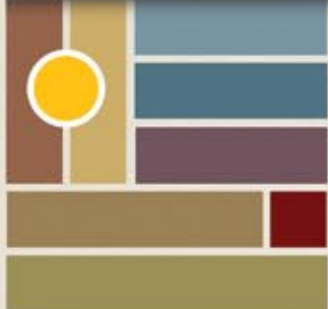




# BARNYARDS & BACKYARDS



## Living & Working on the Land THE BUILDING BLOCKS OF SUCCESS

August 24-26, 2010 - Rendezvous Center, Torrington, Wyoming



Keynote Speaker Joel Salatin

### REGISTER NOW

#### Sessions will include:

- Chicken tractors
- CSA/Farmers' Markets
- Direct meat marketing
- New age marketing strategies
- Fruit production
- Managing risk
- Marketing to local markets
- Value-added marketing claims
- Successful business strategies
- Project feasibility
- Farming with a sharp pencil
- Herb production
- Chicken and egg production

#### Registration:

Terri Barr at (307) 777-2807 or [terri.barr@wybusiness.org](mailto:terri.barr@wybusiness.org) or [blocksofsuccess.org](http://blocksofsuccess.org)

[www.blocksofsuccess.org](http://www.blocksofsuccess.org)

## Celebrating Rural Life with the Living and Working on the Land Conference

By Cole Ehmke

The premier networking and educational event for our region's sustainable agriculture community will begin on August 24th. Bring your coffee cup and gather in Torrington for this stellar event with tours, local wine and food, speakers, and keynotes. The Living and Working on the Land conference extends a warm welcome to all land managers who want to make the most of their property and innovative food marketing.

#### Keynote Speaker Joel Salatin

This year features noted farmer Joel Salatin and his unique approach to farming at Polyface Farm, a successful, small-scale, pasture-based farm. He is widely known for his innovative farming techniques—in particular, his development of natural, self-sufficient methods of multi-species pasture management and relationship-based food marketing.

Along with his family and interns, he raises "salad bar beef," pastured poultry (chickens, both for eggs and as broilers, and turkeys), pastured rabbits, and "Pigaerator pork" in Virginia's Shenandoah Valley. Salatin describes Polyface Farm as a "multi-

generational, pasture-based, beyond organic, local-market farm." Salatin's holistic approach to farming, animal husbandry, and direct sales has positioned him as a leader in the local foods movement. The farm serves more than 3,000 families, ten retail outlets, and 50 restaurants through on-farm sales and metropolitan buying clubs. His books include *You Can Farm: The Entrepreneur's Guide to Start & Succeed in a Farming*

Enterprise and Pastured Poultry Profits. [www.polyfacefarms.com](http://www.polyfacefarms.com)

#### About the Conference

The Living and Working on the Land conference is intended for all acreage managers interested in accomplishing more with their property and those interested in the future of rural areas. The conference begins on Tuesday, August 24 in Torrington with a local foods reception and runs through Thursday, August 26. It will feature local food, speakers with hands-on knowledge, kids' activities, and tours. Professional and hobby farmers, small acreage owners, backyard gardeners and local

food enthusiasts will all find something to fit their skill level and areas of interest.

#### Featured Activities

Joel Salatin will provide a keynote address on Wednesday morning, and will follow up with concurrent session presentations (including one on raising poultry in pastures). Following Wednesday's local lunch, keynote speaker Chuck Hassebrook of the Center for Rural Affairs ([www.cfra.org](http://www.cfra.org)) will address Putting Small Farms at the Center of the Next Wave of Change in Agriculture. Children's activities will be provided throughout the day.

(continued on page 2)



**Who:** Keynote speaker Joel Salatin of Polyface Farm

**What:** Living and Working on the Land: The Building Blocks of Success

**Where:** Rendezvous Center, Torrington, Wyoming

**When:** Conference begins Tuesday afternoon, August 24th with an opening reception; conference sessions will run Wednesday and Thursday morning. Tours will begin at 1 p.m. on Thursday and will end Thursday at the Torrington Farmers Market, the afternoon of August 26th. Joel Salatin is scheduled to speak at 9 a.m., Wednesday, August 25th and will conduct additional sessions during the day.

**Why:** Connect your farm or ranch with sustainable and profitable practices

**Cost** (includes all meals locally sourced):

Pre-registration by July 25th: producers – \$50, agency/other – \$100

After July 25th: producers – \$75, agency/other – \$150

A limited number of scholarships are available for agriculture producers covering registration and lodging (until the room block is filled).

