



**SMALL FARM
CONFERENCE**

in collaboration with



**Beyond
Ready**

ROOTED & RISING

NORFOLK, VA • OCTOBER 15-16, 2026

THURSDAY, OCTOBER 15

9:00 AM	Exhibitor and Vendor Set Up	Norfolk Ballroom Foyer
9:30 AM – 6:00 PM	Conference Registration Open	Norfolk Ballroom Foyer
12:00 PM	Conference Welcome & Lunch	Norfolk Ballroom III-IV
1:00 PM – 5:00 PM	BUS TOURS	Meet at Hotel Entrance
	A – Creekmore’s Place Farm	
	B – Coastal Cattle	
	C – Hampton Roads Agricultural Research and Extension Center	
	D – VIMS Acuff Center for Agriculture	
1:00 PM – 5:00 PM	Practical Tips for Relaxation & Stress Reduction and Wellbeing <i>Tiffany Freer and L. Ferrell</i>	Norfolk I
5:00 PM	Snacks Available	Norfolk Ballroom Foyer
7:00 PM – 9:00 PM	Networking Reception	Norfolk Ballroom Foyer

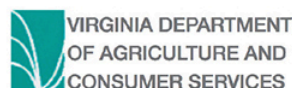
FRIDAY, OCTOBER 16

7:00 AM – 4:00 PM	Conference Registration Open	Norfolk Ballroom Foyer
7:30 AM	Breakfast	Norfolk Ballroom III-IV
8:30 AM	Opening & Welcome	Norfolk Ballroom III-IV
9:30 AM	GENERAL SESSION: VSU Agricultural Research: <i>Dr. Ronald Howell, Associate Dean and Director, Agricultural Research Station VSU</i>	
10:15 AM	CONCURRENT EDUCATIONAL & TRAINING SESSIONS	
	Business Structure: SCC Clerks Office Overview	Norfolk I
	DIY Marketing	Norfolk II
	Organic and Sustainable Pest Control	Norfolk V
	Value Added Production	Norfolk VI
11:00 AM	Networking Break with Exhibitors	Norfolk Ballroom Foyer

FRIDAY, OCTOBER 16, continued

11:30 AM	CONCURRENT EDUCATIONAL & TRAINING SESSIONS	
	Selling to Virginia Institutions: How to Become a SWAM Vendor	Norfolk I
	The Personal Part of Business	Norfolk II
	USDA Information Session	Norfolk V
	Writing Your One-Page Business Plan	Norfolk VI
12:30 PM	LUNCH & KEYNOTE PRESENTATION: <i>Alpha Sennon, Founder & CEO, WHYFARM</i>	Norfolk Ballroom III-IV
2:15 PM	GENERAL SESSION: Marketing with Clarendia "Farmer Cee" Stanley	
3:00 PM	CONCURRENT EDUCATIONAL & TRAINING SESSIONS	
	Funding Sources	Norfolk I
	Legacy Planning	Norfolk II
	Parasite Control in Sheep	Norfolk V
	Specialty Mushrooms at Ribickie Farms	Norfolk VI
3:45 PM	CONCURRENT EDUCATIONAL & TRAINING SESSIONS	
	Agricultural Finance, Tax and Asset Protection	Norfolk I
	Diversified Production: 43560 Project	Norfolk II
	Leveraging Small Spaces for Maximum Yields & Growth	Norfolk V
	Your Farm Market Checklist; Display & Signage	Norfolk VI
6:00 PM - 8:30 PM	AWARDS CELEBRATION & BANQUET	Norfolk Ballroom III-IV

THANKS TO OUR CONFERENCE SPONSORS!



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