

Living & Working on the Land

THE BUILDING BLOCKS OF SUCCESS

www.blocksofsuccess.org

Featuring Joel Salatin, Polyface Farm

Goshen County Fairgrounds • Torrington, Wyoming

August 24 - 26, 2010

WELCOME

This is the second Living and Working on the Land conference, and we're thrilled to have you here. We have striven to provide information in managing rural ventures. Our main aim is to help foster the health of a diverse agriculture, including helping new, beginning and underserved acreage managers make the most of their resources. One part of that is the informational content of this event. Another part is creating opportunities for discussion and networking. We know that it is through people and their connections that our region has the best chance of enhancing the economic, ecological and social aspects of the land and our communities. So please, go out of your way to meet people and discuss what is important to you.

Our thanks go to our sponsors, including our principal financial partner the USDA Risk Management Agency. Together we intend to offer this conference in the future – probably every-other-year somewhere in Wyoming. So we would very much appreciate your insights on topics and speakers and how to make the event relevant and excellent – please be sure to leave your conference evaluation.

Planning Committee

Cole Ehmke, UW Department of Agricultural Economics (Chair)
John Hewlett, UW Department of Agricultural Economics
Cindy Garretson-Weibel, Wyoming Business Council Agribusiness Division
Jeffrey Edwards, UW Extension, Torrington
Ron Pulley, Rolyn Acres
Jennifer Thompson, UW Extension, Laramie
Dallas Mount, UW Extension, Wheatland
Terri Barr, Wyoming Business Council Agribusiness Division
Sharon Cardwell, Wyoming Women in Agriculture
Jacelyn Downey, Audubon Wyoming
Kathy Tatman, Torrington

Extending the Conference

The video cameras at Living and Working on the Land sessions are recording the presentations to help extend the information beyond the physical event in Torrington. If you want to revisit some part of a session in the future, then go to the conference website: www.blocksofsuccess.org.

The Living and Working on the Land: The Building Blocks of Success project also published two resources: a newspaper insert featuring the conference appeared in 10 regional newspapers reaching 76,000 in July, and a special issue of the *Barneys and Backyards* magazine featuring content of interest to agriculturalists.

Conference at a Glance

Tuesday, August 24

- 4:30 p.m.** Registration open at the Goshen County Fairgrounds, 7076 Fairgrounds Road Torrington, WY 82240.
- 5:30 p.m.** Welcome Reception (Frontier Shelter at the Goshen Co. Fairgrounds) and *hors d'oeuvres* from seven local providers. Acoustic music will be provided.

Wednesday, August 25

- 7:45 a.m.** Registration and light snacks (fruit and bagels) in the Rendezvous Center at the Fairgrounds
- 8:30 a.m.** Opening Remarks and Announcements by Cole Ehmke, University of Wyoming, Welcome to Goshen County by Ron Pulley.
- 9:00 a.m.** **Keynote Address**—Joel Salatin, Polyface Farm
- 10:00 a.m.** **Break**—Locally-sourced snacks (gazpacho, frittata and zucchini fritters)
- 10:30 a.m. – 11:30 a.m.** **BREAK OUT SESSION 1**
- Main Hall** **Chicken tractors.** Joel Salatin, Polyface Farm.
Movable coops in a pasture? Find out how this renowned farmer does it. *Facilitated by John Hewlett.*
- Brand Room** **Marketing to Local Markets.** Marla Petersen, Big Hollow Food Cooperative & Celeste Havener, Laramie Farmers Market.
What are retailers and wholesalers looking for from suppliers? To meet their needs, and become their preferred providers, hear from these two experts. *Facilitated by Cole Ehmke.*
- West Room** **Business Strategies for Success.** Greg Jarvis, Raspberry deLight Farms.
Learn how this farmer/rancher diversified his traditional operation and started raising raspberries. Market outlets for Raspberry deLight's fresh raspberries and value-added products include a u-pick operation, an online store, farmers market and an on-farm store. *Facilitated by Cindy Garretson-Weibel*
- 12:00—1:00 p.m.** Lunch in the Rendezvous Center. Feature local roasted pork loin.
- Keynote by Chuck Hassebrook**, Center for Rural Affairs. *Putting Small Farms at the Center of the Next Wave of Change in Agriculture.* Introduction by Ron Pulley.
- 2:00—3:00 p.m.** **BREAK OUT SESSION 2**
- Main Hall** **Reversing the Bias Toward Bigness in Federal Policy to Strengthen Small Farms** - Chuck Hassebrook, Center for Rural Affairs. *Facilitated by Ron Pulley.*
- Brand Room** **Getting Started with Herb Production.** Curtis Haderlie, Haderlie Farms.
See what an herb producer is doing with value-added herbs from plants grown on the farm and in the local mountains. *Facilitated by Cindy Garretson-Weibel.*
- West Room** **Cultivating a Healthy New Venture.** Rod Sharp, CSU & John Hewlett, UW.
New projects can be great way to capitalize on opportunity. Make them pay by understanding your project's hurdles up front and tackling the right things first (and remember that not all risks are created equal). Learn how to enhance the chances of success for any new venture. *Facilitated by John Hewlett.*