**Registration:** Terri Barr at (307) 777-2807 or [terri.barr@wybusiness.org](mailto:terri.barr@wybusiness.org) or [www.blocksofsuccess.org](http://www.blocksofsuccess.org)

**Information:** Cole Ehmke at (307) 766-3782 or [cehmke@uwyo.edu](mailto:cehmke@uwyo.edu)







## Trailing of The Sheep

Edited by John Hewlett

Each year as they have since the early part of the last century, sheep migrate north in the spring from the lower elevations of the Snake River plain of Southern Idaho. They travel in bands of close to 1,500 sheep, through the Wood River Valley to summer in higher mountain pastures.

This traditional route takes them north through newly-populated residential areas and the towns of Bellevue, Hailey, and Ketchum. Some continue their journey over Galena summit into Idaho's Sawtooth Mountains.

In the fall, the animals retrace this trail to southern desert pastures. It is this return migration that the annual October "Trailing of the Sheep Festival" celebrates. Source:

[www.trailingofthesheep.org](http://www.trailingofthesheep.org)

### Flat Top Sheep Ranch

The Peaveys' Flat Top Sheep Ranch stretches across some 28,000 deeded acres, the majority of which is found in the Muldoon area. A smaller portion of the land they own is located farther south in the sagebrush deserts near Kimama, north of the towns of Burley and Buhl.

During the warmer months, the Peaveys graze their sheep and cattle across a large expanse of U.S. Forest Service and Bureau of Land Management land, with grazing allotments in the Pioneer Mountains and foothills surrounding the main Peavey ranch.

Before the winter sets in, the Peaveys' sheep are trucked out of state for seasonal grazing in

warmer California.

The Peaveys run upwards of 10,000 sheep and 3,000 Angus cows. The ranch's Angus herd is the oldest in the state and includes descendants of a herd that James Laidlaw brought in to the area around 1900.

The Peaveys were instrumental in the formation of the Wood River Valley's popular Trailing of the Sheep Festival. Source: Idaho Mountain Express and Guide [www.mtexpress.com/index2.php?issue\\_date=10-06-2006&ID=2005112754](http://www.mtexpress.com/index2.php?issue_date=10-06-2006&ID=2005112754)

Diane Peavey will be a keynote speaker, on the annual "Trailing of the Sheep Festival" at the August Living & Working on the Land Conference in Torrington.



## Celebrating Rural Life with the Living and Working on the Land Conference (continued from page 1)

On Wednesday evening, enjoy a tour of Table Mountain Vineyards and an evening wine tasting and local dinner.

Thursday starts with noted rancher and author Diane Peavey, who helped revitalize community awareness of agriculture with the development of Ketchum, Idaho's "Trailing of the Sheep" festival, ([www.trailingofthesheep.org](http://www.trailingofthesheep.org)). Additional educational sessions will follow through the morning, and the afternoon will offer tours of operations in which conference principles are put into action. These operations include Meadow Maid Foods' diversified direct sales and Community Supported Agriculture (CSA) venture, RoLynn Acre's mule-footed hogs, gardening with high tunnels, and UW's new Sustainable Agriculture Research and Extension Center (SAREC) which is working on the newest in wind energy, season extension, water issues, and cattle and sheep research. SAREC will be featuring their new "green dormitory."

### Register Now

The Living and Working on the Land conference is an excellent opportunity for people interested in being responsible stewards of their land, direct-marketing, and networking with others of similar interests.

Registration is open now for the August 24-26 conference, which will be held at the Rendezvous Center in Torrington (at the Goshen County fairgrounds). Early registration ends July 25. Scholarships are available. For additional information or online registration, visit [www.blocksofsuccess.org](http://www.blocksofsuccess.org).

## Farm Futures: The New Rule is Small, Fresh, and Local

By Cole Ehmke

Has it seemed like there are more people involved in agriculture recently? Visiting a farmer's market in central Wyoming recently, the many people producing and selling food products was striking.

At the national level there has been a 4% increase in total farm numbers between the two most recent Censuses of Agriculture (2002 and 2007). In Wyoming that has been a 17 percent increase to about 11,000 farms, many of which are small acreages.

Mike and Cindy Ridenour of Meadow Maid Foods in Goshen County are examples of people using their natural resources to create and market products directly to the end user. They've been direct-marketing their vegetables and grass-fed beef at farmer's markets and through a Community Supported Agriculture (CSA) since 2003.

Mike is emphatic about small scale agriculture, saying "The small farm in Wyoming is reemerging. A small farm can be a real and viable business in this state." On their farm, Mike and Cindy have diversified their enterprises and emphasize sustainable management that integrates traditional farming with selected modern farming techniques.

