



# Small Farm School

Saturday, November 12, 2005  
8 a.m. - 4 p.m.

Clackamas Community College • Oregon City, Oregon

**Registration 8 a.m.**

**Lunch included with registration**

*Keynote address by Dianne Steffani-Ruff, Executive Director of the Portland Farmers Market Association.*

## Food

### Morning Session:

*Experiences from a Small Farm*

**Tom Winterrowd** - Pitkin Winterrowd Farm

*The Bugscaping Game*

**Gwendolyn Ellen** - Coordinator, Conservation Biological Control Project, OSU, Integrated Plant Protection Center

*Vegetable Varieties for Oregon Growers*

**Jim Myers** - Oregon State University, Baggett Frazier Endowed Chair of Vegetable Breeding & Genetics

### Afternoon Session:

*Successful Marketing*

**Laura Barton** - Food Innovation Center International Trade Manager, Oregon Department of Agriculture

*Desirable Vegetables for Local Markets*

**Krista Anderson** - New Seasons Market Chef & Chefs Collaborative

*Web Resources for Vegetable Growers*

**Elizabeth Howley** - Clackamas Community College

## Nursery

### Morning Session:

*Alternative Nursery Stock Production Techniques*

**Dr. Charles A. Brun** - WSU Horticulture Crops Advisor

*Greenhouse Construction Trends*

**Joe Carli** - Oregon Bag Company Northwest

*Retail Garden Center Trends*

**William McClenathon** - Portland Nursery

### Afternoon Session:

*Oregon Association of Nurseries - A Growers Best Friend*

**Ann Murphy** - Marketing Director, Oregon Association of Nurseries

*Startup Loans For Beginning Farmers*

**Bob Boyle** - Farm Credit Services Loan Officer

*Innovative Plant Propagation*

**Kathy Van Veen** - Van Veen Nursery

## Horticultural farms of the urban fringe . . . healthy and growing

Small Farm School 2005 will present some of the 'best of the Northwest' through lecture and small group format. Here is your opportunity to get questions answered about starting or improving your own growing operation. Join us with other Washington and Oregon landowners as we explore the production and market potential for crops that have proven to be lucrative enterprises for either part-time or full-time operations.

## Our Speakers

We have come up with some of the best leaders in the food and nursery industry. Plan to listen, learn, network, and hey: *have fun!*

## Program Planning . . .

This event was developed under the direction of:

**Charles Brun**, Washington State University Horticulture Crops Advisor, Washington

**Elizabeth Howley**, Clackamas Community College, Horticulture Department Chair/Instructor, Oregon City, Oregon.

## Farming the Urban Fringe

Have you seen the number of customers at your nearby garden center, pumpkin patch, u-pick farm or cut flower patch lately? Generally it's a pretty pleasant surprise to see the great number of eager customers looking for an enjoyable experience, while supporting productive rural landscapes.

## Ornamentals and Edibles

Northwest farmers continue to benefit from the ever expanding interest in gardening and landscaping. The Northwest's mild climate, coupled with national housing starts, continues to fuel the growth of the ornamental retail and wholesale markets. In Oregon the ornamental industry is growing at a rate of 10% per year and continues to represent the largest agriculture industry in the state. It's not just the chain stores that are doing well: family-owned nurseries are sprouting up all over! The demand for fresh plants and locally grown fruits and vegetables continues into the late fall. Many growers are enjoying some of the best returns they have ever had. With enough road traffic and selection of high quality ornamental and edible varieties, producers can achieve excellent returns on their investments.

