



Saturday, June 12, 2010, 10:00 a.m. – 2:00 p.m:
Dairy Farm Success Through Diversity:
Field Day on Grazing, Transitioning to
Organic, Cheese-making, and Producing Raw Milk

Sponsored by Northeast Organic Farming Association/ Massachusetts Chapter

Hosted by Robinson Farm, Hardwick, Massachusetts

Address: 42 Jackson Rd, Hardwick, MA 01037 – (Directions at www.robinsonfarm.org)

(See backside for registration form)

Presenters:



Stephen Herbert is Assoc. Dean and Professor of Agronomy, and also Director Mass. Ag. Experiment Station at the College of Natural Sciences, University of Massachusetts, Amherst.



Tom Akin is an Agronomist and Grazing Lands Coordinator with the USDA Natural Resources Conservation Service in Amherst.



Winton Pitcoff is the NOFA/Mass Raw Milk Network Coordinator.



Ray Robinson earned his B.S. from UMass in Animal Science and has been farming all of his life.

Pam Robinson earned her MS in Midwifery from University of Philadelphia and practices the belief that wholesome food *is* medicine.

Together, they manage Robinson Farm, the site of this field day.

Schedule:

-10 a.m. – 12 noon: The field day begins with a walking tour of the farm. Pam and Ray Robinson will lead participants through different pastures and paddocks and discuss their management techniques. Tom Akin and Stephen Herbert will offer explanation and answer questions that you bring.

Topics Covered:

- Grazing and pasture maintenance.
- The basics of making and using hay.
- Identifying grasses and their nutritive values, and weeds and their invasiveness and toxicity. (*Attendees are invited to bring samples of pasture grasses and weeds from their farms for identification*).
- Systems for fencing, watering, lane layout, and financial assistance programs for landowners.
- Transitioning to organic production.

12 noon – 12:30 p.m.: Potluck Lunch. Bring utensils, cup, & plate and something to share, or bring your own lunch.

12:30 p.m. – 2:00 p.m.: After lunch, Pam and Ray will lead a tour of the milk room, cheese-making room, and barn. Ample time for questions will be provided. Winton Pitcoff will discuss raw milk.

Topics Covered:

- Certification for raw milk, marketing, and working with local regulators.
- Setting up a cheese-making business (dreams, business planning, & regulatory challenges).
- Sanitation and workflow in the milk room.

Location:

Located in Hardwick, Massachusetts, Robinson Farm has been a family farm since 1892. A diversified organic farm, Pam and Ray Robinson take pride in producing wholesome and organic farmstead products, selling fresh raw cow's milk, grass-fed beef, humanely-raised "rose" veal, eggs, perennials, vegetables, seedlings and hay. The Robinsons completed the process of transitioning their 40 cow herd and all of their pastures to organic last year. They are in the process of developing an on-farm cheese-making operation.

----- Registration Form -----

- **Register** online with credit card or Echeck at www.nofamass.org
- **Or, mail** this registration form (*Please print neatly!*) to **Ben Grosscup, 67 North Whitney St, Amherst, MA 01002**
- **Checks payable to:** "NOFA/Mass."
- **Pre-registration** is requested, but onsite registration is available for an extra \$5 charge with on-site registration form.
- **Cancellations** will be honored and refunds issued (except \$8 processing fee) with notice made by June 2, 2010. After that, you may designate someone else to attend in your stead, but refunds will not be available.
- **Contact:** Ben Grosscup, 413-658-5374. By email, ben.grosscup@nofamass.org; put "**June 12**" in subject.

Name		Email: (Get event updates and save paper by including this)	
Address		City/Town	State
Phone		How did you hear about this workshop?	
Registering for NOFA/Mass events includes you in our monthly Electronic News, updating you on events and other info. Check box if you want to be excluded from this: <input type="checkbox"/>			

Membership

Check one: I'm not a member of NOFA; I'm a member of the (what state?) NOFA Chapter.

To sign up for or renew your NOFA/Mass Membership, check the box for the membership type you want.

<input type="checkbox"/> Individual - \$35.00	<input type="checkbox"/> Low Income - \$25.00	<input type="checkbox"/> * Family, Farm or Organization - \$45.00
<input type="checkbox"/> * Business \$75.00	<input type="checkbox"/> * Supporting - \$150.00	(* Entitles members to 2 reduced rates at NOFA/Mass events.)

Registration

Registration:	\$35/ person:	\$35
Discount for Members of NOFA Chapters or MOFGA:	Subtract \$5/person:	-
Early bird discount -Register by May 29, 2010:	Subtract \$5/person:	-
NOFA/Mass Membership Payment – Add figure from membership scale above:		+
Donation for Farming Education Fund –	Optional extra contribution:	+
TOTAL AMOUNT OF ENCLOSED PAYMENT		=

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