

seed to plate...  
**THE ORGANIC CONNECTION**  
 moa annual conference 2012

February 2-4, 2012  
 Union Station Marriott  
 St. Louis,



Jordan Rubin



Jeffrey Smith



Jeff Moyer

**Featuring:**

**Dr. John Ikerd**, Professor Emeritus of Agricultural and Applied Economics, University of Missouri Columbia speaking on the “Economics of Organic and Sustainable Farming”;

**Dr. Miles McEvoy**, Deputy Administrator of USDA-NOP speaking on the “State of the National Organic Program: Advantages of Certifying Organic”;

**Neal Kinsey**- Soil Tests for Monitoring Soil Fertility; and

**Jim Long**; Author of 20 books on “Edible Landscapes”

**With:**

**Jon Wood Pittman**, “Organic Homestead Gardening”;

**Delvin Family Farms**, operates a 700 member CSA

**Janet Hurst**, Cheesemaking; and many more...

**Fees and Registration Information**

Individual: \$195...Single Day \$95...Couple...\$350... Fees include all conference materials, Thursday Night Trade Show Reception, & Saturday Brunch, (Friday Lunch for members-only, business meeting), Friday Benefit Dinner & Auction, featuring Jordan Rubin, “The Truth about Raw Foods”: \$25. Register online at [www.missouriorganic.org](http://www.missouriorganic.org). Come learn while supporting the future of organic agriculture in the Midwest!

**Hotel Accommodations**

Book a room at the beautiful Marriott Union Station Hotel for a very special rate of \$100 per night (regular rate \$189) for conference attendees. Pamper yourself and enjoy the luxurious amenities while attending MOA Annual Conference 2012. For more information or to make reservations (mention MOA), call 1-314-621-5262. Online @ [www.marriott.com](http://www.marriott.com).

**Keynote Speakers**

**Jordan Rubin** is one of America’s most recognized and respected natural health experts. Author of over 20 books and founder of **Garden of Life**, this national and international lecturer will be speaking on *Taking Organics to the Next Level*.

International bestselling author **Jeffrey Smith** is the leading spokesperson on the health dangers of Genetically Modified Organisms (GMOs). His “**Seeds of Deception**” presentation will show “how the world’s most powerful Ag biotech companies bluff and mislead critics, and put the health of society of risk.”

“**Organic No-Till Farming**” author and Rodale Institute Farm Manager and Director, **Jeff Moyer** will be teaching a full day workshop on soil fertility which will include crop rotation, no-till cultivation and carbon sequestration.

**Special Events**

Join us Thursday evening at 6 for a Reception followed by MOA’s 1st **Organic Trade Show**. Stroll around the show and enjoy sampling products such as local Missouri wines and Schlafly beer and learning about the latest in farming technology.

You should be going, going, gone to the fun-filled **MOA Benefit**

**Auction** on Friday evening following dinner. The evening promises to be fun and filled with fierce bidding. With donated items ranging from gift baskets to a website for your organic business, you’re sure to find something you like. Bring your checkbook!

**Culinary Events**

Enjoy watching the vegetables fly when local chefs go head to head in MOA’s “**Seed to Plate**” organic cooking competition on Thursday. In our **Chef to Farmer Forum**, Chef Tim Grandenetti will answer questions about chefs as organic consumers. And, back by popular demand is our organic **cheese-making** workshop with Janet Hurst.

## MOA Annual Conference 2012 Agenda

Thursday, February 2, 2012

9:30- 9:45 Welcome *Jim Thomas, MOA President*

9:45- 10:00 Welcome to Missouri *Dr. Jon Hagler, Missouri Director of Agriculture*

Concurrent Workshops	Soil Fertility	Greenhouses/Hoop Houses	Poultry Production	Culinary
10:00- 12:00	<b>Crop Rotation</b> <i>Jeff Moyer, Rodale Institute</i>	<b>Building a Weather-Proof Hoop House/Greenhouse</b> TBA	<b>Poultry Operation Production/Marketing</b> <i>Mac Stone, Elmwood Stock Farm, Georgetown, KY</i>	<b>Chef to Farmer Forum</b> <i>Tim Grandenetti, Executive Chef</i>
12:00- 1:30	Lunch			
1:30- 3:00	<b>No-Till Cultivation</b> <i>Jeff Moyer, Rodale Institute</i>	<b>Greenhouse Lighting, Irrigation and Heating Systems</b> <i>Hummert International</i>	<b>Free-Range, Humane Certified Broiler Production</b> <i>Campo Lindo Farms, Lathrop, MO</i>	<b>"Seed to Plate" Chef Competition</b> <i>Chef Tim Grandenetti, Chef Gregory Heal, TBA</i>
3:00- 3:30	Break			
3:30- 4:30	<b>Carbon Sequestration</b> <i>Jeff Moyer, Rodale Institute</i>	<b>Organic Greenhouse Pest Management</b> <i>Dr Michael Bomford- KSU</i>	<b>Establishing a Poultry Processing Facility</b> <i>Panel: Campo Lindo Farms, USDA-FSIS, Mac Stone</i>	<b>"Seed to Plate" Chef Competition (cont.)</b>
5:30- ?	<b>MOA Organic Trade Show &amp; Vendor Reception, featuring Schafly Beer, MO Wines, Horizon Dairy Organic</b>			