Wednesday, August 25 continued

3:30 – 4:30 p.m. BREAK OUT SESSION 3

Main Hall **Joel Salatin on a topic directed by the interest of the audience.** *Facilitated by Cole Ehmke.*

Brand Room **Fruit production in Wyoming.** Kerrie Badertscher, Otôké Horticulture. It's possible and it can be good. *Facilitated by Jeff Edwards.*

West Room **Tools for Insuring the Odds of Success.** John Hewlett, UW. Protect yourself from the inevitable downside – explore the surprising range of tools and products available. *Facilitated by John Hewlett.*

Evening Activity **Table Mountain Vineyards** winery tour and cookout: hamburgers, kettle chips, summer salad, BBQ baked beans and desserts. Acoustic cowboy music provided by Kent Brickman.

5:15 p.m. Bus departs from Goshen County Fairgrounds

5:30 p.m. Bus departs from Holiday Inn Express

8:30 p.m. Return to fairgrounds and hotel (*a 2nd departure will be provided*)

Thursday, August 26

8:00 a.m. Rendezvous Center: Light snacks: fresh fruit and cheese
Welcome by Tara Beley, Outreach Coordinator, USDA Risk Management Agency
Comments by Jo Ann Warner, Grants Specialist, Western Center for Risk Management Education

8:15—9:15 A.M. **Keynote Speaker—Diane Peavy**, *From Sheep to Breathing Space: Reassessing what we have and how it can work for us.* Flat Top Sheep Ranch (Trailing of the Sheep Festival, Ketchum, Idaho, www.trailingofthesheep.org)

9:30—10:30 a.m. BREAK OUT SESSION 4

Main Hall **Social Media: Farm Fresh Ideas for Value-Added Marketing.** Kim Sears, Wyoming Business Council.
For many marketers, dealing with people is like dealing with a porcupine – prickly, hard to approach, and preferably avoided entirely. Use this presentation as a starting point to make marketing less painful and more productive. *Facilitated by Cindy Garretson-Weibel.*

Brand Room **The Chicken or the Egg.** Bren Lieske, Bren's Hens.
Chickens can be an excellent component on small and large acreages, find out how to make them a success. *Facilitated by Tina Russell.*

West Room **Farming with a Sharp Pencil.** Dallas Mount, UW.
Every project has a management component, and often the key to making a profit is step-by-step planning (including address the finances). Learn what effective management skills you need to develop successful projects so that you can make the most of the resources you've got. *Facilitated by Cole Ehmke.*

Thursday, August 26 continued

11:00 a.m.—12:00 p.m.. **BREAK OUT SESSION 5**

- Main Hall** **CSA, Farmers Markets, Direct-to-Consumer Marketing.** Mike and Cindy Ridenour, Meadow Maid Foods.
Farm direct marketing opportunities include farmers' markets, community supported agriculture (CSAs), on-farm sales, caterers, and grocers – find out how this farm is making it work. *Facilitated by Kim Porter.*
- Brand Room** **Direct Marketing Meat.** Cindy Goertz, Wyoming Pure Natural Beef & Ron Pulley, Wyoming Heritage Hogs.
Selling meat products directly to customers has a number of challenges and opportunities: hear a panel on how two producers do it. *Facilitated by Dallas Mount.*
- West Room** **Using Marketing Claims to Add Value.** John Patrick, Rancher.
Certification and marketing claims can add significant value to food products – explore the possibilities and considerations. *Facilitated by Cindy Garretson-Weibel.*

1:00 p.m. **TOURS DEPART**

Tour to SAREC Sustainable Agriculture Research and Extension Center. *Facilitated by Jeff Edwards.*
Find out what the cutting edge of sustainability–focused research is revealing at the University of Wyoming's Sustainable Agriculture Research and Extension Center (SAREC) in Lingle. Steve Paisley will overview livestock research. John Ritten and Jerry Nachtman will discuss renewable energy (particularly wind and oilseeds). Bob Baumgartner will discuss research into grass in beans (and the sustainability implications), among other topics that include viewing the newly constructed high tunnel shell and a new, green dormitory. (25 minutes travel, 1 hour onsite, 25 minutes travel). Return to Torrington in time to participate in the Torrington Farmers Market (begins at 3:30).

