

## Track 3: New & Beginning Farmers

9:00 – 9:15 **Introduction**

9:15 – 10:15 **Kim Miller**, Wolf Lake Farm

*It All Starts With A Plan*

Although Kim is a University of Pennsylvania Wharton School of Business graduate, he's no "suit." He raises grass, which his beef harvest. He has been president of the PASA Board of Directors for many years. His opening remarks at the PASA conference are insightful, inspiring, emotional, appropriately irreverent, and eagerly anticipated. He will be speaking about the value of a farm plan and the things you need to consider when developing and using it.

10:15 – 10:30 **Break**

10:30 – 12:00 **Joel Salatin**, Polyface Farm

*Turning Your Efforts into Dollars*

The ultimate test of sustainability is your ability to make money and stay in business. Not only is Joel a second-generation farmer, he is also internationally known for his ability to package and market his farm and its many products. Joel will discuss getting started in farming with an emphasis on the mistakes beginning farmers frequently make and how to avoid them.

12:00 – 1:00 **Lunch**

1:00 – 2:30 **Cliff Hawbaker**, Hamilton Heights Dairy Farm

*Starting A Dairy Operation From Scratch – Inheriting A Fortune Is Not A Prerequisite!*

According to conventional wisdom, you need hundreds of thousands of dollars to start a dairy operation. Cliff will show you that this is NOT true. His presentation will share proven ideas and concepts for young and beginning farmers to develop a 5-year plan to begin a career in dairying or farming with the goal of purchasing a farm at the end of the first five years.

2:30 – 3:30 **Robert Herr**, Nix Besser Livestock Company

*Developing and Maintaining a Herd of Meat Goats for Today's Markets*

Dr. Herr is a down-to-earth speaker who raises goats and is a buyer for a number of clients that sell meat to retail customers. He will be sharing background information helpful for those interested in developing a herd of meat goats including breed selection, facilities, management and marketing skills needed for a successful enterprise for today's markets.

3:30 – 3:45 **Break**

3:45 – 5:00 **Mara & Spencer**, Half Pint Farm

*We Made \$50,000 on One Acre!*

Mara and Spencer are making their third "New and Beginning Farmer" appearance, back by popular demand! They will update you on their farm model which needs 2 people, no hired hands, yields a huge variety of crops, has a great market, and grosses \$50,000 on one acre! They'll give tips on strategies, methods, crops, yields, and markets.