

**Food Distribution Research Society 2016 Conference**

***Exploring Linkages in Food Market  
Innovations***

***Conference Program***



**September 30 – October 3, 2016**

**New Orleans Downtown Marriott at the Convention  
Center  
New Orleans, Louisiana**



## Friday, September 30, 2016

12:00 noon – 5:00 pm (*Fleur De Lis*)

### **Registration and Check-In**

1:00 pm – 5:00 pm (*Blaine Kern E & F*)

### **Economic Assessment of Local Foods: Practical Tools and Advice for Local Food Practitioners**

The first part of the workshop will provide participants with an overview of USDA-AMS' The Economics of Local Food Systems: A Toolkit to Guide Community Discussions, Assessments and Choices. Specifically, time will be allocated to familiarize participants with each of the 7 modules of the Toolkit, and this session will conclude with a review and discussion of the current research on economic impacts of food systems. A break will be provided at 3 pm.

6:30 pm – 9:00 pm (*TBD*)

### **OSU – CSU NIFA Advisory Board Meeting**

## Saturday, October 1, 2016

8:00 am – 9:00 am (*Fleur De Lis*)

### **The Food Marketing Challenge Registration -Student Case Study Competition**

8:00 am – 5:00 pm (*Fleur De Lis*)

### **Registration and Check-In**

8:30 am – 12 noon (*Creole Queen and Blaine Kern F*)

### **Economic Assessment of Local Foods: Practical Tools and Advice for Local Food Practitioners**

Registrants from the Friday pm workshop will have a choice to attend one of two concurrent tracks.

#### **Track A: Advanced Economic Impact Assessment**

The USDA AMS Economic Impact Toolkit's modules on specific modelling techniques will be presented in greater detail. Data gathered from secondary sources as part of case studies and USDA Ag Resource Management Survey analysis will be used to guide the group through how one might estimate multipliers for food system activities in their own region.

#### **Track B: Integrating Benchmarks into Your Local Food Assessment**

The Oklahoma State-Colorado State Universities' NIFA project will present some alternatives related to how the typology of food innovations, applied research and benchmarks can be translated as useful outreach and decision tools for those working in food systems. During the session, participants will gain feedback and insights from those working in the field, but they will also be provided materials that can be immediately used

in their work. Our hope is that field-based businesses and practitioners will leave with useful benchmark financial numbers to both inform any economic assessment models for different value-added activities, but more importantly, provide critical information to help guide system and farm-level planning decisions.

There will be a 30 minute break at 10:15.

9:00 am – 11:30 am (*Blaine Kern E*)

**The Food Marketing Challenge Live Case Presentation**

11:30 am – 1:00 pm (*Blaine Kern A&B*)

**The Food Marketing Challenge - Industry Q & A Sessions**

1:00 pm – 2:00 pm (*Blaine Kern A&B*)

**Lunch Food Marketing Challenge (Box Lunch)**

1 pm – 4:00 pm (*Creole Queen*)

**FDRS Board of Directors' & Officers' Meeting –**

1 pm – 4:00 pm (*Blaine Kern F*)

**Strengthening Rural-Urban Linkages to Support Rural Economic Development: the Case of Re-Localized Food Systems – Team meeting, invite only**

1:00 pm – 4:30 pm (*Fleur De Lis*)

**FDRS Conference Registration and Poster Set-up**

4 – 6:00 pm (*Blaine Kern F*)

**Wallace Center Team Meeting**

4:00 pm to 7:00 pm

**Walking Tour on Your Own**

6:30 pm (*Julia*)

**Food Marketing Challenge – Teams must turn in final materials**

7:00 pm – 10:00 pm (*Magnolia*)

**The Food Marketing Challenge Presentations**

**Sunday, October 2, 2016**

7:30 am – 4:30 pm (*Fleur De Lis*)

**FDRS Conference Registration and Poster Set-up**

8:00 am – 9:00 am (*Blaine Kern A-C*)

**Continental Breakfast, ONLY PARTICIPANTS**

9:00 am – 11:30 am (*Blaine Kern D-F*)

**The Food Marketing Challenge – Final Round**

8:00 am to noon (*Julia*)

**CLRFS Steering Committee Meeting**

10:00 am – noon (*Creole Queen*)

**S-1067 Meeting-Jill McCluskey Presiding**

Noon – 1:30 pm – Lunch on your own

1:30 pm – 5:00 pm (*Blaine Kern A-C*)

