

Minority Landowner

Magazine

MINORITY LANDOWNER MAGAZINE 5TH ANNIVERSARY CONFERENCE

“Creating the Farm Turnaround Team”

FEBRUARY 24-26, 2011 - RALEIGH, NORTH CAROLINA

REGISTRATION FORM

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Do you currently subscribe to *Minority Landowner*? Yes _____ No _____

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Select all that apply: Farmer___ Rancher___ Forest Landowner___ Student___ Resource Professional___

Conference Registration Fees

Full 3-day conference registration: \$250.00 5th Anniversary Banquet only: \$50.00

Payment Methods

Make checks payable to **Cierra Publishing Company** and mail to:

Minority Landowner Magazine
5th Anniversary Conference
P. O. Box 97033
Raleigh, NC 27624

For electronic funds transfer (EFT) or credit card payment call (919) 215-1632.

Hotel Accommodations and Air Transportation

Raleigh Marriott Crabtree Valley
4500 Marriott Drive
Raleigh, NC 27612

Call Marriott reservations at (800) 228-9290 or call the hotel directly at (919) 781-7000. Conference rate is \$84 single/double plus taxes, currently at 13.75%. The hotel conference rate and the conference registration deadline is January 31, 2011. Air transportation provided by Raleigh-Durham International Airport (RDU). To schedule complimentary airport shuttle call the Raleigh Marriott Crabtree Valley directly. Address questions on the *Minority Landowner Magazine* 5th Anniversary Conference to (919) 215-1632 or ccpublishing@earthlink.net.

Minority Landowner Magazine 5th Anniversary Conference

“Creating the Farm Turnaround Team”

Minority Landowner Magazine will celebrate its 5th anniversary February 24-26, 2011. In recognition, we'll convene a conference in support of minority and limited resource farmers, ranchers and forest landowners.

Background

In the five years that we've published *Minority Landowner*, we've shared the stories of farmers from Hawaii to Massachusetts. The issue of land loss is a very important one, especially to minority farmers, placing their livelihood and their family legacy at risk.

Many of these farmers are struggling in the shadows, behind closed doors, sometimes with even family members not aware of how bad the family farm business is going, until it is too late. A farmer may be too embarrassed to let others know they need help, so they continue with the same practices hoping things will turn around. When they don't the family farm is lost, increasing the rate of land loss among this group of farmers.

The Problem

To be successful, farmers must run their operation like a business. We'll address four major areas that contribute to farm failures among minority farmers. They are:

1. Financial management: Many farmers lack the skills to manage farm finances including tracking expenses and revenue.
2. Technical assistance: Many farmers lack the knowledge and awareness of technical assistance programs that could make the farm operation run smoother, more efficiently, more environmentally sound, and more profitable.
3. Marketing: Farmers may devote all of their focus on producing a commodity and not have a strategy for successful marketing.
4. Succession planning: Many family farms lack succession plans including the creation of wills and estate plans to ensure the viability of the farm long after the current operator passes on.

The Conference

Minority Landowner will convene a farmers' conference in North Carolina with 250-300 farmers from across the country. Through a facilitative process of four concurrent breakout sessions, and small group interactive discussion, farmers, ranchers and forest landowners will help design an intervention program to help save family farms. The discussion is farmer driven. We ask the question, “What are the issues relative to the topics above that inhibit a farmer's opportunity to be successful?” Then once we've identified the issues we turn to solutions: “What are the answers or solutions to solve these problems?” With every crop a farm enterprise is conducting research. Farmers understand where the problems are, and they can be instrumental in fixing them. Their ideas and experiences will provide the foundation to create and build the Farm Turnaround Team.

The Turnaround Team

As is done in the business world, when a company is in trouble often a “Turnaround Team” is brought in to guide the business owner back to profitability. Using the information gathered during the facilitated breakout sessions, we'll design a program for a statewide Farm Turnaround Team consisting of resource professionals representing each of the four areas identified above.

At the invitation of the family farmer, the Team will meet at their kitchen table, examine their entire operation and develop a strategy for addressing deficiencies and inefficiencies in the family farm business, and establish a short term and long term plan for turning things around. The farm family will have continuous access to the Team.

The Turnaround Team program will be designed in North Carolina and will be a national model for other states.

Other highlights of the conference include a Welcoming Reception on February 24 and the *Minority Landowner Magazine* 5th Anniversary Banquet on February 25, featuring the keynote address by Dr. Walter A. Hill, Dean of the College of Agricultural, Environmental and Natural Sciences at Tuskegee University in Tuskegee, Alabama.