



# Organic

## Breaking New Ground

### Montana Organic Association 7th Annual Conference

November 12-14, 2009  
Holiday Inn, Great Falls, MT

[www.montanaorganicassociation.org](http://www.montanaorganicassociation.org)

## Pre-conference Brochure

*Conference Schedule • Speakers • Hotel Information • Vendor & Sponsor Info • How You Can Help • Registration Forms*

### Session Highlights

All of the Conference Sessions are worthy of mention, but we've chosen two to highlight here. (All of the session descriptions can be found on the MOA website, which is updated daily.) **Jan Tusick and Micaela Colley from the Organic Seed Alliance (OSA) will present a two-part Seed Session** on Friday, November 13. OSA actively supports research and development of organic seed production to specifically meet the needs of organic growers. Organic seed production is a growing market opportunity, but requires skills, infrastructure and successful marketing to be profitable. This session will explore the opportunities and challenges of farmers working together to develop regional organic seed production. The recent Montana Seed Survey along with lessons from farmer groups in other regions who have been exploring cooperative models will be discussed. The session will also explore the potential of forming an organized structure of organic seed production in Montana.

**Charley Orchard from Land EKG will conduct a two-part session on Land Monitoring and Grazing Management** on Friday, November 13. The sessions begin with an interactive slideshow and will include an introduction to land monitoring and an overview of monitoring tips, including the most core strategies to optimize return from the land. Discussion will also explore key paradigms relating to over-stocking and over-grazing, including ideas to decrease inputs while improving overall production. Interactive group exercises will introduce rapid ways to determine forage balance and stocking rates. Grazing index exercises will teach managers how to "rank" their grazing management practices and how to improve them. Finally, participants will be introduced to ecosystem monitoring using the EZ-EKG system. Participants will be able to apply many of these concepts and skills immediately to their own operations and will surely gain a better awareness of methods necessary to thrive in the 21st century.

# Conference Schedule

## THURSDAY, NOVEMBER 12, 2009

### ORGANIC UNIVERSITY

9:00 AM - Registration Opens  
10:00 AM - Welcome and Introductions  
10:10 AM - Foundation, Margret Scoles (IOIA)  
10:40 AM - Certifying Agents in Montana, Doug Crabtree (MDA) and OCIA  
11:00 AM - Organic Standards, Doug Crabtree  
11:40 AM - Organic Inspection, Margret Scoles  
12:20 PM - Lunch  
1:00 PM - Economics, Chad Lee (MDA-invited)  
1:50 PM - Weed Management for Transition Years, Fabian Menalled (MSU)  
2:40 PM - Funding for Transitioning to Organic, Kris Berg (EQIP)  
3:05 PM - Break  
3:30 PM - MSU Extension Service, Jim Knight, (MSU)  
3:45 PM - NCAT and ATTRA, Susan Tallman (NCAT)  
4:00 PM - Converting CRP Acres, Shawn Matteson and Dee Turner  
4:20 PM - Where to Sell Your Organic Products, Buyers' Panel  
5:00 PM - Wrap up and Questions  
6:30 - 9:30 PM - Informal Get Together at The Sting (next door to Holiday Inn) for music, food, drinks

## FRIDAY, NOVEMBER 13, 2009

### GENERAL CONFERENCE SESSIONS

7:30 AM - Registration Opens  
9:00 AM - Introduction and Welcome, Jeff Jacobsen (MSU - Dean of Dept. of Ag.)  
10:30 AM - Break and Visit with Vendors  
11:00 AM - Break Out Sessions  
-----Carbon Credits, Jim Sargent (MFU)  
-----Land Monitoring/Grazing Management Part 1, Charley Orchard (Land EKG)  
-----Organic Seed Alliance Part 1, Jan Tusick and Micaela Colley (OSA)  
12:30 PM - Lunch, NOSB Update from Barry Flamm and Legislative Update  
1:45 PM - Break Out Sessions  
-----MSU Discussion Panel, Clain Jones, Perry Miller  
-----Land Monitoring/Grazing Management Part 2  
-----Organic Seed Alliance Part 2  
3:15 PM - Break and Visit with Vendors  
3:45 PM - Keynote Speaker, Paul Hepperly (Rodale Institute)  
5:15 PM - Social Hour  
7:00 PM - Dinner with Guest Speaker, Ron de Yong (Director of the MT Dept. of Ag.)  
8:30 PM - Evening Entertainment TBA

