

# The Business of Farming: *an entrepreneurial approach*



Innovative Farmers of Ohio's Annual Conference  
February 26, 2011, held at Hiram College

## Bright Futures for Local Farmers

**Forbes magazine suggests a bright future for sales by local farmers to local consumers.**

A group of futurist experts and authors convened by Forbes predicted that by 2018, only seven years from now, 20 percent of the food eaten in major urban areas of the USA will be grown adjacent to or in the city itself. The magazine noted that this is a huge dollar number and

would really shake up modern American Agriculture.

*"In addition to making our cities more resilient, the health benefits, for both our bodies and our planet, of consuming food that is grown within a small number of miles of our homes or workplaces are significant"*

This quote from the October 25, 2010, edition of Forbes suggests that small scale entrepreneurial producers have

a bright future. Our conference supports this great potential. Innovative Farmers of Ohio encourages and supports the production and distribution of good food from local sources.

### **Farming is a business.**

It is a worthy business and a business that is vital to the economic health of urban communities as well as rural communities.



*Keynote Speaker: Dr. Susan Beal*

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Susan Beal, DVM is the Agricultural Science Advisor for PASA: The Pennsylvania Association for Sustainable Agriculture.

Founded in 1992, PASA's consistent and driving vision has been to transform agriculture and food systems in Pennsylvania - and beyond - in ways that make our farmers more viable, improves the land and restores the health and well being of all our citizens. PASA is non-profit in structure but entrepreneurial in spirit, and uses resources carefully to work collaboratively with others in achieving measurable results where the organization can, without compromising its values.

Dr Beal comes from a long background of holistic veterinary practice, ranging from mixed practice through emergency medicine, equine, and companion animal practices. Before joining the team at PASA, Dr Beal was responsible for Big Run Healing Arts, a non-speciated veterinary practice dedicated to providing holistic care for animals and the environment.

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## Speaker List

### Trevor Clatterback



Trevor Clatterback serves as Fresh Fork's CEO. Trevor graduated May 2008 from Case Western Reserve University with a BS in Business Management and a BA in Political Science. Previously he served as a Business Analyst at Deloitte Consulting and a Government Solutions Analyst at Hyland Software. Clatterback also has experience in sales and product development in the hobby industry. Clatterback grew up in Wheeling, WV.

### Floyd Davis



Floyd Davis is the owner of Red Basket Farm located in Kinsman, Ohio. Red Basket Farm is a small family farm dedicated to year around production of specialty crops, supplying Farmers Markets, restaurants and a seasonal Community Supported Agriculture program. The farm is currently working with the South Euclid/Lyndhurst School District in Cuyahoga County to pilot "Farm to School" in Northeast Ohio. Floyd is also the General Manager of Geauga Growers Association in Middlefield, Ohio. He is a council member of the Northeast Ohio Ag/Bio Leadership Council, a board member of Grow Youngstown and participates on the ODA Specialty Crop Block Grant board.

### Aaron Miller



Aaron Miller graduated from Ohio State University with a B. S. in Animal Science. He has raised cattle for over 30 years and practiced rotational grazing for 25 years, switching to intensive grazing in 1999. Adding hogs, poultry and sheep assists with parasite control, which is important to Miller as the farm has also been chemical free since 1999. Currently Miller has 80 head of cattle, 20 hogs and 65 sheep; the poultry is raised seasonally. They sell product to customers at farm markets, to restaurants, and through direct marketing; their beef is also available at the Westside Market in Cleveland.

### Robert Perry



Bob Perry, M.A. is the Special Projects Manager and Chef for the Sustainable Agriculture and Food Systems Working Group in the College of Agriculture at the University of Kentucky and serves as the hub of the sustainable food and farm diversification network in Kentucky. He also serves on the Board of Overseers of Chefs Collaborative. He has been a professional chef for over twenty-five years in such operations as private yachts, steamboats, high-speed ferries, trains and restaurants that don't move including his own bistro The Farmers' Hall.

### Daniel Trudel



Daniel, and his wife Ann, own and manage Ann's Raspberry Farm & Specialty Crops, a pick-your-own operation located in Knox Co. Daniel also specializes in growing Brussels sprouts and recently began experimenting with specialized crops as a means to capture niche markets and help create a unique appeal to their operation. Since its beginning in 2005, their operation has grown significantly from their initial 1/2 acre devoted to red raspberries, to the current 3 acres which also includes 3,000 square foot high tunnel.

# innovative farmers of Ohio

Helping Ohio farmers and farm families become more sustainable economically, socially, and environmentally.