## Friday, February 3, 2012

MOA Annual Conference 2012 Agenda

8:00- 8:15 Opening Ceremonies

8:15- 9:00 Keynote Address: **State of the National Organic Program: Advantages of Certifying Organic.** *Miles McEvoy, National Organic Program Deputy Administrator*

Workshops	Alternative Gardening Methods	Soil Fertility	Vegetable Production	Alternative Horticulture Crops	Greenhouse Production	Organic Grain Production	Organic Live-stock Production	Fruit and Bramble Production
9:00- 10:00	<b>Organic &amp; Native Herbs for Food and Medicine</b> <i>Jon Wood Pittman</i>	<b>Soil Fertility</b> <i>Neal Kinsey</i>	<b>Determining Economic Levels for Pesticide Applications</b> <i>Dr. Jaime Pinero Lincoln University</i>	<b>Producing and Marketing Organic Florals to the Public</b> <i>Sarah Davis, Lincoln University, MO</i>	<b>Greenhouse Production: Cucurbits aka Melons, Squash, Cukes</b> <i>Dr. Mark Gleason Iowa State University</i>	<b>Diversification in Grain Production</b> <i>Windy Acres Farms, TN</i>	<b>Opportunities for Organic Dairies</b> <i>Tom Spohn Horizon Organic Dairy</i>	<b>Fruit Trees/ Brambles: New Cultivars and Production</b> <i>Patrick Byers University of Missouri Extension</i>
10:00- 11:00	<b>Farm Bill 101</b> Missouri Coalition for the Environment				OR:	Visit Vendors		
11:00- 12:00	<b>Bio-Dynamic Gardening</b> <i>Robert Karp BioDynamic Farming and Gardening Association</i>	<b>Soil Fertility (cont.)</b> <i>Neal Kinsey</i>	<b>Shitake Mushroom Production</b> <i>Ernie Bohner, Persimmon Hill Farm,</i>	<b>Edible Landscapes—</b> <i>Jim Long</i>	<b>Organic Greenhouse Pest Management</b> <i>Dr. Michael Bomford University of Kentucky</i>	<b>Food-Grade vs. Feed-Grade Soybeans: The Net Return</b> TBA	<b>Red Wattle Hog Production</b> <i>Lindell Rutherford Rutherford Farms, MO</i>	<b>Fruit Tree Grafting</b> <i>Stark Brothers Nursery</i>
12:00- 1:00	Member Business Meeting / Lunch							
1:00-2:00	<b>Bio-Dynamic Gardening (cont.)</b>	<b>Making and Using Compost for Soil Fertility</b> <i>Roger Kropf MicroLeverage</i>	<b>Growing Corn/ Added Value to Cornmeal</b> <i>Jerry Baird, Lakeview Organic Farm, TN</i>	<b>Edible Landscapes— Cont.</b> <i>Jim Long</i>	<b>Hydroponic Greenhouse Production- Designing, &amp; Inputs</b> <i>Mike Morton Hydro-Gardens Boulder CO</i>	<b>Creating Sustainable Farm Energy Solutions</b> <i>NCAT-ATTRA</i>	<b>Aquaculture: Fish and Prawn Production</b> <i>Charlie Shultz, Kentucky State University, Aquaculture Dept</i>	<b>Fruit Tree Grafting (cont.)</b> <i>Stark Brothers Nursery</i>
2:00- 2:30	Break							
2:30-3:30	<b>Companion Planting</b> <i>Nancy Smith</i>	<b>Advantages of Raised Bed Gardening</b> <i>Debbie Slack Crow's Nest Farm</i>	<b>Organic Bee Keeping Standards</b> <i>Dr. Sean Clark Berea College, KY</i>	<b>Organic Cheese Making</b> <i>Janet Hurst Lincoln University Extension, MO</i>	<b>Hydroponic &amp; Greenhouse Vegetable Production:</b> <i>Mike Morton Hydro-Gardens Boulder CO</i>	<b>MO Research Grant: Organic Cover Crops,, Manure, Nitrous Oxide &amp; Carbon Sequestration</b> <i>Dr. Tim Reinbott UMO</i>	<b>Aquaculture: Fish and Prawn Organic Potential— NOP and EU</b> <i>Charlie Shultz, Kentucky State University</i>	<b>Organic Fruit Trees: Supplying Nutrient Needs</b> <i>Dr. Curt Rom University of Arkansas</i>
3:30- 4:00	Break							