## SATURDAY, NOVEMBER 14, 2009

### GENERAL CONFERENCE SESSIONS

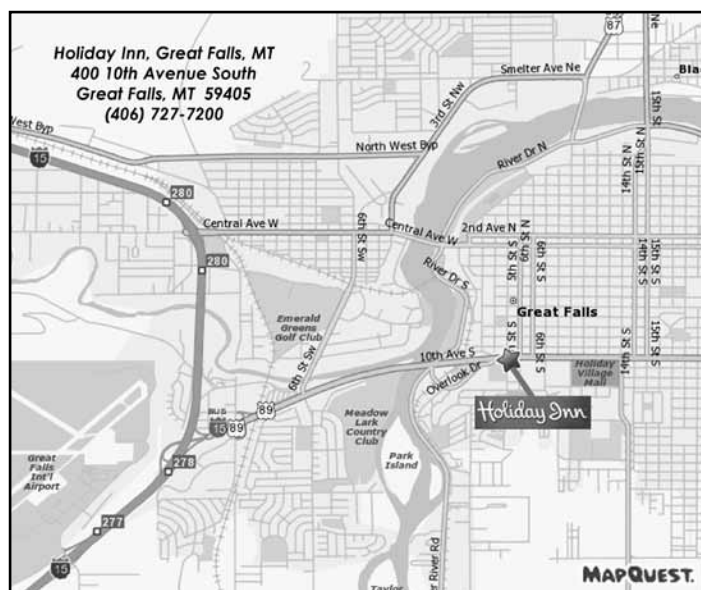
7:30 AM - Breakfast  
8:30 AM - Break Out Sessions  
-----Cooking with Sedgie  
-----Off Site Tour of Montana Milling  
10:00 - Break and Visit with Vendors  
10:30 AM - Break Out Sessions  
-----Organic Retail Trends and Issues, Paul Rosen (Good Food Store)  
-----Panel Discussion, Farmers (CRP) and Organic Conversion (OCIA)  
12:30 PM - Lunch  
1:30 PM - Communications and Generational Differences on Farms, Sandra Hare (S-Hare Solutions)  
3:00 PM - MOA Annual Meeting  
6:00 PM - MOA Board Meeting

## Hotel and Lodging

All Conference Sessions will be held at the Holiday Inn, 400 10th Avenue South, Great Falls, MT 59405. See map below for directions. To book your lodging at the Holiday Inn with the MOA discount, visit their online booking page through MOA's website at [www.montanaorganicassociation.org/registration2009.htm](http://www.montanaorganicassociation.org/registration2009.htm) or call 1-800-257-1998 and mention the Montana Organic Association to receive the group rate. **Reserve your room by October 26 to qualify for the discounted rate of \$84 plus tax and fee for single or double occupancy.**

Visit <http://www.holidayinngreatfalls.com/> for more information about the Holiday Inn, Great Falls, and area events.

For other lodging, visit [www.greatfallslodging.com](http://www.greatfallslodging.com).



# A Sampling of Speakers

**Micaela Colley** is the Director of Research and Education, for Organic Seed Alliance. She manages participatory plant breeding, research and education projects with farmers, university researchers and other seed professionals. She is the chair of the biennial, national Organic Seed Growers Conference.

**Ron de Yong** was appointed the Director of the Department of Agriculture in 2007. He owns and operates a 320 acre family farm in Kalispell and teaches agriculture policy and economics at Cal Poly State University. He has been an economist for National Farmers Union, served as a Montana State Committee Member for the USDA Farm Service Agency and has been a State Director for Montana Farmers Union. de Yong has a bachelors degree in agricultural science and philosophy from Montana State University and a masters degree in economics from the University of Montana. He is married with three children.

**Dr. Barry R. Flamm** was one of the founders of MOA, served as Vice Chair and Board Member and is a Life Member. He served on the Governor's Council to help develop the Montana's DOA organic certification program and owned and operated the first certified organic sweet cherry orchard in Montana. Barry received a BS in forest management from Colorado A&M ( now CSU), MPA in public administration/ policy from the American U. and Ph.D. from George Mason U with research on the silvicultural effects on biodiversity in the George Washington National Forest. In 2008, he was appointed by the Secretary of Agriculture to a 5 year term on the National Organics Standard Board in an environmental position. Barry is chair of the NOSB Policy Development Committee and serves on the Executive, Crops and Compliance/ Accreditation/Certification Committees.

