

Farmers *teaching* Farmers

Saturday, June 20, 2026

MFB Center, 7373 West Saginaw Hwy, Lansing, MI 48917

Agenda by Tracks

8:30 a.m. - 9 a.m.	Registration
9 a.m. - 10:15 a.m.	Welcome & Keynote
10:15 a.m. - 10:30 a.m.	Break & Transition
10:30 a.m. - 11:30 a.m.	Session One
11:30 a.m. - 12:30 p.m.	Session Two
12:30 p.m. - 1:15 p.m.	Networking Lunch
1:30 p.m. - 2:30 p.m.	Session Three
2:30 p.m. - 3 p.m.	Closing Session

BRANDING

Your Farm Marketing Game Plan	Not sure where to start when it comes to marketing your farm or products? This session will help you cut through the noise and focus on what actually matters. Participants will walk through the essential marketing materials every operation should consider — from social media and signage to print pieces and beyond — and build a simple, practical plan for what to prioritize and how to get started. You'll leave with clear next steps and a direction you can confidently act on.
Using AI to Market with Purpose	Turn your ideas into a clear, actionable marketing plan with the help of AI. In this session, participants will explore how to use AI tools to define their audience, generate content ideas, and build a strategy that actually fits their operation. You'll learn how to ask the right questions, refine outputs, and create a plan you can realistically follow — not just one that looks good on paper.
Canva for Farm Marketing	Bring your marketing ideas to life with Canva. This hands-on session will walk participants through creating clean, effective marketing materials — from social posts to flyers and more. You'll learn how to use templates, customize designs, and build materials that reflect your brand. Participants will have access to the computer lab but are welcome to bring their own computer. Please plan to sign up for a free Canva account prior to attending so you're ready to jump in and create.

CUT FLOWERS

Pests, Pressure & a Plan	What's showing up in your field—and what should you do about it? This session will help you confidently identify common weeds, insects, and diseases impacting cut flower production and walk through practical strategies to manage them. Participants will explore how to choose the right products, understand label requirements, and make timely, effective application decisions. With a focus on real-world scenarios, safety, and environmental stewardship, you'll leave better equipped to build an IPM plan that works for your operation.(RUP Credit Pending)
Turning Flowers into Experiences	Ready to turn your flowers into an experience? This session will walk you through how to design and lead a flower arranging workshop that's both engaging and profitable. From structuring your class and preparing materials to creating a welcoming, hands-on environment, you'll learn how to confidently guide participants of all skill levels. Whether you're hosting on-farm events or expanding your offerings, you'll leave with practical ideas to create memorable workshops your customers will want to come back for.
Turning Flowers into Experiences	Session Continued

FINANCE

Know Your Farm Numbers	Take the guesswork out of your farm's finances and start building a system that works for you. In this hands-on session, participants will walk through a customizable Excel template to organize income and expenses, track profitability, and better understand where their dollars are going. You'll leave with a practical tool you can personalize, along with time to start entering numbers, test scenarios, and build confidence in managing your operation's financial picture. Participants will have access to the computer lab but are welcome to bring their own computer.
Know Your Farm Numbers	Session continued
Using AI Resources to Write Your Grant Application	Writing grant applications doesn't have to feel overwhelming. This session will explore how AI tools can help you get started, organize your ideas, and strengthen your responses while still keeping your voice front and center. Participants will learn how to craft effective prompts, refine AI-generated content, and avoid common pitfalls, leaving with practical strategies to approach grant opportunities with more confidence and efficiency.

FRUIT & VEGETABLES

What Sells and What's Worth It	Curious about what actually sells and what is worth the time? This session will dig into value-added opportunities for fruit and vegetable operations, with practical conversation around products you can make, what kind of margins certain items may offer, and how producers figure out what works for their farm and customer base. Participants will hear real-world insights, ask questions, and leave with ideas to help them think more strategically about product mix, pricing, and farm stand success.
Lay Out Your Best Season Yet	Better planning leads to better production. This session will focus on building a more efficient and effective approach to fruit and vegetable layout, planting, and season planning. Participants will explore crop selection, timing, and layout strategies that help maximize space, streamline labor, and improve overall flow throughout the season. You'll leave with practical ways to fine-tune your system and make your next growing season more intentional and productive.
Fruit & Vegetable Integrated Pesticide Management	Strong pest management starts with knowing what you are seeing and having a plan for how to respond. This session will focus on identifying common weeds, insects, and diseases in fruit and vegetable systems and building practical integrated pest management plans for the season. Participants will review scouting tools, recommended checklists, and management resources, including the 2026 Fruit Management Guide and the 2026 Midwest Vegetable Production Guide for Commercial Growers, to support sound pesticide decision-making. Emphasis will be placed on proper product selection, label considerations, resistance management, application timing, and responsible pesticide use to protect crops, applicators, and the surrounding environment. (RUP Credit Pending)

ROW CROPS

Cover Crop Termination: Herbicide Selection & Timing	This session will focus on effective and responsible herbicide use for terminating cover crops in row crop systems. Participants will review herbicide selection, application timing, tank-mix considerations, and label requirements to ensure successful termination while minimizing crop injury and resistance risk. Emphasis will be placed on safe handling, environmental stewardship, and integrating chemical termination into a comprehensive weed management program. (RUP Credit Pending)
Weed ID & Management	Accurate weed identification is critical for effective pesticide application and resistance management. This session will cover identification of common and emerging weed species in Michigan row crops, along with herbicide selection strategies based on weed biology and growth stage. Participants will learn how to develop integrated weed management plans that incorporate proper pesticide use, resistance prevention, and label compliance to improve control and long-term field performance.(RUP Credit Pending)
Drone Safety	This session will cover the safe and compliant use of drones in pesticide application, including federal and state regulations, drift management, and proper application techniques. Participants will review best practices for aerial pesticide delivery, equipment calibration, and minimizing off-target movement. Emphasis will be placed on applicator responsibility, safety considerations, and how drone technology fits within current pesticide application standards.(RUP Credit Pending)