Food in Action Tour *Facilitated by Cole Ehmke.*

See how two ag operations are putting direct marketing of food products into practice. We begin by visiting RoLyn Acres' (Ron and Lynne Pulley) Wyoming Heritage Hogs. They will show us their mule-footed hog, a heritage breed which they raise and sell directly to consumers as well as other aspects of their small acreage. We'll then travel west of Yoder, Wyoming to Meadow Maid Foods (Mike and Cindy Ridenour) to see their community supported agriculture (CSA), market garden and grass-fed beef ventures. The tour will end with a stop to the Torrington Thursday Farmer's Market and the high tunnel in operation at the Goshen County Extension office.

Projected itinerary:

Travel: 15 minutes

RoLyn Acres: 35 minutes

Travel: 30 minutes

Meadow Maid Foods: 1 hour

Travel 30 minutes

Return about 4:30 pm.

On your own: High Tunnel at Goshen County Cooperative Extension and Torrington Thursday Farmers' Market

Featured Speakers



Joel Salatin is a farmer, speaker and author and one of the best-known farmers of the sustainable food movement. Joel says his farm Polyface, Inc. arguably represents America's premier non-industrial food production oasis. The farm services more than 3,000 families, ten retail outlets, and 50 restaurants through on-farm sales and metropolitan buying clubs with grass-fed beef, pastured poultry, eggs, pork, forage-based rabbits, and pastured turkey using relationship marketing. Polyface Farm is located in Virginia's Shenandoah Valley and its mission is to develop emotionally, economically, and environmentally enhancing agricultural enterprises to encourage others to follow the model. He has spread his knowledge about sustainable farming as a speaker and a regular contributor to *Stockman Grass Farmer*, *Acre USA* and the *American Agriculturalist*. He is the author of *Pastured Poultry Profits*, *Salad Bar Beef: You Can Farm*; *Family Friendly Farming: A Multi-Generational Home-Based Business Testament*; *Holy Cows and Hog Heaven: The Food Buyer's Guide to Farm Friendly Food*; *Everything I Want to Do is Illegal: War Stories from the Local Food Front*; and *You Can Farm: The Entrepreneur's Guide to Start and Succeed in a Farming Business*.



Chuck Hassebrook is Executive Director of the Center for Rural Affairs of Lyons, Nebraska. The Center is a nationally recognized research, advocacy and development organization that promotes sustainable agriculture, rural entrepreneurship and family farming and ranching. He is a University of Nebraska graduate and a native of Platte Center, Nebraska. The Hassebrook family has been engaged in farming for more than a century and he lives in the small northeastern Nebraska community of Lyons with his wife and two sons.

Chuck has served over 33 years with the Center and has been instrumental in numerous grassroots initiatives to reform federal farm and rural policy. He serves on the University of Nebraska Board of Regents and the North Central Region USDA Rural Development Center. Chuck previously served on the USDA National Commission on Small Farms, the Nebraska Rural Development commission and the Board of Bread for the World.



Diane Josephy Peavey is the author of *Bitterbrush County: Living on the Edge of the Land*. For the last 18 years she wrote weekly essays for NPR providing an insider's view of the joys, struggles and adventures of life in rural Idaho. Her writings also have appeared in numerous magazines, journals and anthologies.

Diane, along with her husband, founded the Trailing of the Sheep Festival to celebrate sheep ranching in the West. It is held in October in a former sheep ranching region now home to the resort communities of Sun Valley-Ketchum. Diane's husband, John, is a sheep and cattle rancher and the owner of Flat Top Sheep Co. The ranch was started by his grandfather in the 1920s and is located along the Little Wood River across the ridge line from the resort area.

Diane was the first director of the Idaho Rural Council, the Literature Director for the Idaho Commission on the Arts and is currently on the Speakers' Bureau of the Idaho Humanities Council.