**Sandra L. Hare** is a nationally recognized trainer and professional speaker specializing in Communication, Emergency Management, Business, Education, and Leadership.

**Paul Reed Hepperly**, research director, Rodale Institute, holds a doctorate in plant pathology, a master's degree in agronomy and a bachelor of arts degree in psychology from the University of Illinois. He has worked with farmers from regions around the world. He has extensive expertise in organic and conventional agriculture and has contributed to more than 150 publications on topics such as plant pathology, fungal diseases, plant disease resistance, disease management, epidemiology, diagnosis, fungal ecology, seed pathology, agronomy, horticulture, weed management, carbon sequestration and research program management. In September of 2007, Hepperly was honored as a recipient of a Fulbright Scholar Award.

**Jeffrey S. Jacobsen**, Dean and Director, MSU's College of Agriculture and Agricultural Experiment Station; Ph.D. 1985, Oklahoma State University; M.S. 1982, Colorado State University; B.S. 1979, California Polytechnic State University. Friend of Farm Bureau (2005, 2007). Fellow, Soil Science Society of America (2005). Fellow, American Society of Agronomy (2000).

**Claire A. Jones**, Assistant Professor; Ph.D. in Soil Chemis-

try, Montana State University, 1998; M.S. in Environmental Engineering and Science, Univ. of Washington, 1988; B.S. in Agricultural Engineering, Cornell University, 1986. Interests: Evaluating processes controlling availability of nutrients and educating extension agents, crop advisers, farmers, ranchers, and homeowners on soil fertility issues. Current research: Comparing nitrogen and phosphorus availability in both no-till and tilled systems for a variety of cropping systems.

**Fabian D. Menalled**, Assistant Professor; Ph.D. 1996, University of Massachusetts; B.S. 1985, University of Buenos Aires, Argentina. Cropland Weed Specialist. Research and extension programs are focused in developing and delivering information on the integrated management of agricultural weeds. Research includes weed population and community dynamics, crop-weed competition, herbicide resistance, and weed management in conventional and alternative cropping systems.

**Perry R. Miller**, Associate Professor; Ph.D. 1992, University of Minnesota; M.S. 1989, University of Guelph; B.S. 1984, University of Saskatchewan. Specializing in development of dryland management principles for diversified cropping systems in the Northern Plains, to optimize soil water and use efficiency, improve soil quality, increase or stabilize economic returns and foster sustainable agricultural management. MSU Outreach Award (2006).

**Charley Orchard**, is founder of Land EKG Inc., a Bozeman-based agricultural training/ consulting firm providing innovative grazing, monitoring and management techniques to land managers across North America. Land EKG Monitoring has become widely accepted as a core decision management system by progressive ranchers and many agency field specialists. Land EKG is recognized nationally and internationally as a leader in the field of innovative, user friendly, grazing workshops, land monitoring training and data storage techniques.

**Paul Rosen** earned an MS in Environmental Studies at the University of Montana in 1996 and promptly began milking cows at Lifeline Dairy in Victor, MT. He has been the Produce Manager at Missoula's Good Food Store for 11 years.

**Jim Sargent**, Membership Director for the Montana Farmers Union. Since 2007, Jim has been working with the North Dakota Farmers Union on Carbon Sequestration or storage of Carbon Credits. Jim has promoted the program for the past two years throughout the state of Montana in conjunction with the National Farmers Union policies.

**Jan Tusick** has a background in agriculture, finance and capitalization, networking and marketing. She is presently the Program Manager of the Mission Mountain Market Cooperative Development Center and the Mission Mountain Food Enterprise Center. Jan has effectively facilitated cooperative groups and value added agricultural ventures in their business development and assisted with business and market planning, capitalization, and feasibility analysis. Jan holds a Bachelors of Science degree in Agricultural Science, from California Polytechnic State University, San Luis Obispo, CA.

Visit [www.montanaorganicassociation.org](http://www.montanaorganicassociation.org) for the latest Conference information. Some details subject to change.

## Share the Wealth

by Susan Waters, MOA Conference Coordinator

The MOA Conference Committee has done its best to keep conference costs down to make the 2009 Conference available for all. To do this, we also need to ask for your help. If you've had a good year and are in a position to share the wealth, please consider these ways to help:

**FOOD** – We're looking for quality organic food for meal ingredients and snacks. If you'd like to donate food items, contact Sandi Shanks at (406) 297-7588 or email [sally@montanaorganicassociation.org](mailto:sally@montanaorganicassociation.org)

**AUCTION ITEMS** – We'll be conducting an auction as a fundraiser to offset costs. If you have an item to offer, contact Sharon Lindquist at (406) 583-7722 or email [orgwheat@yahoo.com](mailto:orgwheat@yahoo.com). We'll have a vote and a prize for the most interesting auction item at the event.

