



Virginia Farm to Table Conference 2024

Connecting Food, Farms, and Health

📅 December 5-6, 2024

🕒 8.00 am - 4.00 pm

📍 Blue Ridge Community College
Plecker Workforce Center

One College Lane
Weyers Cave, Virginia 24486

Learn more and register at

www.4thesoil.org/va-farm-to-table-conference-2024

Networking Reception
and 4 The Soil “Hoot-n-
Annie” Jam with **FlipCATS**

Thursday, December 5 at 4 p.m.
The Granary at Valley Pike Farm Market

Brought to you in partnership with



Clarenda “Farmer Cee” Stanley

Green Heffa Farms



Nicole Masters

Integrity Soils



Maureen

McNamara Best

Local Environmental
Agriculture Project
(LEAP)



Dr. David Kohl

Virginia Tech’s
Department of
Agricultural and
Applied Economics



Elisha Barnes

Pop Son Farm

and more!

Virginia Cooperative Extension is a partnership of Virginia Tech, Virginia State University, the U.S. Department of Agriculture, and local governments. Its programs and employment are open to all, regardless of age, color, disability, sex (including pregnancy), gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, military status, or any other basis protected by law.

Conference Schedule at a Glance



Day 1 - Thursday, December 5, 2024

8:00 - 8:45 AM	Registration and Refreshments
8:45 - 9:00 AM	Welcome & Framing the Day Eric Bendfeldt, Community Viability Specialist, Virginia Cooperative Extension
9:00 - 9:15 AM	Welcome Remarks William Crutchfield, Director, Virginia State University Small Farm Outreach Program
9:15 - 10:15 AM	Keynote: Farmer Cee (Clarenda Stanley) Founder & CEO, Green Heffa Farms
10:15-10:45 AM	Break
10:45 - 11:45 AM	Keynote: Nicole Masters Director, Integrity Soils
11:45 AM -12:15 PM	Remarks: Maureen McNamara Best Executive Director, Local Environmental Agriculture Project (LEAP)
12:15 - 1:15 PM	Lunch and Carl Luebben Soil Health & Water Quality Award
1:15-2:15 PM	Breakouts 1. Developing a Brand with Farmer Cee 2. Agroecological Systems and Leadership with Nicole Masters 3. Collaborating across the Commonwealth to Strengthen Agriculture and Food System Resilience
2:15 - 2:30 PM	Break
2:30- 3:30 PM	Breakouts 1. Fundraising for Farmers with Farmer Cee 2. Farming in a Changing Landscape: A Conversation with Virginia Producers 3. Farmer and Community Emergency Preparedness: Planning for Resilience
4:00 - 7:00 PM	Valley Pike Market Evening Networking Reception and 4 The Soil “Hoot-n-Annie” Jam hosted by the Virginia Soil Health Coalition



Day 2 - Friday, December 6, 2024

8:00 - 8:45 AM	Registration and Refreshments
8:45 - 9:00 AM	Welcome & Framing the Day Mary Sketch Bryant, Director, Virginia Soil Health Coalition, Virginia Tech
9:00 - 9:15 AM	Welcome Remarks Kim Niewolny, Director, Center for Food Systems and Community Transformation
9:15 - 10:15 AM	Agricultural Economic Outlook for Small to Mid Sized Farms and Food Businesses Dr. David Kohl Professor Emeritus, Virginia Tech
10:15 - 10:45 AM	Break
10:45 - 11:45 AM	Business Planning for Small to Mid-Sized Farms and Food Businesses Dr. David Kohl, Professor Emeritus, Virginia Tech
11:45 AM - 12:30 PM	Remarks: Mr. Elisha Barnes Owner, Pop Son Farm
12:30 - 1:30 PM	Lunch
Concurrent Sessions 1:30 - 2:30 PM	<p>Adding Value to Grain Through Story, Sustainability, and Identify Preservation- Insights from the Distilling Industry</p> <ul style="list-style-type: none"> • Moderator: Madelyn Smith, Executive Director, Common Grain Alliance • Shelley Sackier, Director of the Virginia Heritage Grains Project and Director of distillery Education at Reservoir Distillery • Dr. Tim Woods, Extension Professor and Speciality Crop Specialist at the University of Kentucky • Alexa Narel, Innovation Connect Manager for the College of Agriculture, Food and Environment, University of Kentucky and Operations Manager for the Estate Whiskey Alliance <p>A Conversation on the Emotional and Psychological Aspects of Family and Community Disaster Resilience</p> <ul style="list-style-type: none"> • Dr. Duane Gill, Professor of Sociology, Virginia Tech • Dr. Liesel Ritchie, Professor of Sociology, Virginia Tech • Dr. Anne Stewart, Professor of Clinical and School Psychology, James Madison University
2:30 - 3:30 PM	<p>Local Governance and Everyday Opportunities for Impacting Food Systems Change</p> <ul style="list-style-type: none"> • Gerald Garber, Owner, Cave View Dairy Farm and Supervisor, Augusta County Board of Supervisors • Sarah Morton, Director, Virginia Career Works' Piedmont Region Office and Co-owner, Cattle Run Farm LLC • Chris Van Vlack, Urban/Ag Conservationist, Loudoun Soil & Water Conservation District • Kate Wofford, Executive Director, Alliance for the Shenandoah Valley



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Tuesday, December 5th and Wednesday, December 6th
Blue Ridge Community College, Plecker Workforce Center, Weyers Cave, VA

Name: _____

Address: _____

Home Phone: _____ Cell: _____

Email: _____

Business/Organization: _____

I will be attending (check all that apply)

_____ Day 1: Thursday, December 5th \$50

_____ Day 2: Friday, December 6th \$50

_____ Evening Networking Reception, December 5th..... \$20

Total Enclosed: _____

Make checks payable to “Treasurer, Virginia Tech”

Mail completed Registration form and payment to: VCE Northwest District Office, 2322
Blue Stone Hills Dr., Suite 140, Harrisonburg, VA 22801

Register online at <https://tinyurl.com/2024VAF2TConfRegistration>

Please contact Eric Bendfeldt at ebendfel@vt.edu/540-232-6006 or
Mary Sketch Bryant at mksketch2@vt.edu/919-402-7241 with any questions.