



SERA 45
Crop diversification opportunities to enhance the viability of small farms

Annual Meeting (Virtual, Times EDT)
September 18, 2020 Agenda

10-10:30 a.m.: Primer

Ajay Nair, SERA 45 Chair, Iowa State University

- Review of agenda, discussion of meeting goals and proposal objectives
- Self-introductions

10:30–Noon: Discussion of progress made toward project objectives in the participating states (please see SERA 45 Renewal Proposal for detailed objectives):

- 1) Develop research-based production information about crops, systems and production practices that have the potential to be profitable for small farms
- 2) Coordinate research and extension activities among participants
- 3) Develop direct market information and decision aids that can be shared regionally, including sampling standards, price reporting standards, merchandising education, and market performance metrics
- 4) Continue market research in the participating states on consumer preferences and marketing channels that are most effective and profitable for small farms

Noon-12:30: Lunch

12:30-1:45: Discussion of activities in the participating states, focusing on opportunities for collaboration related to the project objectives

1:45–2: Select chair and vice-chair for the group; discuss future annual meetings/sites