

# 2016 WIU Organic Field Day



## Marketing and Management Strategies for *More Profit* and *Less Risk*

The keynote presentation by Lynn Clarkson, owner of Clarkson Grain is set for 11 a.m.

Clarkson will share an insider's perspective on opportunities in the organic and non-GMO marketplace.

# Friday

## August 12th

- presentations start @ 9 am
- field tours and demonstrations in the afternoon



Free lunch featuring local farm products @ noon



To register or obtain more information contact **Andy Clayton** (217) 322 - 2639, [AW-Clayton@wu.edu](mailto:AW-Clayton@wu.edu)



The Dakin Farm is located at 130 20<sup>th</sup> St., Roseville, IL ~ 6 miles north of Sciota and 4 miles west of 67

Meet vendors starting @ 8:30 in the Dakin Farm Shop

## **WIU Allison Organic Farm Field Day Set for Friday, Aug. 12th;**

### **"Marketing and Management Strategies for More Profit and Less Risk"**

MACOMB, IL — "Marketing and Management Strategies for More Profit and Less Risk" is the theme of the Western Illinois University [Allison Organic Research and Demonstration Farm](#)'s annual Field Day, slated for Friday, Aug. 12. According to [WIU School of Agriculture](#) Associate Professor Joel Gruver, the daylong event will feature presentations in the morning and field tours and equipment demonstrations in the afternoon. The presentations will begin at 9 a.m. in the Dakin Farm shop - 0.7 miles south of the Allison/WIU Organic Research Farm in southwest Warren County (directions listed below). A complimentary lunch, featuring local farm products, will be served at noon.

The keynote presentation by Lynn Clarkson – founder and president of Clarkson Grain Company, Inc, a leading merchandiser of organic and non-GMO grain based in Cerro Gordo, IL, is set for 11 a.m. As a pioneer in the sourcing and sale of identity preserved grains, Clarkson will share an insider's perspective on opportunities in the organic and non-GMO grain marketplace, explained Gruver, director of Western's organic research program. "Frustrated by the low margins in commodity production, many farmers are considering diversification into identity preserved grains and Clarkson is uniquely qualified to explain the industry."

Additional presenters - Scott Shander (Mercaris) and Ken Harrison (Sheer Simplicity, Inc) will discuss on-line auctions for specialty grains and crop insurance for organic farms, respectively. Gruver will also share recent research results and lead discussions about the presentations.

After lunch, a walking tour of the Allison Farm's research and demonstration plots - featuring corn, soybeans, pumpkins, and cover crops with different tillage systems, fertility programs, seed treatments, and cultivation practices- will begin at 1:30 p.m. and includes equipment demonstrations, if weather permits.

On-site registration begins at 8:30 a.m. where you will also have the opportunity to meet with vendors. To pre-register or obtain more information about the Field Day, contact Andy Clayton at [AW-Clayton@wiu.edu](mailto:AW-Clayton@wiu.edu) or via phone at (217) 322-2639 or the WIU School of Agriculture at (309) 298-1080. Pre-registration is strongly recommended for our planning purposes!

### **Directions to the Dakin Farm shop - 130 20th St., Roseville, IL 61473**

If arriving from the north, travel on U.S. Rt. 67 five miles south of the U.S. Rt. 67 and IL Rt. 116 intersection in Roseville to County Rd. 20th Ave. N, then turn west and travel four miles on 20th Ave. to the southeast corner of the Allison Farm (intersection of 20th Ave. and 20th St.). Turn left and proceed south 0.7 miles on 20th St. to the Dakin Farm shop located on the west side of the road.

If arriving from the south, travel on U.S. Rt. 67 seven miles north of the U.S. Rt. 67 and IL Rt. 9 intersection in Good Hope to County Rd. 20th Ave. N (2 miles north of the McDonough/Warren County line), then turn west and travel four miles on 20th Ave. to the southeast corner of the Allison Farm (intersection of 20th Ave. and 20th St.). Turn left and proceed south 0.7 miles on 20th St. to the Dakin Farm shop located on the west side of the road.