



2019 Hemp End of Season Education & Networking Meeting

December 5, 2019

Swan Club, 875 Heritage Rd, De Pere, WI 54115

Organized by: Extension Brown County

SHARE | LEARN | NETWORK

Register Online Here: <https://browncountyhemp2019.eventbrite.com>

This meeting is open to all. You do not need to be a Brown county resident. This meeting will provide educational and networking opportunities. This meeting is for those interested or actively involved in the hemp industry (i.e. growers, processors, retailers, and more)!

Cost: \$45/person (early bird rate) | \$60/person (starting Nov. 19)

*Registration fee includes continental breakfast, lunch, social hour refreshments, bound copy of proceedings

A block of rooms has been reserved at the Holiday Inn & Suites Green Bay Stadium (2785 Ramada Way).

*Hotel block available evenings of Dec. 4 and/or Dec. 5. Use this [online booking link](#) (Use Find Rooms tab, enter dates, group code BCE should appear, then Check Availability) or call 920-569-4248 and mention group code BCE to get special \$90/night rate (plus taxes and fees). Deadline to book at BCE rate is November 18.

THANK YOU TO OUR SPONSORS!

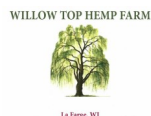
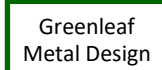
Sponsorship opportunities still available.

Platinum Level



PUREHEMPHEALTH

Gold Level



Bronze Level

Annie's Campground

DNA Hemp

HempJuus

Complimentary registration for the first 25 completed hemp buyer profiles:
<https://forms.gle/RFKk34vJ7aP44qS1A> (click link for details)

Questions? Contact Liz Binversie, 920-391-4612 or eybinversie@wisc.edu

Agenda

9:30—10:00 am Registration and Networking (with continental breakfast)

10:00-10:45 am Welcome and Mitigating Risk in an Evolving Market



Liz Binversie is the Agriculture Educator for the University of Wisconsin-Madison Division of Extension. This session will discuss options for minimizing risk in a fluctuating hemp market.

10:45 am-12:00 pm Hemp Grower Panel (From Seed to Storage)



Ashley Bisterfeldt, along with in-laws and neighbors, started Cross Creek Industries LLC while cultivating one acre of hemp by hand. She will share their experiences from finding seeds to learning how to cure including what they will do differently this next growing season.



Tim Mickelson is a multi-generational Wisconsin dairy farmer with experience in hemp cultivation. A former commodities broker and retail shop owner, Tim now focuses on all things hemp, from growing, to processing, to distribution while sharing his expertise in planting and cultivating hemp for CBD and fiber markets.



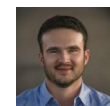
Shane Zacher has been involved in the cannabis industry since 2009. In Colorado, he had a dispensary center and he also has experience with extraction and processing of hemp. Currently, Shane works with Hemp 4 Heroes, which grows, harvests, and processes hemp.

12:00-1:00 pm Buffet Lunch and Networking

1:00-2:15pm Wisconsin Hemp Research Update



Dr. Leah Sandler is the Education Director/Research Agronomist at the Michael Fields Agricultural Institute in East Troy, WI. The last four years Leah has dedicated her work to the agronomics of industrial hemp conducting field research on hemp production and working with farmers to strengthen their understanding of the crop.



Dr. Rodrigo Werle is an Assistant Professor and Extension Cropping Systems Weed Scientist at UW-Madison. Dr. Werle and a team of researchers received a university grant to study industrial hemp, focusing on grain and fiber research.

2:15-2:45 pm Afternoon Break and Networking

2:45-3:45 pm Wisconsin Hemp Regulations



The Department of Agriculture, Trade and Consumer Protection is the regulatory agency overseeing the Hemp Pilot Research Program. This session will cover licensing, registration, and other requirements for 2020.

3:45-5:00 pm Post-Harvest Panel (From Processing to Retailing)



Adam Brown is a CBD hemp consultant. He has experience in the medical cannabis industry. Here in Wisconsin, Adam has been building a consulting company to help hemp growers navigate this new industry.



Ledge Rock Hemp is a Brown County processor, using supercritical CO₂ extraction. The company is vertically integrated and involved from soil to oil, having recently opened a CBD retail shop in Green Bay.



Tracy Zeske is owner of The Healing Tree, a CBD retail shop in Green Bay. She will provide the retailer perspective, including popular CBD products and how to cultivate the grower/retailer relationship, given her experiences working with local growers.

5:00-6:00 pm Social Hour and Networking (light hors d'oeuvres and cash bar)