

# 21<sup>st</sup> Century Homesteading Permaculture in the Peace Country

## Welcome to the Conference

### Agenda

**8:00AM - DR. FRED SPECKEEN THEATRE - DOORS OPEN FOR REGISTRATION**

**8:25AM - 8:30AM - WELCOME AND OPENING REMARKS**

**8:30AM - 9:30AM - KEYNOTE PRESENTATION**

#### **ROB AVIS: Why Your Farm Exhausts You & Is Not Making Money - Insights from a decade of Farm Consulting**

Most farmers struggle to get all the work done in a day and manage to run a profitable business. This leads to burn out, despair and potential financial ruin. After ten years of teaching and consulting, Rob will share his top insights into why this happens and how to change the fate of farms in western Canada.

**9:35AM - 11:00AM - CONCURRENT SESSION 1**

#### **THEATRE: ROB AVIS: Three Things You Can do to Dramatically Improve Farm Productivity and Reduce the Grind**

Getting all the work done on a daily basis can seem like an impossible feat. Typically we can reduce this time by a factor of 2-10 just by changing the design. In this hands-on design session, Rob will explain why "work is a failure in design".

**OR**

#### **FAC 144 - ADMIN BLDG: WENDY SMITH: Heritage Seed Propagation & Cultural Requirement**

A hands on session where students will be planting their own Heirloom variety Tomato, Herb and Cottage Garden seeds. Scaleable concepts apply to both home gardeners and nursery crop production. Northern gardeners learn about the cultural requirements needed to care for the plants at home, harden them off as well as transplant techniques in zone 2. Soil science and botany overview. Tips for raised bed gardening in the north with a focus on attracting pollinators and maintaining a healthy ecosystem.

**\*\*\*\* 11:00AM - 11:15AM - ATRIUM, MAIN ADMIN BUILDING - COFFEE BREAK \*\*\*\***

**11:15AM - 12:45PM - CONCURRENT SESSION 2 - REPEAT OF ABOVE**

**\*\*\*\* 12:45PM - 1:45PM - ATRIUM, MAIN ADMIN BLDG - LUNCH BREAK \*\*\*\***

**1:45PM - 3:15PM - THEATRE - KEYNOTE PRESENTATION**

#### **ROB AVIS: Peerless Farming, 3 Principles Farms Need to Be Using To Be Profitable**

Farmers farm because they love nature, freedom, production & life. Unfortunately, most farmers can't farm without selling their product. There are only two customers for farm products the commodities market or direct to the consumer. Selling to the commodities market leaves you vulnerable to factors you have little no control over, selling direct for most farmers is like pulling teeth. In this talk Rob Avis will talk about 3 principles that farmers can embrace today to transform selling & marketing on the farm to increase profits without selling their soul.

**\*\*\*\* 3:15PM - 3:45PM - ATRIUM, MAIN ADMIN BLDG - COFFEE BREAK**

**\*\*\*\* 3:45PM - 4:15PM - DR. FRED SPECKEEN THEATRE**

#### **WENDY SMITH: Zoom Up - Looking at the Bigger Picture**

Permaculture involves symbiotic systems and relationships. Learn how to apply these concepts to your gardens, your permaculture designs, and family participation on your own small farm or urban space. Get involved with local community projects and work proactively with farmers and neighbours towards pollinator conservation while building a healthy ecosystem. "What YOU can do with the skills you learned here today."

**\*\*\*\* 3:45PM - 4:15PM - Wrap Up**

**WE'LL FINISH UP WITH A BRIEF SURVEY**