Together they are taking advantage of our increased cultural awareness about food, what and who produces it, and how it is produced. "What we are seeing is the new face of agriculture – and there is a lot of opportunity," says Mike.

Direct marketing can take many forms, including pick-your-



own farm stands and roadside markets, agri-tourism (including horseback riding, corn mazes, bed and breakfasts, and dude ranches), sales to restaurants and stores, and mail order and internet sales.

To learn more about the Ridenours and direct marketing, attend their conference session, and join the tour that will feature their property.

**Meadow Maid Foods, [www.meadowmaidfoods.com/](http://www.meadowmaidfoods.com/)**



### What is a CSA?

CSA stands for Community Supported Agriculture, and it is a way for consumers can buy local, seasonal food directly from a farmer. When you purchase a share in a CSA, you receive a portion of the food produced on the farm. This is usually a basket of vegetables, and other farm products may be included, that are delivered weekly through the marketing season.

## Do the Ripe Thing: A

By Cole Ehmke

Looking for a business inspiration? These marketers have a great product and an excellent approach to business.

In the case of Raspberry deLight, marketing raspberry and raspberry products straight off the farm has led to a successful farm shop venture.

Enthusiasm, hard work, attention to detail, and meeting market needs are all qualities you'd expect to find in a successful farm shop venture, and they are all qualities that Greg and Jan Jarvis have in spades.

When the couple started shifting their acreage to raspberries in 1999, it was with the

intention of exploring a new enterprise. They now have a commercial raspberry operation specializing in raising red raspberries for fresh market. They sell you-pick and sweet corn as well as product at farmer's markets during a season that starts in mid-August and runs until mid-October.

As the Jarvis's got into their project, they sought a way to generate returns outside of the growing season and hit on the idea of adding value by processing their fresh product into jams and jellies in a commercial kitchen they added in 2004. They now have 15 different raspberry products and offer gift boxes (particularly for





# Putting Chickens out to Pasture: The Chicken Tractor

By Cole Ehmke

Interested in raising poultry? Backyard flocks are increasingly popular, and some people are raising chickens and turkeys on a larger scale. Apart from the enjoy-

### Chicken tractor

A movable pen containing poultry that helps prepare the soil for garden plots. Birds feed on weeds, garden plants, insects and grubs, and supplemental grain-based feed – while “tilling” and “fertilizing” the soil.

ment of having chickens around a property, the enterprise can involve the whole family, blend well with other aspects of an operation, and provide a respectable income for the effort.

Farmer Joel Salatin raises chickens on his Virginia farm and sells them widely. Joel says, “In nature, animals constantly move away from lounge areas and cover rested ground. In order to capitalize on these habitat principles, portable chicken production models are essential.”

On design, Joel says, “The actual shelter design will vary from species to species, and even at different ages within the species.



The scissor truss design of the millenium feathernet offers more protection, safety, and better use of vertical space than the old hoop house design for portable skid structures. (Photo by Rachel Salatin)

For broilers, which go out onto pasture at just two weeks

old, the shelter needs to be fairly predator- and weather-protective.

We use squatty 10 ft. X 12 ft. X 2 ft. high floorless boxes with three-quarters of the roof covered, moving the chickens every day to the next spot.”

For layers, Joel uses high tech electrified polyethylene netting. “We use about 450 feet to make quarter-acre enclosures for about 1,000 hens in a flock. A scissor-trussed, A-frame type skid structure pulled behind a feed buggy offers nesting, roosting, and shelter for the birds.”

Salatin has written well-regarded books and articles about the considerations and the moneymaking potential of pastured poultry, and will be presenting on this topic at the conference.

# The Meat Market: Overcoming the Hurdles

By Cole Ehmke

As the demand for locally produced food grows, marketing one of the mountain-west’s most notable products has some special opportunities. And, when your product is the extraordinary Mulefoot hog, those opportunities present some uncharted waters on the way to its niche market.

“The Mulefoot hog is a rare, heritage breed known for its hardiness, and that it doesn’t have the cloven hoof of other hog breeds,” says Ron Pulley of Huntley, Wyoming. “By raising this hog my wife Lynn and I are helping preserve the breed while also taking advantage of a market for an excellent meat.”

As a marketer of a meat product, the Pulley’s face many of the same hurdles as other local meat marketers, and he looks at these objectively from both a producer’s and a consumer’s perspective.

“A major setback for America’s local-food movement is that independent farmers around



the country say they are forced to make slaughter appointments before animals are even born and then drive hundreds of miles to facilities, adding to their costs and creating stress to the livestock,” Ron says. “It’s great to see people wanting direct connections with where food comes from – there certainly is a market out there – but there are hurdles to reaching it that need work” says Ron.