**SCHOLARSHIPS** – Many people have inquired about scholarships so that they can attend the Conference. If you'd like to help someone with a desire to attend, contact Wes Henthorne at (406) 932-4197 or email [wes@bbarbt.com](mailto:wes@bbarbt.com).

Thanks in advance for your generosity.

## MOA Board Nominations

by Steve Baril, MOA Board

Four members will be elected to the Board of Directors at the annual business meeting on Saturday, November 14, 2009, 3:00 to 5:00 PM at the Holiday Inn in Great Falls. The Nominations and Elections Committee is nominating Lou Ann Crowley (currently serving), Ole Norgaard (currently serving), and Wes Henthorne (currently serving) for new terms. Additional nominations for these positions and for the remaining vacant position can be made by members during the business meeting. The positions will be filled by a vote in which all current members of the Montana Organic Association are eligible to vote.

Directors serve three year terms and conduct MOA's business between the annual business meetings. The Board of Directors usually meets in person two times each year and as needed by conference calls. Directors do not receive any compensation, but they may be reimbursed for travel and communications expenses.

If you have questions or are interested in serving on the Board of Directors, please contact Steve Baril, Chair of the Nominations and Elections Committee, at (406) 458-4981.

## Seeking Awards Nominations

by Doug Crabtree, MOA Awards Chair

The MOA Awards Committee is seeking your nominations for two awards to be presented at the annual meeting in Great Falls, November 13 – 14.

The "Lifetime of Service" award will go to an organic producer, handler, retailer, researcher, service provider (or other) who has demonstrated a long-term commitment to organic agriculture in Montana. Previous recipients are: Robert Boettcher (2005), Barry Flamm (2006), Bob Quinn (2007) and David Oien (2008).

A "Leadership in Organics" award will go to an organic producer, handler, retailer, researcher, service provider (or other) who demonstrates an on-going commitment to advancing the adoption, practice and success of organic agriculture in Montana. Previous recipients are: Margaret Scoles (2005), Jon Tester (2006), Jonda Crosby (2007) and Mikel & Nancy Lund (2008).

Written nominations may be submitted by MOA members no later than October 30, 2009 by email (preferred) or regular mail to the Awards Committee Chairman listed below.

Please provide the following information with your nominations:

- Nominee's Name, Address, Phone and Email
- Describe the nominee's connection to organic agriculture (50 words or less)
- Why the nominee should receive the award
- Your contact information

Current and immediate past members of the MOA Board of Directors and members of the Awards Committee cannot be considered for these awards. It is preferred, but not required, that nominees be members of MOA.

Doug Crabtree, email: [d.crabtree@bresnan.net](mailto:d.crabtree@bresnan.net)  
433 West Lawrence Street, Helena MT 59601

## Vendor & Sponsor Opps

There are still vendor exhibition spaces and sponsor and advertiser opportunities available. Packages, rates and a sign up form can be found on page 12.

**Deadlines for vendor and advertiser ads and sponsor logos to be included in the conference program are October 26, so sign up today.**

## And the Winner Is...

Congratulations to Jan and Rich Boyle of Golden Willow Botanicals in Simms, MT for participating in this Spring's Seed Survey and winning the drawing for a free MOA 2009 Conference registration. A hearty thanks to all who participated in this survey.

# Montana Organic Association 7<sup>th</sup> Annual Conference

## Organic: Breaking New Ground

November 12-14, 2009, Holiday Inn, Great Falls, MT

### Participant Registration Form

*(to qualify for early registration this form must be postmarked by November 2, 2009)*

Name(s) \_\_\_\_\_

Farm or Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Day Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

**Conference Registration (per person)**

- Organic University..... X \$35 ..... \$ \_\_\_\_\_
- Early registration conference and meals, MOA Member ..... X \$120 ..... \$ \_\_\_\_\_
- Early registration conference and meals, non-member..... X \$130 ..... \$ \_\_\_\_\_
- Early registration conference and meals, Student Rate ..... X \$60 ..... \$ \_\_\_\_\_
- Late Registration for conference after November 2, (add \$5 per person) ..... X \$5 ..... \$ \_\_\_\_\_  
(Meals cannot be guaranteed for very late registrants)

<p><b>Food Preferences:</b></p> <p>Omnivore _____</p> <p>Vegetarian _____</p> <p>Vegan _____</p>	<p><b>I'd like to donate an item(s) to the auction</b></p> <p>Item description: _____</p> <p>_____</p>
<p><input type="checkbox"/> <b>Check here if vendor (1 free conference registration per vendor)</b></p>	

**MOA Membership**

- Individual..... \$25..... \$ \_\_\_\_\_
- Household..... \$40..... \$ \_\_\_\_\_
- Business ..... \$50..... \$ \_\_\_\_\_
- Contributing ..... \$120..... \$ \_\_\_\_\_
- Life..... \$500..... \$ \_\_\_\_\_
- Living Lightly ..... \$15..... \$ \_\_\_\_\_

*If financial limitations may keep you from attending, a limited number of scholarships are available based on merit and need. Please contact us to explore scholarship or work/trade opportunities.*

**Scholarship Fund**

Please consider a donation to the Scholarship Fund to assist those in need ..... \$ \_\_\_\_\_

**Total (please make checks payable to: MOA) \$ \_\_\_\_\_**

Please note: Refunds are not available for cancellations made after November 5, 2009.

**Please return this form to: MOA Conference, PO Box 570, Eureka, MT 59917**

For further information or questions, please call 406.871.0019

or email [conference2009@montanaorganicassociation.org](mailto:conference2009@montanaorganicassociation.org)

For more conference information, visit: [www.montanaorganicassociation.org](http://www.montanaorganicassociation.org)

**CONFERENCE VENDOR PACKAGES:**

Vendor Plus:

Eight-foot display table (with table skirting, chair and access to electrical upon request), registration and meals for 1 person (\$125 value) and 1/2 page ad in conference program.....\$500

Vendor:

Eight-foot display table (with table skirting, chair and access to electrical upon request), registration and meals for 1 person (\$125 value) and 1/4 page ad in conference program.....\$350

**CONFERENCE SPONSORSHIP AND ADVERTISING PACKAGES:**

Each sponsor will have their sponsorship recognized in all materials (including the pre-conference brochure and the program) that we produce as well as on the MOA website and other media.

Speaker/session Sponsors

\$750.....Sole sponsorship

\$250.....Partial speaker/session co-sponsors (no more than five co-sponsors for any one speaker)

Speaker/session sponsorship includes your logo in the pre-conference brochure, conference program and MOA website, an introduction and recognition by the session moderator, and an opportunity for sponsor- or MOA-provided signage to be displayed during the session. Sponsorships above \$500 also receive a 1/4 page ad in the program. Partial sponsors may purchase a 1/4 page ad at 1/2 price, or \$75.

Meal/break Sponsors (sole and partial)

\$1,000.....Sole sponsor for a dinner

\$700.....Sole sponsor for a breakfast or lunch

\$300.....Sole sponsor for a break

Meal co-sponsors (no more than three co-sponsors per meal)

\$650.....Co-sponsor for a dinner

\$450.....Co-sponsor for a breakfast or lunch

\$200.....Co-sponsor for a break

Meal sponsorship includes your logo in the pre-conference brochure, conference program and MOA website, an introduction and recognition by the meal or break host, an opportunity for sponsor- or MOA-provided signage to be displayed during the meal or break, and a listing on the meal menu. Sponsorships above \$500 also receive a 1/4 page ad in the program. Partial sponsors may purchase a 1/4 page ad at 1/2 price, or \$75.

Advertising

\$600.....full page ad in conference program

\$300.....1/2 page ad in conference program

\$150.....1/4 page ad in conference program

\$75.....1/8 page ad (business card size) in conference program

**Deadline for inclusion in the conference program is October 26, 2009.**

**To sign up as a Vendor, Sponsor and/or Advertiser:**

Circle package(s) you are purchasing above, fill out information below, enclose check or money order, and mail entire page and payment to: Montana Organic Association Conference, PO Box 570, Eureka, MT 59917.

Name (please print)\_\_\_\_\_ Date:\_\_\_\_\_

Company\_\_\_\_\_ Amount Enclosed \$\_\_\_\_\_

Address/City/State/Zip\_\_\_\_\_

Email Address:\_\_\_\_\_ Phone(s):\_\_\_\_\_

Sponsorship speaker/session/meal preference(s)\_\_\_\_\_