



AGENDA

NOVEMBER 20TH | CSUMB - UNIVERSITY CENTER | 8:00 AM - 6:00 PM

8:00 - 10:00 AM | REGISTRATION & BREAKFAST

📍 Lobby

Registraton-Exhibitor Fair - Breakfast

9:00 - 9:30 AM | OPENING PROGRAM

📍 UC Auditorium

Warm welcome for attendees and sponsors; Opening speeches

- Fred Bahnson, NCAT and Carlos Suarez, NRCS/USDA
- Oradora Principal - Margarita Castro, My Organic Farm

9:30 - 10:00 AM | NETWORKING

📍 Exhibition spaces

Free time to network with exhibitors

10:00 - 11:40 AM | SESSION 1

These sessions include topics like cooperative marketing; evaluation of land for prchase or rent; and irrigation design and nutrient management.

📍 UC Auditorium

📍 Room 114 &115

📍 Room 116

COOPERATIVE MARKETING	LAND EVALUATION	IRRIGATION
PANEL: COMO ORGANIZAR Y DESAROLLAR UNA COOPERATIVA	PANEL: ELEMENTS TO KEEP IN MIND WHEN RENTING OR PURCHASING	DESIGN AND NUTRIENT MANAGEMENT FOR ITTIGATION SYSTEMS
Alberto Mendoza Guillermo Lazaro Celsa Ortega Alejandro Salazar Yadira Mendiola Benancio Perez Cooperativa 7 plus Organics	Laura P. Gonzalez Farm Link Brian Coltrin CCOF Daniel Hoffamn NCAT/ATTRA Lisbeth Santos - Hernandez Dyvina Organic Farm	Javier Flores NRCS Aysha Peterson RCDMC Sacha Lozano RCDSCC

11:40 - 1:00 PM | LUNCH AND FREE TIME

📍 UC Auditorium

Lunch and networking with exhibitors





1:00 - 2:30 PM | SESSION 2

This session offers a broad range of workshop topics including conversations with experienced farmers, ag. financing, and poultry production.

📍 UC Auditorium	📍 Room 114 & 115	📍 Room 116
SUCCESSFUL FARMING	FINANCING AND AGRICULTURAL CONTRACTS	POULTRY: PRODUCTION AND PROFITABILITY
PANEL OF EXPERIENCED FARMERS SHARING LESSONS AND EXPERIENCES	PANEL OF AG. BUSINESS EXPERTS	PRESENTATION SERIES: POULTRY PRODUCTION ON PASTURE AND IN ROTATION WITH CROPS
Jesus Suarez El Abuelo Organic Herbs Enrique Fernandez Fernandez Farm 100% organic	Jane Garcia , Farm Link Eduardo Ruiz Jr. , RDO Juan Melgar , Pajaro CDC David Mancera , Cultiva Marilyn Martinez , KTA	Areli Fentanes Rancho Soquel Ann Baier NCAT/ATTRA

2:40 - 4:10 PM | SESSION 3

This session offers workshops with technical experts in production, safe use of pesticides, and regenerative soil management.

📍 UC Auditorium	📍 Room 114 & 115	📍 Room 116
STRAWBERRY PRODUCTION	PESTICIDE USE	HEALTHY SOILS
PANEL: SUSTAINABLE BERRY PRODUCTION AND DISEASE MANAGEMENT	1.5 HOURS OF CONTINUING EDUCATION	IMPROVE YOUR SOILS TO CONTINUE PRODUCING INDEFINITELY
Margarita Castro My Organic Farm Jenny Broome UCSC Eric Brennan USDA-ARS Ruben Garcia Garcia Organic Farms	Jasmin Ramirez-Strain UCANR Martin Guarena NCAT/ATTRA	Emilia Perez Alpha y Omega organic farms Aidee Guzman Universidad de Stanford Sierra Castaneda Universidad de Stanford Richard Smith UCCE

4:10 - 6:00 PM | RECEPTION

📍 UC Auditorium

Free time for networking and to celebrate the 10th annual LFC

