

The Future of Farming and Ranching in the Sierra Foothills

University of California Sierra Foothill Research & Extension Center

February 22, 2014

9:00 am – 4:00 pm

9:00-9:10	Welcome	<i>Maddison Easley</i> SFREC
Keynote		
9:10– 9:40	The Future of Agriculture: A Statewide Perspective	<i>Jamie Johansson</i> 2 nd Vice President CA Farm Bureau

Getting Started		
9:40 –10:00	Key Principles to Consider	<i>Dan Macon</i> Flying Mule Farm
10:00 – 10:20	Business Planning Essentials	<i>Dan Macon</i> Flying Mule Farm
10:20-10:40	Putting a Plan into Action	<i>Paul Glowaski</i> Dinner Bell Farm
10:40 – 11:00	Identifying Physical Resource Needs	<i>Sue Hoek</i> Robinson Ranch
11:00-11:20	Local Programs and Resource Tools	<i>Elisa Noble</i> Placer RCD

Field tour		
11:20 - 12:30	SFREC Ag Research Program	<i>Jeremy James</i> & <i>Dustin Flavell</i> SFREC

12:30– 1:30	Lunch and Exhibits	
-------------	---------------------------	--

Maintaining and Expanding an Enterprise		
1:30– 1:50	Key Principles to Consider for Staying In Business	<i>Shermain Hardesty</i> UC Small Farm Program
1:50– 2:10	Risk Management	<i>Matthew Shapero</i> The Buckeye Ranch
2:10 - 2:30	Getting to Scale	<i>Matthew Wentz</i> Lucchesi Vineyards
2:30 - 2:50	Monitoring and Adapting to Changing Conditions	<i>Chris Bierwagen</i> Bierwagen’s Donner Trail Fruit

2:50 – 3:00	Synthesis	<i>Jeremy James</i> SFREC Director
-------------	------------------	---------------------------------------

3:00-4:00	Student Presentations	
-----------	------------------------------	--

