

BREAKOUT SESSION SPEAKERS

Drew Rice and Eric Protiva are experienced brewers from Michigan. Drew is a lead brewer for Bell's Brewery in Kalamazoo and Comstock. Eric is currently developing the microbrewery in Harrisville, Alcona Brew Haus. They know how to brew and market beer for a successful microbrewery.

Lorrie White and Phil Irwin are with Nifty Hoops in Ann Arbor. Nifty Hoops, which works to make hoop houses more affordable, easier to install and more valuable for vegetable growers, was born out of farm and food system community activism in southeast Michigan. Nifty Hoops hosts the Nifty Con each winter to bring local farmers together for support and information. They will speak about using hoop houses to your maximum advantage and about options for funding.

Adam and Madeline Beckta are co-owners of Wandering Winds Farm in Spruce. They came to farming after many years working in the food and beverage industry. They purchased their 80-acre farm in Alcona County in 2015 and it is certified by the Michigan Agriculture Environment Assurance Program. They sell their mushrooms, produce, flowers and value-added products such as baked goods (carrot cake!) and jams at their farm stand and at local farmers markets. They also give workshops on cooking local foods at local events. Adam is also presenting Michigan cheeses and wines at the opening reception of this conference on Friday evening.

Corey Standen and his family purchased their farm, Standen Acres, in Lachine in 2014. They sell pasture-raised heritage-breed pork. Corey uses Facebook to promote and market his products. He illustrates the farm's stewardship of the land as well as the natural and humane methods used in raising the pigs. Without resorting to negative advertising, he is able to make a compelling comparison between industrial pork production and his approach. You know that pigs that get belly rubs have to be content!

Brian Bates and his wife, Anne, began Bear Creek Organic Farm in 2012. Anne and Brian dream of a sustainable future, where the arts, education and organic food enrich their community. Bear Creek Organic Farm is Petoskey's first 100% USDA Certified Organic Farm. At their 75-acre farm and through their retailers they sell everything from calendars to cabbages, honey to holiday cards, T-shirts to tarragon! In 2017 they were named the Petoskey Regional Chamber of Commerce Entrepreneurs of the Year.

Wendy Wieland is an MSU Extension program instructor serving Northern Lower Michigan through the Greening Michigan Institute. Since 2001, Wendy has worked to rebuild a sustainable food system. She works with entrepreneurs as an innovation counselor for the MSU Product Center. She is a founding member of the Local Food Alliance of Northern Michigan and a longtime contributor to the Food and Farming Network. She serves on the Northern Michigan Small Farm Conference planning committee.



Certified by Taste The Local Difference®



Conference: 7:30 am – 5 pm SATURDAY, JANUARY 19, 2019
Opening Reception: 6:30 pm FRIDAY, JANUARY 18, 2019
Lost Lakes Wood Club, Lincoln, Michigan

- Get practical advice from experts on how to turn your garden or farm into a thriving business and process local foods for profit.
- This information-packed event is for seasoned growers, those interested in starting a new trade and those interested in the local food movement.
- The conference features keynote speakers, a panel discussion and six breakout sessions on finances, practical advice and success stories.
- \$40 registration includes breakfast and lunch from locally sourced foods, all presentations, handouts, door prizes and more!
- Friday reception at 6:30 pm Jan. 18 with Adam Beckta, local farmer and chef, leading a tasting program called "The First Course: Wine & Cheese Pairing – Michigan Style." \$15 for conference attendees and \$25 for others.

Details and registration at
www.InspirationAlcona.org/2019AlconaRegionalFarmConference
or call 989-335-4112



SCHEDULE

Friday, January 18, 2019



Certified by Taste The Local Difference®

6:30 pm **The First Course: Wine & Cheese Pairing – Michigan Style**

Some of life’s greatest culinary delights – like cheese and wine pairing – can be daunting. This delicious session will break down the art of wine and cheese pairing, while focusing on what Michigan has to offer. Discover the culinary bounty from Michigan as you sample artisan cheeses paired with Michigan wines, beer and cider. We’ll taste and discuss why certain wines work well with certain cheeses and reveal general pairing guidelines so that you can create your own!

Saturday, January 19, 2019

7:30 am Registration opens

7:30 – 9 am Breakfast of local foods

9 – 9:15 am Welcome

9:15 – 10 am Keynote - Doug Paulus, Director, Northern Market, Grayling

10 am Trade show opens

10:15 – 11 am Breakout session (choose one)

Microbrewing – Drew Rice, Bell’s Brewery, Kalamazoo, and Eric Protiva, Alcona Brew Haus, Harrisville

Hoop Houses – Lorrie White, partner, Nifty Hoops, Ann Arbor

11:15 – noon Breakout session (choose one)

Follow That Water! – Adam Beckta, Wandering Winds Farm, Spruce

Piggies on Facebook – Corey Standen, Standen Acres, Lachine, MI

12 – 12:45 pm Lunch of local foods

1 – 1:45 pm Keynote – Tricia Phelps, CEO, Taste the Local Difference, Traverse City

2 – 2:45 pm

Follow the Money - Panel Discussion

Moderator – David Klingenberg, owner, The Brinery, Ann Arbor

Karen Ansell – financial services officer, GreenStone Farm Credit Services, Alpena

Madeline Beckta – co-owner, Wandering Winds Farm, Spruce

Bryana Beyer – co-owner, Beyer Farms, Alpena

Waneta Cook – co-owner, Cook Family Farm, Gaylord

Jackie Nicoll – farm loan officer, Farm Service Agency, Alpena



3 – 3:45 pm

Breakout session (choose one)

Marketing your Farm – Brian Bates, Bear Creek Organic Farm, Petoskey

Grow Your Farm AND Your Family – Wendy Wieland, MSU Extension, Harbor Springs

4 – 5 pm

Closing session – Wrap-up and door prizes!

KEYNOTE SPEAKER BIOS

Doug Paulus is a third-generation farmer from Onaway. He uses his experience in business and farming in his position as director of Northern Market, which is under development in Grayling. It is his vision that the market will connect farmers, restaurateurs and the public to foods produced within a 100-mile radius. Northern Market will include spaces and equipment for rent to allow local entrepreneurs to offer eggs, honey and other kitchen-based products for retail sales.

Tricia Phelps serves as chief executive officer of Taste the Local Difference, Michigan’s local food marketing agency. She has been promoting the local food movement in many capacities since 2004. She has been with TLD since 2014 and helped develop its operations in the Upper Peninsula and North-eastern Michigan. She believes in strong partnerships between farmers, community organizations and customers looking for ways to include local, seasonal, healthy foods into their diets.