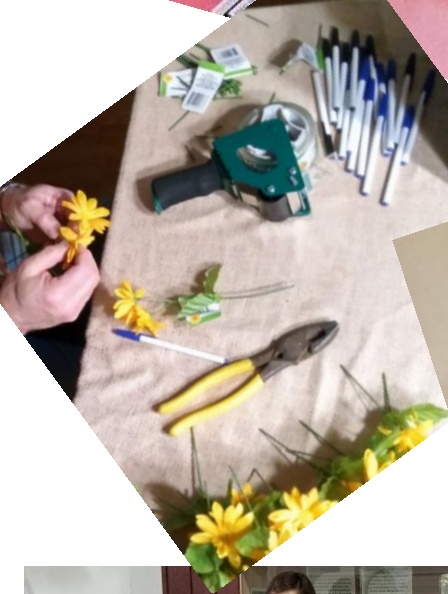
lab fees required for lab classes

**Schedule and Instructors
Registration Link
and Vendor Application Forms
posted on Website:**

www.palousegoatguild.com

Questions?
palousegoatguild@gmail.com

- Pack Goats
- Nutrition
- Agritourism
- Fitting & Showing
- Breeding & Prenatal Care
- Kidding & Postnatal Care
- Fecal Egg Count Lab
- FAMACHA Certification Lab
- Necropsy Lab
- Dairying 101
- Marketing
- Blood Draw Lab
- Diseases/Biosecurity
- Fencing
- Disbudding
- Injections
- Tattooing
- Banding
- Hood Trimming
- Tagging
- Goats & Parasites
- Transporting Goats
- Goat First Aid
- AGBA Showing & Judging
- Fiber Goats



Production
2. Approval of
3. Appointment
4. Review Fin
a. Bank selection - KAREN BID VMPQW
5. Review Assigned Guideline Development
Karen
Jane
Karen
Jane
• Buildings/Contracts - Karen
• Webmaster - Karen
• Marketing - Karen
• Registration - Karen
• Instructors - Karen
• Treasurer/Accounting - Karen
• Supplies/Inventory/Procurement - Karen
• Check-in - Jen
• Evaluations - Jen
• Vendors - Jen
• Donations - Jen
• Printing - Jen
• Venue Set-up - Jen
• Tshirts - Kim
• Clean-up - Kim
• Lab equipment/Microscopes - Kim
• Audio/Visual Equipment - Janelle
• Hospitality - Janelle beverages/food - hotels - camping
• Silent Auction - Janelle
• Folders - Pru
ask
• NECROPSY SPECIMENS PROCEA - KAREN

ORGANIZATION

- Volunteers
- Committees
- Meetings
- Roles
- Rewards





COSTS

- Event
- Participant
- Vendor
- Break-Even or Profit?