## Our Mission

*Innovative Farmers of Ohio is dedicated to promoting through research, education, and community building activities an agriculture that preserves and strengthens the economic, social and environmental well-being of Ohio's farms, farm families, and rural communities and protects and improves the health and productivity of Ohio's lands and waterways.*

# Annual Conference

held on February 26, 2011, at Hiram College

## CONFERENCE SCHEDULE

Time	Event
9:00 AM	Registration
9:20 AM	Welcome presented by: Mary Holmes, IFO Board President and Cheryl Torsney, Dean of Hiram College
9:30 AM	"Vital and Vibrant: farms, food and families" by Dr. Susan Beal
10:30 AM	"It's a Business: start it, promote it, measure it and know when to change course" by Trevor Clatterbuck; and faculty of Center for Integrated Entrepreneurship
11:30 AM	Lunch / Trade Show IFO Annual Meeting
12:45 PM	First Break-Out Session Three Entrepreneurs: Dan Trudel, Aaron Miller, Floyd Davis
1:30 PM	"Moving quality food from the farm to consumers to capture more of the retail dollar for the farmer" Bob Perry, University of Kentucky
2:25 PM	Second Break-Out Session Three Entrepreneurs: Dan Trudel, Aaron Miller, Floyd Davis
3:15 PM	Stinner Award for Sustainable Agriculture Presented by Innovative Farmers of Ohio
3:30 PM	Reception / Trade Show Innovative Farmers of Ohio invites you to join a reception for our presenters and our staff.

# REGISTER TO ATTEND

## Hiram Campus Map

The Hiram College is located in the village of Hiram at the intersection of State Routes 82,305, and 700. The campus is less than an hour from Cleveland, Akron, and Youngstown.



## Local Accommodations

### The Historic Hiram Inn and Conference Campus

6867 Garfield Road (on-campus across the street from Kennedy Center) Hiram, Ohio  
 Anita Stocz - Innkeeper  
 phone: 330-569-6000 website: [www.hiraminn.com](http://www.hiraminn.com)  
 Twelve rooms, each with private bath; continental breakfast included. Conference attendees receive a reduced \$89.00/n.

### Best Western Woodlands Inn

800 N. Aurora Rd. (SR 43)  
 Aurora, OH 44202  
 330.562.9151  
 (25 minutes from Hiram)

### Fairfield Inn Cleveland Streetsboro

9783 State Route 14  
 Streetsboro, Ohio 44241  
 330.422.1166  
 (25 minutes from Hiram)

Additional locations available by calling 330-569-6000.

## Innovative Farmers of Ohio

P.O.Box 161  
 Powell, Ohio 43065-0161

# Register to Attend

## Conference Registration:

\$35 paid in advance \$40 at the door

Includes:

Morning coffee

Keynote address

Breakout sessions

Lunch

Annual meeting (members only)

Ohio beverages and cheese reception

**Save \$10! Registration for members is only \$25 paid in advance**

Membership Form (Memberships valid January 1 through December 31)

Complete and return this form with your check to IFO P.O. Box 161 Powell, OH 43065-0161, Or

Visit [www.IFOH.org](http://www.IFOH.org) and complete the membership registration form on line using PayPal.

Regular individual membership \$35.00

Business/organization (includes 2 memberships) \$65.00

Student membership \$25

First name \_\_\_\_\_ Last name \_\_\_\_\_

Organization \_\_\_\_\_

Street address \_\_\_\_\_ State \_\_\_\_\_ ZIP code \_\_\_\_\_

Email address \_\_\_\_\_

(this is required for future newsletters. Please print legibly.)

Tax deductible donations are also greatly appreciated!

Total included	Membership	\$ _____
	Conference Registration	\$ _____
	Donation	\$ _____

# Exhibitor and Sponsor Information

Showcase your business or organization:

\$100 for a 10 ft X 10 ft space includes one table and one conference registration

\$250 Lunch Sponsor includes exhibit space, two conference registrations and acknowledgement at the conference

\$500 Friend of IFO Sponsor includes exhibit space, two conference registrations and acknowledgement at the conference and in promotional materials

A limited number of exhibit spaces are available for non-profit organizations for \$85 including a 10 ft X 10 ft space, one table, and one conference registration

Business/ Organization Name \_\_\_\_\_

Phone number \_\_\_\_\_

Mailing address \_\_\_\_\_

Email address \_\_\_\_\_

Contact Name \_\_\_\_\_

Additional registration fee \$35 \_\_\_\_\_

Type of exhibit or  
sponsor space requested \_\_\_\_\_

Amount enclosed \_\_\_\_\_

**Return this form to:**

Innovative Farmers of Ohio  
P.O. Box 161  
Powell, OH 43065-0161