



## **Annie's Project New Jersey 10 Years of Empowering New Jersey Farmers**

**November 4, 2021 6 - 8:30 PM Zoom Meeting**

Moderator, Madeline Flahive DiNardo, County Agent II, Associate Professor, Rutgers Cooperative Extension of Union County

6-6:10 Welcome, Dr. Brian Schilling, Direct Marketing and Agritourism Issues, Associate Director-NJAES/Director – Rutgers Cooperative Extension

6:10- 7 Keynote: How can farmers turn the new customers they got during the pandemic into permanent customers? Dr. Bridget K. Behe, Professor, Dept. of Horticulture, Michigan State University

7-7:10 Break

7:10- 8:10 Break-out Sessions:

Track 1 Succession Planning— Moderator, Madeline Flahive Di Nardo, Moderator County Agent II, Associate Professor, Rutgers Cooperative Extension of Union County

7:10-7:50 Succession Planning: How the Suydam Family Did It - Ryck Suydam, President, New Jersey Farm Bureau, Owner and Operator, Suydam Farms, LLC

7:50-8:10 Personal Finance in Succession Planning - Dr. Barbara O'Neill, Distinguished Professor Emerita, Rutgers University, Owner/CEO, Money Talk: Financial Planning Seminars and Publications, Ocala, FL

Track 2 Marketing – Moderator, Richard W. VanVranken, County Agent 1, Professor, County Extension Department Head, Rutgers Cooperative Extension of Atlantic County

7:10-7:30 Market channels and demographics – Richard W. VanVranken, County Agent 1, Professor, County Extension Department Head, Rutgers Cooperative Extension of Atlantic County

7:30-7:50 Marketing online – Dr. Ramu Govindasamy, Professor and Chair, Dept. of Agricultural, Food and Resource Economics, Rutgers University

7:50-8:10 Managing Supply Chain Disruptions – Dr. Robin G. Brumfield, Professor and Specialist in Farm Management, Department of Agriculture, Food and Resource Economics, Rutgers University

Track 3 Production Issues – Moderator, Dr. Amy Rowe, County Agent II, Associate Professor, Rutgers New Jersey Agricultural Experiment Station, Cooperative Extension of Essex and Passaic Counties

7:10-7:30 Community Supported Soil Fertility – Dr. Joseph Heckman, Professor and Extension Specialist, Plant Biology, Rutgers University

7:30-7:50 Sustainable Production - Lauren Errickson, Senior Program Administrator Rutgers Cooperative Extension

7:50-8:10 Focusing on sustainability: crop production, soils and energy – Dr. A.J. Both, Professor and Extension Specialist, Environmental Science

8:10- 8:25 Panel- What worked well? What would you do differently? Caroline Etsch, Farmer at Etsch Farms, Monroe, New Jersey & Chair of New Jersey Farm Bureau Women's Committee, & other women farmers

8:25-8:30 Wrap-up - Building Resilience - Dr. Robin G. Brumfield, Professor and Specialist in Farm Management, Department of Agriculture, Food and Resource Economics, Rutgers University

**Registration is OPEN.** Register here:

<https://rutgers.zoom.us/meeting/register/tJcrce6srzgvGdG-nnvYP363tzWQejub-8W0>