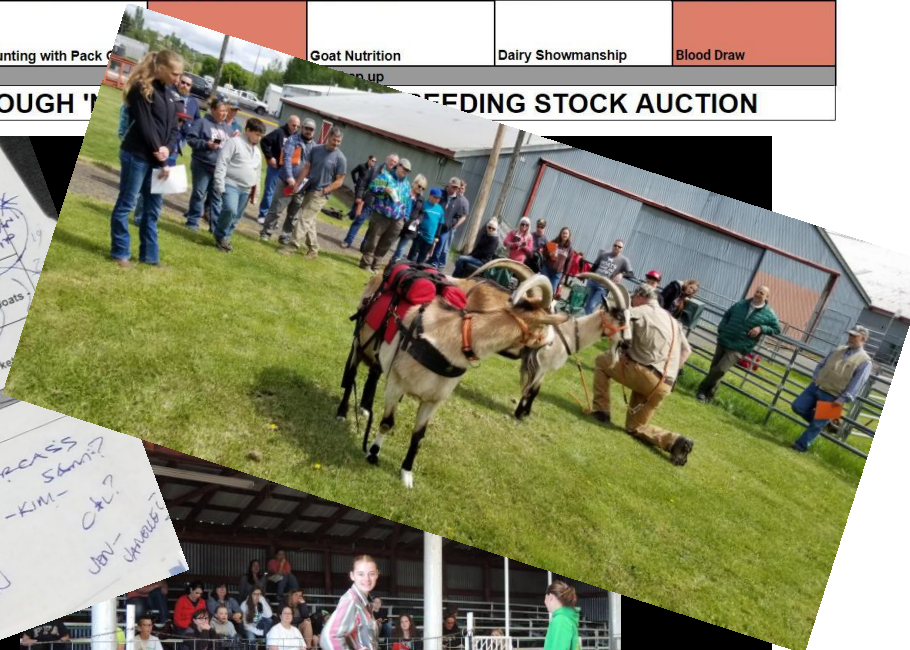
PALOUSE GOAT GUILD GOAT ACADEMY 2019

	BLDG 1	BLDG 2	BLDG 3 LAB	BLDG 3 CLASSROOM	BLDG 4	BLDG 5
7:30-8:15	Check-in, networking					
8:15-8:30	Orientation					
8:30-9:30	GOATS AND PARASITES KEYNOTE SPEAKER (Dr. Susan Kerr, DVM, PhD, PAS, Washington State University Northwest Regional Livestock and Dairy Extension Specialist) *** This class is prerequisite to both FAMACHA and FEC Lab Classes***					
9:45-10:45	Managing Goat Health	Transporting Goats	FEC Fecal Egg Count Lab	Breeding and Prenatal Care	ABGA Showing & Judging	Dairy 101
11:15-12:15	Goat First Aid/When to Call A Vet	Selecting Market Goats	FAMACHA Certification	Kidding and Postnatal Care	ABGA Showing & Judging	Electric Fencing
12:15-1:15	LUNCH - On your own					
1:15 - 2:15	Fiber and Fiber Arts	Agritourism	FEC Fecal Egg Count Lab	Biosecurity	Pack Goat 101	Showing Market Goats - Part 1
2:30-3:30	Fiber Goats	Pack Goat Equipment	Goat Necropsy	Interstate Transport, Identification Requirements, Health Certificates, Import/Export	Showing Market Goats - Part 2	Basics: Injections, tag, tattoo, band, hoof trim, disbudding
3:45-4:45	Marketing	Hunting with Pack Goats		Goat Nutrition	Dairy Showmanship	Blood Draw
5:00-6:00	ROUGH STOCK FEEDING STOCK AUCTION					
6:00 -						

PALOUSE GOAT GUILD GOAT ACADEMY 2020
 TENTATIVE SCHEDULE

MAIN EVENT	EVENT CLASSROOM	EVENT LAB	GRANGE	SHEEP BLDG
7:30-8:15	Check-in, networking			
8:15-8:30	Orientation			
8:30-9:30	GOATS AND PARASITES (Prerequisite to both FAMACHA and FEC Lab)			
9:45-10:45	Managing Goat Health	FAMACHA Certification (LGD)		
11:15-12:15	Goat First Aid/When to Call a Vet			
12:15-1:15	LUNCH ON YOUR OWN			
1:15-2:15	Fiber and Fiber Arts	Agritourism		
2:30-3:30	Fiber Goats	Pack Goat Equipment		
3:45-4:45	Marketing	Hunting with Pack Goats		
5:00-6:00	ROUGH STOCK FEEDING STOCK AUCTION			

Handwritten notes on the schedule include:
 - BIOSECURITY: Dr. Nancy Iribeck WSU
 - GOATS AND PARASITES: Prerequisite to both FAMACHA and FEC Lab
 - DAIERY 101
 - DAIERY SHOWMANSHIP
 - PACK GOAT 101
 - HOOF CARE - JEN - NICK
 - FENCE/SHELTER - JEN
 - MARKET - IRIS - KIM
 - MARKETING/FEC/ABGA
 - BODY CONDITION SCORING
 - CARCASS SAMPLING - KIM - CAT?
 - JUV - UNKNOWN?



CLASSES

- Tracks
- Descriptions
- Space
- Set-up
- Transitions



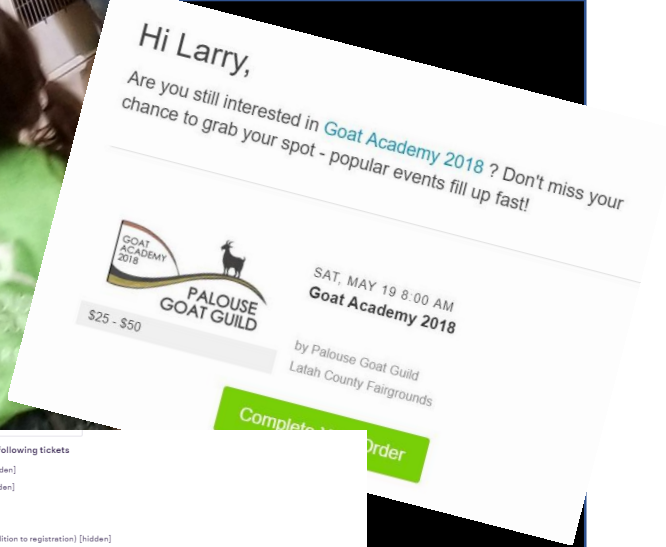
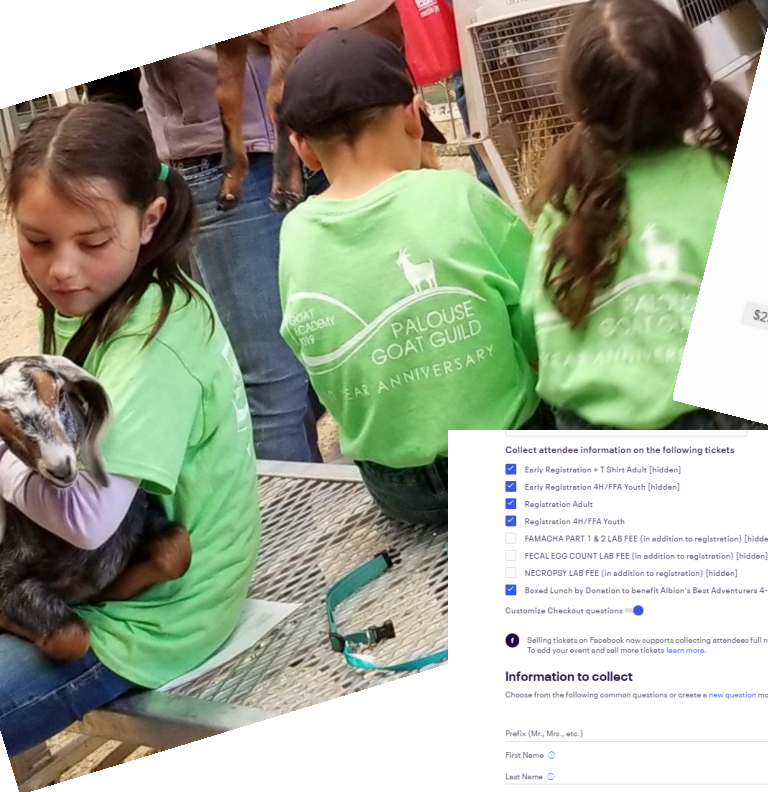
INSTRUCTORS

