



# Nevada Farm Bureau

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## Nevada Department of Agriculture

*Present The*

### Southern Nevada Agriculture Conference

**November 21, 2013**

**Santa Fe Station | Las Vegas**

*4949 North Rancho Drive, North Las Vegas 89108*



#### Opening Session | 9:00 a.m.- 10:15 a.m.

**Jim Barbee**, Nevada Department of Agriculture Director

**Hank Combs**, Nevada Farm Bureau President

**John Spiers**, Speaker with Western United States Agricultural Trade Association (WUSATA)

#### 10:30 a.m. - Noon

**Explore Exporting:** John Spiers, keynote speaker with WUSATA will present on opportunities in global markets and will demonstrate on how to make an export sale no more difficult than a domestic one. Session will also include representatives from the SBA, NV Industry of Excellence, and USDA Rural Development.

#### 10:30 a.m. - Noon

**Selling Local:** Learn what restaurants and schools are looking to buy from local farmers and ranchers and what you need to do in order to sell locally. Featuring Doug Taylor, UNCE Instructor-Producer to Chef Program; Rodney Mehring, Blue Lizard Farm; and Stacey Sobell, Western Region Lead for the National Farm to School Network.

#### 1:15 p.m. - 2:45 p.m.

**Farm/Ranch Marketing:** Three presenters will help guide producers through the process of marketing their agricultural products. Featuring Nancy Moore, Farm to Cafeteria Network Coordinator with the National Center for Appropriate Technology; Tom Harris, Center for Resource Economics, UNR College of Agriculture, Biotechnology & Natural Resources; and Ann Louhela, NevadaGrown.

#### 1:15 p.m. - 2:45 p.m.

**Food Safety For Thought:** Holly Gatzke, Extension Educator for Lincoln County will discuss value-added processing and handling; Laura and Monte Bledsoe from Quail Hollow Farms will discuss hosting Farm-to-Fork events; and a representative from the Southern Nevada Health District will discuss the new regulations and process for Farm-to-Fork and Cottage Industries laws.

#### 3:00 p.m. - 4:30 p.m

**Farm/Ranch Business Planning:** Agriculture is a business and farmers/ranchers need a plan to be successful. The workshop will feature Cooperative Extension Educator, Carol Bishop and Nevada Farm Bureau Vice President/Panaca farmer, Paul Mathews.

#### 3:00 p.m. - 4:30 p.m.

**Indoor Growing:** Mark O'Farrell from Hungry Mother Organics will present information on his aquaponic growing operation and "Basil" Bob Davenport will discuss his successes and trials of his indoor hydroponic growing operation.

#### REGISTRATION

\$55 Early Bird | \$60 After November 14th. Registration will include lunch.

Register for the Southern Nevada Agriculture Conference at [www.agri.nv.gov](http://www.agri.nv.gov)