



YOUNG FARMER LEADERSHIP CONFERENCE

January 17-18, 2025
Hilton Downtown Lexington

Friday, January 17

12:30 p.m. – 7:00 p.m.

Registration

Hilton Lexington/Downtown, Lobby, 2nd Floor

3:30 p.m. – 5:00 p.m.

Tour University of Kentucky Athletics

Get a behind the scenes look at one of the nation's premier athletic facilities, the E.J. Nutter Training Facility. Walk through the locker room, training facilities, and see ground zero for UK Football success.

3:30 p.m. – 4:15 p.m.

Collegiate Discussion Meet Round 1

Blackberry Lily and Crimson Clover

Farm Bureau's strength depends on its members' ability to analyze agricultural issues and decide on solutions that best meet their needs. The Collegiate Discussion Meet is designed to simulate a committee meeting where discussion and active participation are expected from each committee member. Attendees are welcome to join the audience.

4:30 p.m. – 5:15 p.m.

Collegiate Discussion Meet Round 2

Blackberry Lily and Crimson Clover

5:45 p.m. – 6:15 p.m.

First-Time Attendees Session

Grand KY Ballroom

First-time attendees are invited to this brief session to meet with Young Farmer Advisory Committee members, while learning the ins and outs of the conference opportunities.

6:30 p.m. – 8:00 p.m.

Opening Dinner and General Session

Grand KY Ballroom

Join us as we kick off the conference! Hear from our keynote speakers and Farm Bureau leaders.

8:00 p.m. – 10:00 p.m.

Family Game Night

Magnolia, 1st Floor

It's "Game Night!" This family-oriented event caters to folks of all ages. Join us for games, activities, and ice cream. Network with other conference participants in a casual, fun setting.

Saturday, January 18

8:00 a.m. – 9:00 a.m.

Breakfast and General Session

Grand KY Ballroom

Enjoy a buffet breakfast and get the most current agricultural updates from Frankfort and Washington, DC.

9:00 a.m. – 9:20 a.m.

District Breakout Sessions

Grand KY Ballroom & Breakout Rooms

Discover young farmer opportunities in your district and have your voice heard on upcoming events and goals for the district.

9:30 a.m. – 10:30 a.m.

Workshop Session 1

Workshops are hands-on sessions focused on special interest topics.

Small Steps=Big Impact: A Workshop on Micro volunteering

Magnolia, First Floor

The core of a county Farm Bureau is its volunteers, so we need to ensure there are opportunities to serve for everyone, especially those who are just getting started. In this workshop, we will discuss micro-volunteering at Farm Bureau by examining the different types of volunteers, the value of micro-volunteering, and how to create micro-volunteering opportunities in your counties.

Conversations with Kentucky Farmers: Q&A on How They (And You) Can Persevere

Bluegrass

Interact, ask questions, and learn from some of the state's most rewarded farmers. Whether it's a humble beginning with 10 acres of rented ground or having watched their parents' farm be foreclosed on, Gary and Scott are great examples of hard work and creative thinking to achieve their goals. Questions will focus on more than the "tough times" and specifically address what they did to persevere.

Grants! Grants! Grants!

Crimson Clover

Learn the tips and tricks to writing and receiving grants and discover opportunities for farmers to develop their operations through grants in Kentucky.

Communicating, Promoting, & Marketing Your Farm with Canva

Blackberry Lily

In this session you'll learn to use Canva, a graphic design platform, to improve communication, marketing, and overall business operations. Canva saves time, improves professional appearance, and is both cost effective and easy to use!

Children's Session | Roping and Tying Skills

Triple Crown

Calling all future cowboys and cowgirls! Test your roping and tying skills and become the next "best cowboy or cowgirl" in the rodeo arena. Learn techniques for roping steers & calves and learn how to tie calves and goats!

10:45 a.m. – 11:45 a.m.

Workshop Session 2

Who Will Fill Your Shoes: Succession Planning

Magnolia, First Floor

As farmers and leaders, it's essential to always think ahead, particularly when it comes to identifying the next leader in line. In this workshop, we will discuss what leadership succession planning is and how you can prepare to identify, engage, and facilitate the transition to the next leader.