However meat is marketed, considerations for producers must include local and state regulations; food handling, and safety. Other

factors include liability, pricing, branding, labeling, third-party certification, value-added processing, multi-media marketing, and sometimes finding other ranchers to produce meat for you to market.

Pulley and other meat marketers will talk about their experience at the Living and Working on the Land conference and Ron’s farm will also be on Thursday’s tour of operations where conference principles are put into action.

[wyomingheritagehogs.tripod.com/](http://wyomingheritagehogs.tripod.com/)

# Marketing at Local Markets

By Cole Ehmke

What are market managers and co-op organizers looking for in a producer? In Marla Petersen’s involvement with local foods, she’s seen producers who shine and producers who ... well, don’t. As the manager of the Big Hollow Food Co-op in Laramie, Petersen’s aim is to offer local and healthy food. Selling products from 11 Wyoming and Colorado producers, she sees lots of approaches.

Marla says that there are a number of things that she and the staff at Big Hollow Food Co-op are looking for in a local producer. Some key elements would be reliability, availability and cost. Generally Big Hollow only buys as

much produce as they can sell in a week. In some instances, producers have a large crop they want to move, and Big Hollow can assist in selling it wholesale. “As part of our marketing, we ask local producers to provide us a description of their growing practices. If funding and time permits, we try to visit the farm. It is an added bonus if the product can be brought to us clean and well presented since we have limited kitchen space,” Marla says.

Celeste Havener, market manager at Laramie’s farmer’s market, underscores Marla’s emphasis



on providing a quality product. Havener says that selling successfully at a farmer’s market also includes other factors, like a well-designed product mix (with variations available across the season), an attractive presentation stand (canopy, tables, and signs), and professional integrity (honesty, and good market ethics, such as not dumping product at very low prices).

An important question producers need to ask is which outlets might be most effective. Some producers sell through stands at

farmer’s markets in which they interacts directly with the public. Others sell through retailers such as Petersen’s co-op. If you are a people person and enjoy interacting all morning (and answering the same ten questions all season), and you have time to commit to markets, then a farmer’s market is something to consider. But if you have a product that can be sold from a store and regular drop-offs is more appealing, then a retailer may be a better fit.

If you are considering becoming a producer of food, come to the marketing at local markets session during the Living and Working on the Land conference. Marla Petersen and Celeste Havener will share their experience with local marketing so that you can hit the ground running. And Marla would be happy to talk about what it would take to set up a food co-op in your community.



# Strategy for Success

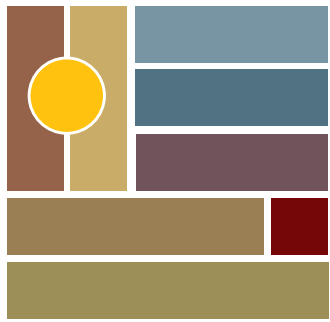
Christmas) shipped anywhere in the world as well as through a number of retail stores in Wyoming.

On a recent tour of their property, their sense of quality and attention to detail was clear. The effort spent looking for just the right jars and shipping boxes, the effort put into creating recipes, and the effort in developing a well-kept and good looking property were all evident.

Hear from Greg and Jan directly at the conference, as well as from another notable Wyoming brand, Chugwater Chili (now celebrating 25 years of spicy success).







# Living & Working on the Land

## THE BUILDING BLOCKS OF SUCCESS

<http://blocksofsuccess.org> • August 24-26 in Torrington

### Learn how to address the practical problems of managing your acreage in Wyoming.

This unique event combines tours, concurrent sessions, discussions, and nationally known speakers such as author, speaker, and farmer Joel Salatin, and author and rancher Diane Peavy and rural development expert Chuck Hassebrook. This conference is designed to bring livestock, alternative crop producers and small and beginning operators together for a unique workshop experience



#### Joel Salatin

Come hear about Joel Salatin's unique approach to farming at Polyface Farm, a successful, small-scale, pasture-based farm. He is widely known for his innovative farming techniques— in particular, his development of natural, self-sufficient methods of multi-species pasture management and relationship-based food marketing.

[www.polyfacefarms.com](http://www.polyfacefarms.com)

#### Diane Peavy

Rancher and author Diane Peavey has helped revitalize community awareness of agriculture with the development of Ketchum, Idaho's Trailing of the Sheep Festival.

[www.trailingofthesheep.org](http://www.trailingofthesheep.org)



#### Chuck Hassebrook

Chuck Hassebrook of the Center for Rural Affairs will address Putting Small Farms at the Center of the Next Wave of Change in Agriculture. As executive director of the Center, he works on developing strategies for rural revitalization, devising farm program payment limitations and enhancing federal funding for rural programs.

[www.cfra.org](http://www.cfra.org)



#### The Building Blocks of Success • August 24-26, 2010

One registration per form; form may be duplicated. Clearly print your name as you would like it to appear on your nametag.

*Registration cannot be processed until payment is received.*

Name \_\_\_\_\_

Business/Affiliation \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Daytime Phone # \_\_\_\_\_

E-mail \_\_\_\_\_

We are committed to making this event accessible to all individuals. If you have special dietary needs or a disability and require accommodation to participate in this activity please check here . You will be contacted by the registration coordinator to discuss your specific needs.

**Registration Fees:** Includes conference reception, all meals, breaks, tours, and all conference materials. *A qualified producer is currently involved in food production.*

#### On or before July 25, 2010

Producers: ..... No \_\_\_\_\_ \$ 50

Agency/Other: ..... No \_\_\_\_\_ \$100

#### After July 25, 2010

Producers: ..... No \_\_\_\_\_ \$ 75

Agency/Other: ..... No \_\_\_\_\_ \$150

**TOTAL:** \_\_\_\_\_

**No. of children attending:** \_\_\_\_\_

**Scholarships:** The first 50 producers to register for the conference will be eligible for a full refund of the registration fee. A limited number of scholarships for lodging are also available.

*Please describe your agriculture activity* \_\_\_\_\_

**Special Events:** Please indicate in which events you will be participating:

- Opening Reception
- Winery Tour and BBQ (Wednesday, Aug. 25)
- Tour to SAREC (Thursday, Aug. 26)
- Tour to RoLyn Acres & Meadow Maid Foods (Thursday, Aug. 26)

**Register by Mail:** Send this form to: Terri Barr, Wyoming Business Council, 214 W. 15th St., Cheyenne, WY 82002. Make checks payable to Wyoming Agriculture.

#### VISA/MasterCard/American Express

Card# \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

**Register by Phone:** Call (307) 777-2807 or fax to (307) 777-2838. You must use a credit card to register by phone or fax.

**Cancellation/Refund Policy:** Cancellations received in writing on or before July 25, 2010 will receive a full refund. After July 25, 2010 a \$25 administrative fee will be assessed. All cancellations must be received in writing.

#### NO REFUNDS FOR NO-SHOWS.

**Lodging:** Lodging is available at the Holiday Inn Express, 1700 E. Valley Road, Torrington, Wyo. A room block is available with reservations being accepted until July 25, 2010. Room rates are \$80. Call 307.532.7600 to make reservations.

Register online at [www.blocksofsuccess.org](http://www.blocksofsuccess.org)

## Agenda

#### Tuesday, August 24

4:30 - 5:30 p.m. Registration

5 - 5:45 p.m. Welcome and Announcements

6 p.m. Reception - Heavy hors d'ouvres from

local providers. Frontier Shelter at the

Goshen Co. Fairgrounds

(7078 Goshen Co. Road, Torrington, WY)

#### Wednesday, August 25

8:30 a.m. Opening Remarks/Announcements

9 - 10 a.m. Keynote Speaker: **Joel Salatin**

10:15 - 10:30 a.m. Break

10:30 - 11:30 a.m. Breakout Session 1

Noon - 1:30 p.m. Lunch/Keynote Speaker: **Chuck Hassebrook**

2 p.m. - 3p.m. Breakout Session 2

3 - 3:15 p.m. Break

3:30 - 4:30 p.m. Breakout Session 3

5:45 p.m. Depart from Holiday Inn Express

6 p.m. Dinner, winery tour and entertainment at Table Mountain Vineyards

8:30 p.m. Return to Holiday Inn Express

#### Thursday, August 26

8 - 8:15 a.m. Announcements

8:15 - 9:15 a.m. Keynote Speaker: **Diane Peavey**

9:15 - 9:30 a.m. Break

9:30 - 10:30 a.m. Breakout Session 4

10:30 - 11 a.m. Break

11 a.m. - Noon Breakout Session 5

12:15 - 1 p.m. Lunch Buffet

1 p.m. Tours Depart

1 - 3 p.m. #1 - Tour to Sustainable Agriculture Research and Extension Center (SAREC)

1 - 4:30 p.m. #2 - Tours of RoLyn Acres and Meadow Maid Foods

See [www.blocksofsuccess.org](http://www.blocksofsuccess.org) for information.