

Rural Action News  
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**For Immediate Release**

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**Income Opportunities From Field and Forest Conference Draws National Speakers to Southeast Ohio.**

**When: June 8-9, 2002**

**What: Income Opportunities From Field and Forest  
4<sup>th</sup> Annual Landowners Conference**

**Where: Camp Oty'Okwa in the scenic Hocking Hills region of Hocking County, Ohio.**

This summer Rural Action's fourth annual landowner's Conference will focus on income opportunities for small farm and woodland owners with more than 25 workshop presenters. The conference dates are June 8-9 at Camp Oty'Okwa in the scenic Hocking Hills region of Hocking County, Ohio.

Participants will learn about ways they can diversify the income they earn from their land by the use of Special Forest Products from national experts.

Workshop topics include: Woodland Plants and Mushrooms, Agriculture, Business Development, and Stewardship with numerous sub-topics within each group including Wild Simulated Ginseng, Mushroom Cultivation, Composting, Specialty Crops, Markets and Trends, Business and Marketing Planning, Watersheds, and Agroforestry to name only a few.

Among the experts from all over the country are Bob Beyfuss, Ed Fletcher, and Tim Blakely. Beyfuss is the New York State Specialist on American Ginseng and the Agriculture and Natural Resources Program Leader for the Cornell Cooperative Extension of Greene County. Blakely has been a long time staff member, teacher and co-owner of the California School of Herbal Studies, the oldest and one of the most respected schools for herbal education in the United States. He was land manager of Frontier Natural Products Cooperative in the early 90's and the Land Manager and Educator at Herb Pharm for 4 years. Tim was also the Manager of the National Center for the Preservation of Medicinal Herbs in Southern Ohio for several years and is the co-author of *Medicinal Herbs in the Garden, Field and Marketplace*. Fletcher is Head of the Botanical Division of Strategic Sourcing, Inc., has over 20 years experience and is serving as the American Herbal Products Association's Raw Materials Committee Chairperson and has been speaker and presenter at many conferences across the United States and in South America.

Last year's conference, "**The Appalachian Herb Gathering**" was a huge success! One satisfied participant was quoted as saying, "This is truly a first-class event. It's organized, educational, and the food is great!" and a woman from West Virginia remarked, "It's so encouraging to see so many like-minded people. There's such a good feeling here, and so much to learn!" Ginger Shelby, Owner/Manager of Twisted Spirit Herbs said, "This was my second year attending the Festival... and I'm already looking forward to my third! The classes and contacts got me up and running. Old business relationships were reaffirmed and new ones made. There is something here for everyone, no matter if you are a beginner who is thinking about getting into the business or an expert, large-scale commercial grower."

There will be introductory and advanced sessions on ginseng, herbs, specialty and organic crops, land stewardship, business, marketing planning and livestock. These will include slide shows, hands-on experience, informational exhibits, question and answer sessions and more. There will also be a discussion

of how to develop a profitable small business from your interests, and business-development experts will be available to answer your individual questions.