Livestock Market Report Breakdown

Bluegrass

Learn how a livestock market report is created. Grading feeder cattle in the ring to best reflect true market value and descriptions of feeder cattle. Also, we will look at KFB weekly livestock auction report and features available through the KFB App.

Grants! Grants! Grants!

Crimson Clover

Learn the tips and tricks to writing and receiving grants and discover opportunities for farmers to develop their operations through grants in Kentucky.

Conversations with Kentucky Farmers: Q&A on How They (And You) Can Persevere

Blackberry Lily

Interact, ask questions, and learn from some of the state's most rewarded farmers. Whether it's a humble beginning with 10 acres of rented ground or having watch parents' farm be foreclosed on, Gary and Scott are great examples of hard work and creative thinking to achieve their goals. Questions will focus on more than the "tough times" and specifically address what they did to persevere.

Children's Session | Quiet Time Centers/Movie

Triple Crown

Kids need some downtime? During this session, kids will enjoy quiet time activities including coloring, building blocks, a movie, and more.

11:45 a.m. – 2:00 p.m.

Lunch and Kentucky Basketball Game/Rally

Grand KY Ballroom

Get ready to cheer on the Cats while we enjoy lunch together. There will be many opportunities to compete for various prizes and giveaways. Not a basketball fan? Join us in various activities on site!

2:30 p.m. – 3:30 p.m.

Workshop Session 3

Making the Ask for Membership

Magnolia, First Floor

Recruiting Young Farmers can be challenging. Learn effective techniques for showcasing the unique value your organization offers, and gain strategies for handling objections confidently and persuasively. Whether you're new to recruitment or looking to refine your approach, this session will empower you to make a compelling, personalized pitch and grow your membership base with impact.

Successful Side Businesses to Diversify Farm Income

Bluegrass

We hear “diversification is key.” But what does that look like? Join YF&R members as they share their diversification journey. You’ll hear from farmers and ranchers from across the U.S. and how they’ve transitioned from traditional ag (row crops, cow/calf, etc.) and added unique/non-traditional ventures (firewood, equipment dealership, vegetables, consulting). This will be an interactive session with comments and questions from the audience welcomed!

Practical Steps for Young Farmers to Protect Land and Investment

Crimson Clover

This practical session prepares farmers between the ages of 18 and 35 for the future stages of their lives and farming operations. Topics include documents needed at different stages of life, consequences of no will, what are social security credits, explanation of retirement implications, Medicaid – what it is and what it is not, role of accounts and deeds on the farming operation, and more.

Communicating, Promoting, & Marketing Your Farm with Canva

Blackberry Lily

In this session you’ll learn to use Canva, a graphic design platform, to improve communication, marketing, and overall business operations. Canva saves time, improves professional appearance, and is both cost effective and easy to use!

Children’s Session | Smoothie Making

Triple Crown

This smoothie-making workshop is a fantastic way to teach healthy eating habits while sparking creativity in the kitchen. The workshop will be hands-on, engaging, and educational, designed to encourage kids to explore who can make the best strawberry, banana, or combination of both smoothies.

3:30 p.m. – 4:00 p.m.

Networking Break

Lobby, 2nd Floor

Grab a snack and mingle as you get ready for the Collegiate Discussion Meet Finals.

4:00 p.m. – 4:45 p.m.

Collegiate Discussion Meet Finals

Grand KY Ballroom

Farm Bureau’s strength depends on its members’ ability to analyze agricultural issues and decide on solutions that best meet their needs. The Collegiate Discussion Meet is designed to simulate a committee meeting where discussion and active participation are expected from each committee member. **Attendees are encouraged to join.**

6:00 p.m.

Battle Axes/Dinner

Join the Young Farmers at Battle Axes for a night of family fun activities. There are numerous games and experiences for all ages. Learn more about the space here: <https://battleaxesky.com/>

If you signed up to ride the bus to Battle Axes please review the departure times below and be sure to be in the lobby ready to leave 5

minutes before your preferred time.

Departure Time for Battle Axes:

Bus 1	5:45 p.m.
Bus 2	5:55 p.m.
LAST BUS	6:05 p.m.

Departure Time for Return to Hotel:

Bus 1	8:15 p.m.
Bus 2	9:00 p.m.
Bus 3	9:45 p.m.

Thank you to our Conference Sponsors:

