

Indiana Farm Bureau® presents

Farm Business and Diversification Conference

Thursday, Sept. 10, 2026

Live Zoom Sessions:

9 a.m.	Opening Remarks – Why We're Here Kendell Culp, <i>Indiana Farm Bureau</i>
9:10 a.m.	Smart Digital Marketing for Growing Businesses Krista Stillwell, <i>Stillwell+Co</i>
10 a.m.	Adding Agritourism & Events to Your Farming Operation Bruce Herr, <i>Dash 90 Wines</i> Shelley McDaniel, <i>Tanglewood Weddings and Events Barn</i> Chris & Marah Steele, <i>Steele Farms</i>
11 a.m.	Building Direct-to-Consumer Markets Through Strong Customer Engagement Ruth Ann Roney, <i>Tuttle Orchards</i> Joe Vosburgh, <i>Almost Paradise Farm</i> Joelle Orem, <i>Orem Farms</i> Lauren Flanders, <i>Simply from Scratch</i>
12 p.m.	Food Industry Overview: Launching Your New Product Patrick Nycz, <i>Food Engineering and Management Institute at Purdue University</i>
1 p.m.	Unique Product & Market Opportunities Kristi Koger, <i>L&K Farms</i> Brenda & Keegan Hash, <i>Morning Harvest Produce</i>
1:45 p.m.	Closing Remarks Kendell Culp, <i>Indiana Farm Bureau</i>

The following sessions will be recorded and emailed to attendees:

Agriculture Contracts – What Constitutes a Contract? Todd Janzen, <i>Janzen Schroeder Ag Law</i>
Business Entities – Selection & Liability John Colin, <i>Simpson, Thompson & Colin, LLC</i>
Business Risk Management – Insurance & Health Plans John Nagle, <i>Indiana Farm Bureau Insurance</i> and Steve Allen, <i>INFB Health Plans</i>
A Lender's Guide to Farm Diversification Morgan Wullenweber and Nicole Larkey, <i>Farm Credit Mid-America</i>
Funding Your Ideas Lindsey Hammond, <i>Office of Community & Rural Affairs</i> Molly Marcuson, <i>Office of Community & Rural Affairs</i> Emily Conwell, <i>Indiana State Department of Agriculture</i> Robert Warner, <i>Indiana Small Business Development Center</i> Joe Ricker, <i>At Ease Orchard</i>