Presenters

Kerrie Badertscher is a Certified Professional Horticulturist through the American Society for Horticultural Science. Prior to returning to school, Kerrie and her husband owned and operated a small farm in Hygiene, Colorado for 18 years. At that time her focus included unusual specialty crops, including providing plant material for the stained glass industry via pressed flowers, and to the potpourri business via herb and other flower production. At peak production, Blossoms and Bevels produced 6.5 million flowers and 3.5 tons of potpourris per year with 34 part-time local teens. She was one of the founding members of the well-known Boulder County Farmers Market. Kerrie returned to college in order to fulfill a life dream ultimately leading to a M.S. in Horticulture Science with an emphasis in small fruit production. Her thesis is available through Colorado State University *Growing Small Fruit for the High Plains and Rocky Mountain West* is available through University Press. Currently, Kerrie is a specialty crop consultant with Otôké Horticulture, LLC for a wide variety of plants.

Tara Beley is the Outreach and Education coordinator for the Risk Management Agency Billings Regional Office. She has a Bachelors Degree in ag business and a Masters Degree in public relations from Montana State University. Tara was raised on a cow-calf operation near Big Timber, Montana, and is still actively involved in the family ranch. She interned with the American Simmental Association, and started with RMA in the fall of 2007. She currently works with the RMA *Community Outreach* and *Risk Management Education* programs, which provide educational opportunities to producers across the states of Montana, Wyoming, North Dakota and South Dakota.

Cole Ehmke is an Extension Specialist with University of Wyoming Extension (ces.uwyo.edu) and is based in the Department of Agricultural and Applied Economics (agecon.uwyo.edu). Current projects include developing a manual for managers of CSAs (community supported agriculture ventures), offering the Challenge Group management training class for new ag-venture managers, as well as offering the 10th Consumer Issues Conference: Unlocking the Digital Marketplace: Legal and Ethical Issues, September 30 and October 1 in Laramie (www.uwyo.edu/consumerconference). He has also worked on developing *Passing It On* (a collection of materials on estate and transition planning for agriculturalists, available at ces.uwyo.edu/passingiton.asp), chairing the Small Acreage Issue Team (www.barnyardsandbackyards.com), and training nonprofit financial managers in the Snowy Range Nonprofit Institute. Additionally he works with individuals on exploring new ventures. Cole was a Fulbright Scholar to the University of Sydney, Australia, where he received his MS degree, and he received his BA from Bethany College. Prior to joining the University of Wyoming he was at Purdue University. He grew up on a grains farm in west-central Kansas.

Cindy Goertz is part of the Goertz family owned business, Wyoming Pure Natural Beef in Wheatland. Cindy and her husband, Gregor, have been farming and ranching in the Slater area south of Wheatland for 34 years. Cindy and Gregor have three children, all active partners in the beef business. The family is dedicated to promoting sustainable agriculture by selling beef directly to consumers. Their ranch, under the name of Lazy V Six, Inc. has been raising certified organic wheat and other small grains for 12 years, and certified organic cattle for six years.

Curtis Haderlie the owner and operator of Haderlie Farm, has moved away from strictly dairy farming and has shifted his entrepreneurial focus on raising hay and barley; organic vegetables, flowers and herbs in Star Valley. Haderlie Farm is located on 100 acres in Star Valley just north of Thayne, Wyoming. The farm has been part of the family since 1945.

Haderlie owns both Wind River Herbs and Wyoming Soaps. He takes great pride in manufacturing a wide variety of herbal tinctures and body care products, many of which are produced from plants that grow on the farm or in the local mountains. Wind River Herbs, Haderlie's herbal extract production company located on his farm, has been in business for 20 years. Most of the ingredients for Haderlie's elixirs are grown in the fertile soil he has worked so hard to create and maintain. Haderlie's operation is adapting to change not only by the product it distributes but by the way it distributes it.

Celeste Havener has been gardening since she was a child. She moved to Wyoming 30 years ago and has been growing produce since then. She is also working on ways to extend and mitigate the climate in Centennial Valley (8,000 ft.). Celeste and her husband have developed high tunnels that withstand the weather in Centennial Valley, including 100 mph winds, -30 degree temperatures and snowfall that exceed eight feet in the winter. She received a BS in Soil Science and a Masters in Soil Microbiology/Indigenous Agriculture at the University of Wyoming. Currently she and her husband run the Laramie Farmers Market and grow greens, spinach and edible flowers for market and the Big Hollow Food Co-op in Laramie.

John Hewlett is a Farm/Ranch Management Specialist at the University of Wyoming, Coordinator of the regional Western Integrated Resource Education (WIRE) program, and member of the RightRisk team and the Western Farm Management Extension Committee. He grew up in Washington State, where he worked eight years (four as foreman) on a large stocker-cattle/crop operation. John holds a BS degree in Agricultural Business from Montana State University and a MS degree in Agricultural Economics from Oregon State University. He came to the University of Wyoming, Department of Agricultural and Applied Economics in 1987. Since then John has been involved in a number of state and regional extension programs, receiving four Western Agricultural Economics Association awards for outstanding extension programs, two UW Cooperative Extension awards for creative excellence, the Jim DeBree Award for Excellence in Cooperative Extension, and one American Agricultural Economics Association award for professional excellence. John's current extension interests include integrated strategic management, risk management, enterprise budgeting, financial analysis, agricultural record keeping, and applications of technology in agricultural.

Greg Jarvis is a Shoshoni farmer/rancher who primarily raised cattle and crops until about 10 years ago when he added raspberries to his farming operation. Today, Raspberry deLight Farms is a family-owned and operated company that provides berries and produce from the high mountain desert of Wyoming. The on-farm commercial kitchen allows the Jarvis's to process the raspberries into over 15 kinds of jams, jellies and sauces. These products can be purchases at their on-farm store, online or at numerous retail outlets. In additions, Raspberry deLight offers sweet corn and raspberries from the u-pick stand and at farmers' markets.

Bren Lieske and her husband live on a small ranch out on the prairie west of Laramie. They share their space with two dogs, two cats, two horses, a turtle and 42 chickens. Together they have created their own soil and grow most of their own food in raised bed gardens. Bren has, over the years, raised many critters including cattle, turkeys, goats, sheep, pigs, and a lot of fowl. Most of her knowledge comes from library books and from others willing to share their experiences. Bren continues to learn and loves living off the land.

Dallas Mount is a University of Wyoming Cooperative Extension Educator, serving the Southeast area of Wyoming. He and his family reside in Wheatland. Dallas works primarily with livestock producers and small farms and ranches on sustainable land management practices including grazing management, livestock nutrition, and alternative production systems. Dallas has been actively involved with the Small Acreage Issue Team and is a creator of the High Plains Ranch Practicum, an eight day, six month school for ranchers.

John Patrick works the same land in Torrington as his father and grandfather have since 1885. The ranch raises 200 acres of corn, 250 acres of alfalfa and has 400 mother cows, replacement heifers and steer calves. He has changed with the times, from bricking the outside of the original farmhouse to his enrollment in Wyoming Verified program three years ago. His results with the program have been nothing but positive. John's experience with source and age identification has resulted in an increased premium per animal on top of the carcass price.

Marla Petersen is the founding General Manager of Big Hollow Food Coop in Laramie Wyoming. Big Hollow opened in September 2007 and at that time it was the only natural food co-op in the state of Wyoming. It was the vision of the community and the Board of Directors of Big Hollow to have a storefront where local producers and farmer's market vendors would have a place to sell their products year round. It currently provides local meat, milk, eggs, produce, jams, salsa and a variety of other local goods to the Laramie community. Big Hollow is completely owned by the membership. Marla is a long time resident of Wyoming and has a BS in Dietetics from the University of Wyoming.

Ron Pulley graduated from the University of the Pacific with a major in psychology and a minor in economics. For the last 40 years he and his wife, Lynne, have spent time in Nebraska, Iowa, Colorado and Wyoming raising cattle, goats, sheep, chickens, geese, ducks, hogs and chinchilla. During that time they managed several large hog operations. Today, through their corporation, Rolyn Acres, Inc., they dedicate the majority of their time to their rare breed of heritages, the Mulefoot.

Mike & Cindy Ridenour own and operate Ridenour Ranch in Goshen County, Wyoming. They direct-market their grass-fed beef and vegetables at local food co-ops, farmers markets and through a CSA under the Meadow Maid Foods label, a company they started in 2003. Mike is a former marketing executive and has a degree in chemistry from Miami University. Cindy is a former applications chemist with a Ph.D. in chemistry from Colorado State University.

Now full-time agriculturalists, their production philosophy rejects the use of conventional fertilizers, pesticides, and herbicides. They use rotational grazing, genetic selection for health and performance, beneficial wildlife habitat development, and natural soil fertility to optimize production. The vegetable production is rooted in heirloom vegetables and includes a seed saving selection strategy to cultivate landraces for Wyoming climate and geology.

Kim Sears is a senior marketing and public relations specialist at the Wyoming Business Council. Her focus is on media relations, writing, editing and the social media efforts of the Business Council. Kim has assisted several organizations learn, evaluate, and implement social media plans, most notably spearheading, with a coworker, the efforts of Cheyenne Frontier Days, growing its Facebook fan base to over 22,000 in about four months. Since her graduation from the University of Wyoming in 1999, she has worked in the public relations and marketing industries in both Wyoming and Washington, DC.

Rod Sharp is an agricultural and business management economist with Colorado State University Extension and the Department of Agricultural and Resource Economics. He is responsible for educational efforts on the topics and issues of farm and ranch management. Rod's professional interests are in farm and family financial management, business and enterprise analysis, risk management, and feasibility analysis of alternative enterprises. He chaired a multi-state effort to study entrepreneurial agriculture and forestry enterprises in the west. Rod is co-coordinator of the award winning Agricultural and Business Management Team at Colorado State University. Other projects include *Risk and Resilience in Agriculture*, *RightRisk*, *New Gates Through Old Fences*, *Standardized Performance Analysis for Sheep and Cattle Producers*, and *Value Added Toolbox for Agricultural Producers*. Rod was raised on a cattle and sheep ranch in northeastern Colorado. He earned Bachelor's degree in Agricultural Business and a Master's degree in Agricultural Economics from Colorado State University.

Jo Ann Warner has served since 2004 as the Grants Coordinator for Washington State University's Western Center for Risk Management Education. In this capacity she oversees a competitive grant program for the 13 western states, assisting applicants from across the west with the submission of proposals that provide risk management education and training for agricultural producers. Jo Ann also works closely with grant recipients to provide technical assistance for the successful delivery of risk management education projects that help farm and ranch families achieve their risk management goals. She has also co-authored national Extension Risk Management Education proposal tutorials and resource materials that help applicants and grant recipients understand the theories and principles of results based grant writing and program delivery.

Patrick Zimmerer researched the grape industry as a class project while at the University of Wyoming, and as a result, Table Mountain Vineyards was born. With support from the entire Zimmerer family, Table Mountain Vineyards was established in 2001 and since that time has been growing and producing wine grapes near Huntley, WY. In 2004, TMV became a winery and now produces 14 wines from Wyoming grown grapes, fruit and honey. TMV is owned and operated by the Zimmerer family and the winery tasting room and vines are located on the Zimmerer family farm which was established in 1926. The winery retails its wine throughout Wyoming retailers, direct ships, and sells them through its rural tasting room. TMV invites you to experience Wyoming wine - learn more about them at TableMountainVineyards.com.

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*E*xhibitors

USDA Risk Management Agency
University of Wyoming Cooperative Extension Service
Wyoming Business Council
SAREC
AgrAbility
USDA National Statistics Service
Farm Service Agency
Wyoming Women in Ag
Wyoming Department of Agriculture
Audubon Wyoming

About the City of Torrington & Goshen County

The name of Goshen County comes from the Bible. “The Land of Goshen” was described as having rich soil and abundant water. For this reason, Wyoming’s first permanent settlement, Fort Laramie, was established in Goshen County in 1834. A worthwhile stop in your travels is the Fort Laramie National Historic Site where you can see American’s western expansion, where Indians, trappers, traders, missionaries, emigrants, gold seekers, soldiers, cowboys and homesteaders left their marks.

Torrington, the Goshen County seat, celebrated its Centennial in 2008. The city was established as a post office for farmers and ranchers who were settling this part of what was then Laramie County. The Chicago, Burlington & Quincy Railroad came from the east in 1900, and the Union Pacific came from the south in 1926, a necessity for the Holly Sugar factory, which opened that year and operates today as Western Sugar.

Agriculture still plays a significant role for Torrington residents in terms of livelihood and lifestyle, and the Burlington Northern and Union Pacific railroads continue to travel the track through this area hauling coal and other freight. The Eastern Wyoming Junior College in the northwest part of Torrington provides educational, athletic and cultural opportunities.

Torrington offers shopping opportunities, whether you are looking for western wear and ag supplies at Bomgaars south of town or value selections at Pamida off east Highway 26. There are numerous hotels, motels and bed and breakfasts. As you stroll down Main Street you’ll find coffee shops, a furniture store, electronic and appliance sales, clothing for all ages and sizes, jewelry, kitchenware and unique gift items. Go to www.goshencountychamber.com for a business directory.