- Expertise
- Class content
- Incentives



VENDORS

- Recruiting
- Set up
- Door prizes



Collect attendee information on the following tickets

- Early Registration + T Shirts Adult [hidden]
- Early Registration 4H/FFA Youth [hidden]
- Registration Adult
- Registration 4H/FFA Youth
- FAMACHA PART 1 & 2 LAB FEE (in addition to registration) [hidden]
- FECAL EGG COUNT LAB FEE (in addition to registration) [hidden]
- NECROPSY LAB FEE (in addition to registration) [hidden]
- Boxed Lunch by Donation to benefit Abilene's Best Adventurers 4-H Club [hidden]

Customize Checkout questions

• Selling tickets on Facebook now supports collecting attendees full name, email address, shipping address, waivers and more. To add your event and sell more tickets learn more.

Information to collect

Choose from the following common questions or create a new question more specific to your needs.

Prefix (Mr., Mrs., etc.)

First Name

Last Name

Suffix

Email Address

Home Phone

Cell Phone

Charts

Chart Type: Survey questions

Date Range: Since sales started

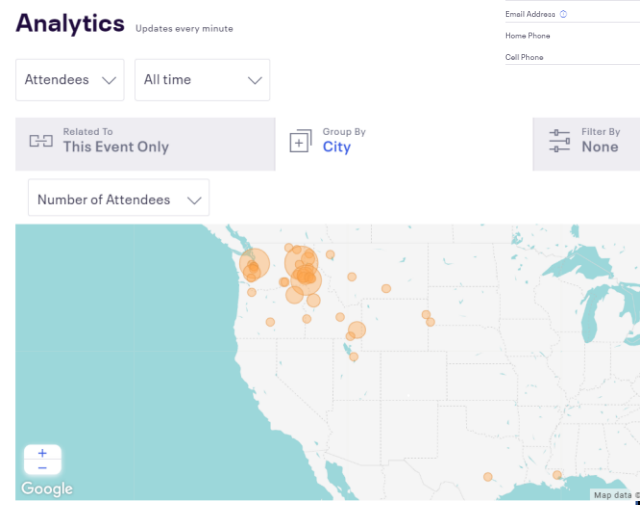
Survey Question: Select Class 5

Export: File Type

Post Preview

Survey questions : Since sales started

Select Class 5



REGISTRATION

Pre-Event:

- Platform
- Incentives
- Payment
- Reports
- Limits



HOSPITALITY

- Map
- Accommodations
- Parking
- Accessibility
- Restrooms
- Refreshments
- First Aid
- Staff

Latah County Fairgrounds is a good venue for the event. 1 2 3 4 5

Comments:
Loved how close everything was.

The event was well-organized. 1 2 3 4 5

Comments:
very pleased!

I would recommend the event to others. 1 2 3 4 5

Comments:
Bringing friends!

I would attend the event again. 1 2 3 4 5

Comments:
We'll be back next year!

General Comments:
Snack or food stand/truck.

General Comments:
Snack bar!

General Comments:
need a snack bar

I would attend the event again. 1 2 3 4 5

Comments:

General Comments:
Should have all day snack bar

General Comments:
You need some kind of concessions area.





CONCLUSION

- Surveys
- Door Prizes
- Thank yous



QUESTIONS

Type your questions into the chat bar

Connect with **FACT**

Food Animal Concerns Trust

Upcoming webinars

- 🐔 **February 4, February 14 and March 3:** Grazing Management series with Sarah Flack
- 🐔 **March 12:** Managing Pig-Poultry Rotational Grazing
- 🐔 **March 18:** Livestock Compass Profit Management Tool
- 🐔 **March 25:** Trees for Livestock Food and Medicine

Grants, Scholarships, Mentorship & More!

- 🐔 **Scholarship applications accepted on an on-going basis**

Sign up for emails @ foodanimalconcernstrust.org/farmer/

Join us on social media