*continued*

# Farm Direct Marketing

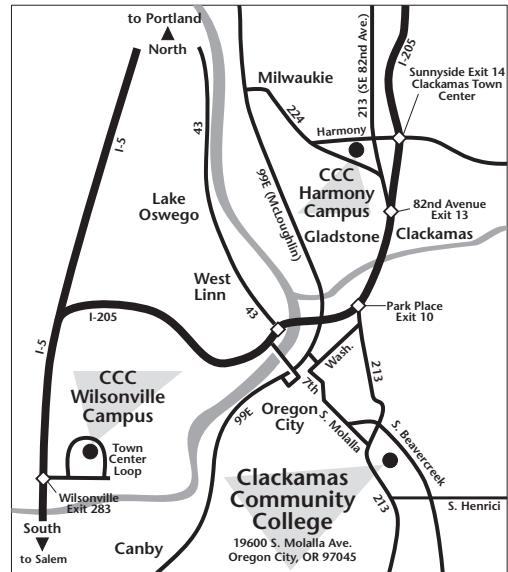
Whether it's a flat of fresh picked berries, a bag full of sweet corn, a bouquet of dahlias, or a bottle of red wine, Northwest growers are sure to find a steady flow of eager customers who want to shop as well as enjoy open space that farms offer. Entrepreneurial farmers have discovered that they can direct market to increase their bottom line as well as work with wholesale buyers. The right mix of crops, some of which they have grown as well as some they have purchased from others, they will find that only their imagination will hold them back! We have gone beyond just selling produce and plants now we are actively discussing agri-tourism, focusing on consumer's care for the environment and the need for a wholesome family experience.

Developed by  
**Washington State University**  
**Clackamas Community College**  
 and numerous  
**Agribusiness Associations**

Need more info?  
 Call Loretta, 503-657-6958 ext. 2246

# Directions to Clackamas Community College

Take Exit 10 off of I-205 in Oregon City.  
 Go east on Highway 213 for approximately 2 miles until you see the entrance for the campus. Turn into the campus and take the first left. Travel one block and take the first right, into the parking lot.  
 We will meet in the **Gregory Forum**, look for the signboards on campus to guide your way.



## CLACKAMAS COMMUNITY COLLEGE QUICK ENTRY REGISTRATION FORM 2005 -2006

Social Security # **or** Student I.D.# \_\_\_\_\_ Birthdate \* \_\_\_\_\_ Today's Date \_\_\_\_\_

Name \_\_\_\_\_  
Last First Middle Previous names

Mailing address \_\_\_\_\_  
Street City State County Zip

Telephone \_\_\_\_\_  
Home Work

High school attended \_\_\_\_\_  
Name Location Graduation Date

SUMMER  FALL  
 WINTER  SPRING

Providing your Social Security number is voluntary. If you provide it, the college will use your Social Security number for keeping records, doing research, aggregate reporting, extending credit and collecting debts. Your Social Security number will not be given to the general public. If you choose not to provide your Social Security number, you will not be denied any rights as a student. Please read the statement in the Schedule of Classes which describes how your number will be used. Providing your Social Security number means that you consent to the use of the number in the manner described.  
 \* If you're under 18, additional permissions may be required before you can register for classes.

**Gender**  Male  Female

**Ethnicity**  American Indian/Alaska Native  Asian/Pacific Islander  
 Black/Non-Hispanic  Hispanic  White/Non-Hispanic

**Residency/Student Type (Required for tuition purposes)**  
 **In State** (US citizen or permanent resident of Oregon, CA, ID, WA, or NV 90 days prior to first day of class.)  
 Immigrant  Refugee  Other  
 **Out of State**  
 US citizen and permanent resident outside of Oregon, CA, ID, WA, NV  
 International visitor (B, J, H or other nonstudent Visa)  
 International student (requires I-20)

**Intended Academic Program**  
 Program Code/Title \_\_\_\_\_

**Previous College Attendance**  
 Yes  No  
 Name of School \_\_\_\_\_

**Reason for Enrolling**  
 Transfer classes  Reading/writing/math skills  
 Learn job skills  Learn English language  
 Update job skills  Personal interest  
 High school completion/GED  Other  
 Explore career/academics

Crs. Reg.#	Section No./Course Title	Credits/CEU	Time	M	T	W	Th	F	S	Room	Start Date	Crs. Fee/Tuition
112175	HOR-008-02 Small Farm School	0	8am-4pm						x	GF	11/12/05	\$45

**Payment by:**  
 VISA/Mastercard/Discover  Check  Cash  Other \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Name on card \_\_\_\_\_  
 Signature \_\_\_\_\_

**FAX to: 503-722-5864 or Mail to:**  
**Registrar, Clackamas Community College**  
**19600 S. Molalla Avenue**  
**Oregon City, OR 97045-7998**

A registration confirmation will not be mailed. Please verify your enrollment by going to [cougartrax@clackamas.edu](mailto:cougartrax@clackamas.edu)

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