



**APPALACHIAN BEGINNING
FOREST FARMERS COALITION**
Growing Opportunities Beneath the Canopy



Planning, Managing, and Growing Your Forest Farming Business
A Rural Action and Appalachian Beginning Forest Farmer Coalition Multi-day
Intensive

Friday, September 8

4:00pm Registration Opens

6:00pm Dinner

Keynote presentation:

7:00 – 8:30 Discussion and Film Screening: “The Sanctity of Sanctuary: Paul Strauss and the Equinox Farm” – Paul Strauss | Equinox Botanicals

8:30 – TBD Social Time/Free Time/Meet and Greet/BYOB

Saturday, September 9

7:30am Breakfast

8:30am Introduction to the Appalachian Beginning Forest Farmer Coalition – John Munsell | Virginia Tech University

Morning sessions:

9:00 – 10:00 Forest Botanical Crops and Current Market Prices – RootReport | Virginia Tech University

10:00 – 10:45 Small Farm Planning and Developing NTFP Enterprise Budgets – Tanner Filyaw | Rural Action

- 11:00 – 12:00 Good Agricultural Practices for Small Herbal Products Businesses – Margaret Bloomquist | NC State Extension
- 12:00 – 1:00 Lunch
- 1:00 – 2:00 Wholesale Production of Herbal Medicines: Experiences and Lessons Learned – Lonnie Galt-Theis | Equinox Botanicals

Afternoon sessions:

- 2:15 – 3:15 Hands-on Forest Session – Planting Demos of Ramps, Ginseng, & Goldenseal with Discussions of Site Selection and Evaluation – Rural Action Staff & Guest Speakers
- 3:30 – 4:15 Forest Grown Verification – Benefits and Requirements of Enrollment, and the Structure of Third-Party Certification – Tess Weigand | Pennsylvania Certified Organic
- 4:15 – 5:00 Industry Buying Practices and How to Meet Buyer Specifications – Jennifer Gerrity | Mountain Rose Herbs
- 5:00 – 6:00 Break, Clean Up, Social Time (BYOB)
- 6:00 – 7:00 Dinner
- 7:00 – 8:00 Mushrooms, Herbs, Roots & More: Perspectives from a Small Scale Farm to Market Enterprise and Considerations for New Producers – Janell Baran | Blue Owl Hollow & Blue Owl Garden Emporium
- 7:45-8:30pm Informal Roundtable Discussions
- Potential Topics: Good Agricultural Practices & Good Manufacturing Practices, Marketing Strategies, Crop Management (Planting/Maintenance/Budgeting), & Participant Selected Topics

Sunday, September 10

- 7:30 – 8:30 Breakfast

8:30 – 9:30 Challenges Facing the Agroforestry Industry in the Next Twenty-Five Years – Bob Beyfuss | American Ginseng Pharm

On-site morning sessions:

9:30 – 10:30 Visioning & Planning Session – Brainstorming 5yr. Business Goals, Land Management Plants, & Finances – John Wood | Homecoming Farm

10:30- 11:45 Experience from the Field: Growing and Managing Your Natural Products Business – Maureen Burns-Hooker | The Herbal Sage Tea Co.

12:00pm Adjourn
Optional Lunch (cost \$8)