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4:00– 5:00	<b>Using Beneficial and Predator Insects for Increased Yields</b> <i>Arbico Organics LLC</i>	<b>Organic Community Garden and Student Educational Schools</b> <i>Gateway Greening, St. Louis &amp; Dr. Sean Clark, Berea College, KY</i>	<b>Developing your Good Agricultural Practices (GAP) Certification Plan</b> <i>SueBaird Organics LLC</i>	<b>Obtaining Famers &amp; Small Business Insurance</b> <i>Jeff Randol, Jr. Cornerstone RMA</i>	<b>Economics of Hoop House Raspberry/ Blackberry Production</b> <i>Patrick Byers UMO Extension</i>	<b>Alternative Crops for Grain Producers</b> <i>Rob Meyers SARE PDP Coordinator</i>	<b>Market Demands: Organic, Humane-Certified and Grass-Fed Beef</b> <i>Dr. Patricia Whisnant Rain Crow Ranch, MO</i>	<b>Propagating Your Own Grapes and Blackberries</b> <i>Jan Wood Pittman</i>
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5:30– 6:15 Keynote Address: **Taking Organics to the Next Level**, *Jordan Rubin, Garden of Life and Beyond Organics*

6:30 Benefit Dinner

Benefit Auction Immediately Following Dinner

**Saturday, February 4, 2012**  
**7:30– 8:30** Visit with Vendors  
**8:30– 9:00** Salute to Organic Farmers and Native American Music  
**9:15– 10:00** Keynote Address: **Economics of Organic and Sustainable Farming**, *Dr. John Ikerd, Professor Emeritus, University of Missouri*

10:00– 11:30	<b>NOSB Topics of Interest</b> <i>Mac Stone NOSB Member, KY</i>	<b>Culinary and Medicinal Herbs</b> <i>Tina Wilcox Ozark Folk Center, AR</i>	<b>Marketing Through CSAs, Restaurants, Supermarkets, etc.</b> <i>Delvin Family Farms, TN</i>	<b>Organic Certification 101</b> <i>Cissy Bowman, Consultant Indiana Certified Organic, IN</i>	<b>Organic Farmers as Health Heroes: Pictures, Stories, and Science</b> <i>Melinda Hemmelgarn, "The Food Sleuth"</i>	<b>Farm to Foil: Eating Responsibly and Locally</b> <i>Wane Prichard, Chipotle's Mexican Grill</i>	<b>Change your Diet, Change your Life, Change your World</b> <i>Jordan Rubin, Beyond Organics</i>	<b>Children's Corner</b> <i>Varied Activities</i>
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11:30– 12:30 **Organic Brunch Featuring MO Organic and Sustainably Produced Foods (included in the Registration Price)**

12:30– 1:30 Keynote Address: **"Seeds of Deception"**, *Jeffrey Smith* **Children's Corner (cont.)**

1:30– 2:30		<b>Visit with Vendors</b>	<b>Visit with Vendors</b>	<b>Visit with Vendors</b>	<b>Documentary Film "What's Organic about Organic?"</b> <i>Shelley Rogers, Director &amp; Marty Mesh</i>	<b>Visit with Vendors</b>	<b>Visit with Vendors</b>	<b>Visit with Vendors</b>
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2:30– 3:30	<b>Entrepreneurship for Farmers</b> <i>Kelly Childs Slow Foods</i>	<b>Using Social Networking/ Media to Market Organic Products</b> <i>Lane McConnell</i>	<b>Marketing Through CSAs, Restaurants, Supermarkets, etc. cont.</b> <i>Delvin Family Farms, TN</i>	<b>Organizing Your Records for Compliance</b> <i>Beth Rota, QCS</i>	<b>Discussion on "What's Organic About Organic?" Social Justice, &amp; Class Action Lawsuit against Monsanto, etc.</b>	<b>Backyard Chicken Production</b> <i>Desiree Rutherford Rutherford Farms</i>	<b>Training Guard Dogs for Goats, Chickens, Hogs</b> <i>Helen Lemmon</i>	<b>Children's Corner (cont.)</b>
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