Resources

Barnyards and Backyards Magazine www.barnyardsandbackyards.com
Wyoming Business Council www.wyomingbusiness.org
University of Wyoming Extension ces.uwyo.edu/
Enterprising Rural Families www.erurfamilies.org
Insuring Success for Wyoming Agriculture www.insuringsuccess.org
Polyface Farms www.polyfacefarms.com
UW Department of Agriculture and Applied Economics agecon.uwyo.edu/
Sustainable Agriculture Research and Education (SARE) Western Region www.wsare.usu.edu
Table Mountain Vineyards www.tablemountainvineyards.com
Ag Help Wanted: Guidelines for Managing Agricultural Labor www.aghelpwanted.org
Estate Planning for Agriculturalists ces.uwyo.edu/passingiton.asp

Support this Project

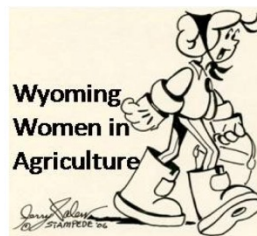
If you found this project worthwhile, it was made possible with funds from the USDA's Risk Management Agency through their Community Outreach Partnership program. RMA's funds are allocated by Congress. To keep these funds available, consider contacting your Congressional delegation and their staffs. In Wyoming they are Senators Enzi (<http://enzi.senate.gov>) and Barrasso (<http://barrasso.senate.gov>), and Representative Lummis at (<http://Lummis.house.gov>).

Sponsors

Many organizations have worked to offer this conference. Among them the USDA's Risk Management Agency is a leading partner, providing the financial resources that have made this event possible at such a low cost to participants. The other sponsoring organizations have provided leadership and effort to plan and carry out the program. If you appreciate their effort, let them know!



USDA Risk Management Agency. The role of USDA's Risk Management Agency (RMA) is to help producers manage their business risks through effective, market-based risk management solutions. RMA's mission is to promote, support, and regulate sound risk management solutions to preserve and strengthen the economic stability of America's agricultural producers.



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Menu

Tuesday, August 24 (Foods by Ellis' Harvest Home, Kelly Bean Company, Wyoming Heritage Hogs, Johnson Livestock, L&P Produce, Wind Harvest Farms)

Reception - Homemade tortilla chips and black bean salsa (black beans, corn, green onion, cilantro, tomato, chilies, basil, oregano and thyme), pork meatballs in BBQ sauce, grilled lamb, homemade bruschetta with tomato and herbs, stuffed green chili peppers/jalapeno poppers, corn on the cob and melon soup (cantaloupe, watermelon, honey dew melon) with bacon wrapped bread sticks.

Wednesday, August 25 (Foods by Wyoming Heritage Hogs, Western Sugar, Kelly's Supermarket, Country Pride Potatoes, Meadow Maid Foods, Kelly Bean Company. Wyoming flour was also used.)

Early Morning Break – Fresh fruit, bagels and juice

Late Morning Break – Gazpacho in cucumber cups, frittata with eggs and vegetables and zucchini fritters

Lunch - Roasted pork loin with beans and green chilies, roasted root vegetables, roasted corn and tomato relish and a variety of squash breads.

Afternoon Break – Chocolate cake & rhubarb pudding cake.

Evening BBQ – Hamburgers, kettle chips/fries, summer salad with greens and fruit and BBQ baked beans.

Thursday, August 26 (Foods by Gaukel Grown & Ground, Wind Harvest Farms, Ellis' Harvest Home, L&P Produce)

Early Morning Break – Fresh fruit, cheese

Late Morning Break – Whole wheat muffins, cinnamon knots, raspberries and strawberries

Lunch - Cheeseburger kabobs (ground beef, onion, cheese, lettuce, tomato), dog Kabobs (party size all beef wieners) on homemade buns, Brussels sprouts cream can kabob (garlic sausage, corn, potato, onion), ratatouille kabobs (eggplant, tomato, basil, onion, red pepper, herb seasonings), homemade slider rolls, coleslaw, three bean salad, grilled corn & cucumber salad, copper penny salad (cauliflower, onion, carrot), relish trio (berry & red onion, pickled onion & cucumber, green tomato & chilies) and fruit parfaits and meringue/berry cups.

Afternoon Break for Tours – bottled water and granola bars

Beverages (not including cookout at Table Mountain Winery and Vineyards) – Water, iced tea and lemonade

Suppliers

4W Greenhouse & Gardens

Jack & Rozanne Worrell
3906 US Hwy 26-85
Torrington, WY 82240
307-532-5685

Wyoming Heritage Hogs

Ron & Lynne Pulley
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womingheritagehogs.tripos.com

Garden of Neden Sweet Corn

Richard & Willene Nedens
3392 Lingle Loop Rd
Lingle, WY 82223
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Country Pride Potato, LLC

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cntrypride@hughes.net

Wind Harvest Farms

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Ellis' Harvest Home

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The Western Sugar Cooperative

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L & P Produce

Larry & Pat Pyle
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307-532-0145

Gaukel Grown & Grown

Kevin & Julie Gaukel
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www.gauklewheat.com

Kelly Bean Co.

Jeff Chapman, Plant Manager
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Kelly's Supermarket

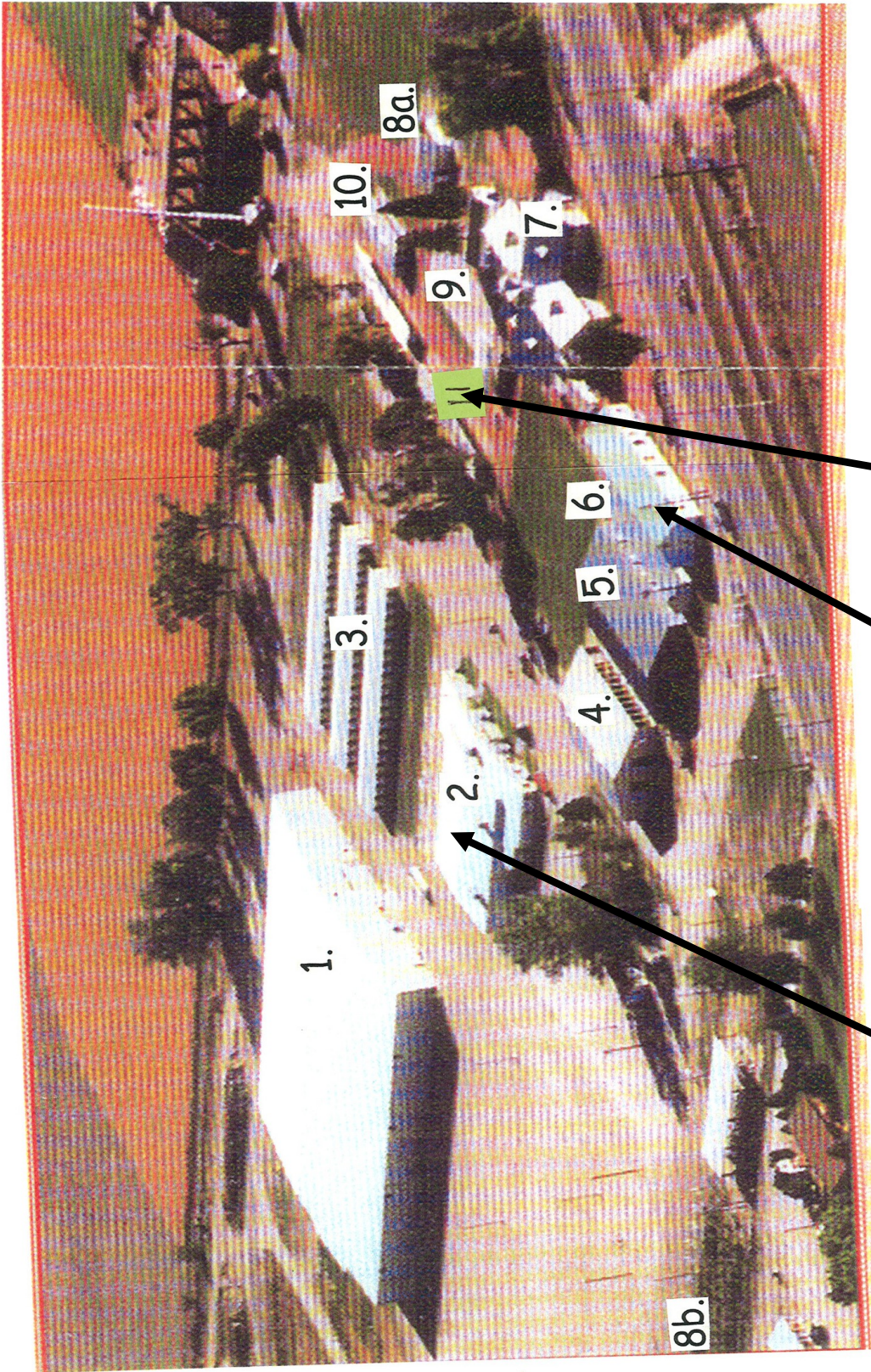
Dave Kelly
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307-532-3113

Johnson Livestock

Zach & Tom Johnson
3735 Road 42
Yoder, WY 82244
307-575-2171
johnsonlandlive@hotmail.com

Table Mountain Vineyards

Patrick Zimmerer
Huntley, WY
307-459-0233
www.tablemountainvineyards.com



Restrooms are in:
 Rendezvous Center
 4-H Building 8a & 8b

4-H Building –West Room

Frontier Shelter

Rendezvous Center/Main
 Room/Brand Room