



# 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 Bahnon, NCAT and Carlos Suarez, NRCS/USDA
- KEYNOTE - 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 purchase or rent; and irrigation design and nutrient management.

📍 UC Auditorium

📍 Room 114 &115

📍 Room 116

### COOPERATIVE MARKETING

### LAND EVALUATION

### IRRIGATION

**PANEL: HOW TO ORGANIZE A COOPERATIVE MARKET**

**PANEL: ELEMENTS TO KEEP IN MIND WHEN RENTING OR PURCHASING**

**DESIGN AND NUTRIENT MANAGEMENT FOR IRRIGATION 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 PASUTURE AN IN ROTATION WITH CROPS
<b>Jesus Suarez</b> El Abuelo Organic Herbs <b>Enrique Fernandez</b> Fernandez Farm 100% organic	<b>Jane Garcia</b> , Farm Link <b>Eduardo Ruiz Jr.</b> , RDO <b>Juan Melgar</b> , Pajaro CDC <b>David Mancera</b> , Cultiva <b>Marilyn Martinez</b> , KTA	<b>Areli Fentanes</b> Rancho Soquel <b>Ann Baier</b> 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
<b>Margarita Castro</b> My Organic Farm <b>Jenny Broome</b> UCSC <b>Eric Brennan</b> USDA-ARS <b>Ruben Garcia</b> Garcal Organic Farms	<b>Jasmin Ramirez-Strain</b> UCANR  <b>Martin Guereña</b> NCAT/ATTRA	<b>Emilia Perez</b> Alpha y Omega organic farms <b>Aidee Guzman</b> Universidad de Stanford <b>Sierra Castaneda</b> Universidad de Stanford <b>Richard Smith</b> UCCE

## 4:10 - 6:00 PM | RECEPTION

📍 UC Auditorium

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