**FDRS Opening General Session**

1:30 pm to 1:45 pm (*Blaine Kern A-C*)

**Welcome & Opening Remarks**

Dawn Thilmany, President, Food Distribution Research Society

1:45 – 3:15 (*Blaine Kern A-C*)

**Plenary Session I**

**Title:** Evaluating the rural and regional impacts of urban-based local food system initiatives

**Invited Speakers:**

- Todd Schmit, Dyson School of Applied Economics and Management, Cornell University
- Becca Jablonski, Department of Agricultural and Resource Economics, Colorado State University
- David Kay, Community and Regional Development Institute, Cornell University
- Chris Wayne, Director, FARMroots Director, GrowNYC

Between 2009 and 2014 the USDA funded over \$1 Billion in local and regional food system project, primarily intended to support rural economies and farm viability. Given evidence that local food projects are concentrated in urban places and farming remains largely rural, these initiatives represent economic development strategies focused on strengthening rural-urban linkages. This project examines the farm profitability and rural community economic impacts of urban-based local food system initiatives, combining several evaluation approaches. First, we use a multi-regional economic impact modeling strategy to assess the impacts of an urban based local food system initiative on an adjacent rural economy. Second, we expand beyond traditional economic impact measures to more holistic 'wealth creation' indices. Third, we utilize a market channel assessment tool to understand farm profitability impacts. Finally, we utilize sophisticated mapping techniques to examine spatial patterns of impact.

3:15 pm – 3:30 pm (*Foyers A-C*)

**Break**

3:30 pm – 5:00 pm (*Blaine Kern A-C*)

**Plenary Session II**

**Title:** Using Benchmarks to Develop Local Food System Businesses

Invited Speakers:

- Dawn Thilmany, Colorado State University
- Julia Laughlin, Bella Verde Gardens
- Steve Warshawer, La Montañita
- Jeffrey O'Hara, USDA AMS

During this session, a panel of speakers representing a diversity of perspectives will discuss how the local food benchmarks were developed, how they can be used by businesses and farmers, and how this research informs policy and data collection.

6:00 pm – 10:00 pm *Blaine Kern Ballroom*

**Welcoming Reception & Presidential Awards Banquet**

## Monday, October 3, 2016

7:30 am – noon (*Fleur De Lis*)

**Conference Registration** (Registrations open from 7:30 am to noon)

7:30 am – 5:00 pm (*Fleur De Lis*)

**Posters** – Displayed all day Monday, presenters and taken down at end of day.

7:30 am – 8:30 am (*Blaine Kern D-F*)

**FDRS Business Meeting - Continental Breakfast**

8:30 am – 9:45 am (*Blaine Kern A-C*)

**Plenary Session III**

**Title:** Community, Local and Regional Food Systems eCoP: Form, Function, and Future  
eXtension's Community of Practice, Community, Local and Regional Food Systems

**Invited Speakers:** Brian Raison, Kathleen Liang

Community, Local and Regional Food Systems is a community of practice with eXtension, an integral part of the U.S. Cooperative Extension System. Our goal is to “put knowledge to action.” We provide resource materials, training opportunities, and peer interaction for Extension Educators, community-based practitioners and individuals involved in work related to building sustainable, equitable, and just food systems. Learn more about CLRFS including how this eCoP is structured and how decisions are made. Hear about the working groups on Urban Agriculture, Undoing Racism in Food Systems, Food Economics and more. And finally, learn how members integrate CLRFS outputs into their daily work and the future of CLRFS.

9:45 am – 10:00 am (*Foyers A-C*)

**Break**

10:00 am – 11:15 pm (*Blaine Kern A-C*)

**Plenary Session IV**

**Title:** Strengthening the Case for Regional Food Economies

**Invited Speakers:** Government at all levels, philanthropy, and entrepreneurs have invested in regional food systems with a sense that there will be significant ripple effects that strengthen regional economies. With increased interest and scale there is a growing demand from these investors for a clearer case that their money will have the intended effects. We will begin by illustrating what success looks like: how several regions have developed and communicated the economic case for increased investment. But there is much work to be done – we will enumerate some of the areas where we need to deepen our understanding. We will close the session by introducing you to a new effort led by the Wallace Center to help coordinate, across organizations and institutions, a process that will enable us to work together to develop and communicate a stronger case to communities and their investors.

11:15 am – 11:30 am (*Foyers A-C*)

**Break**

11:30 pm – 1:00 pm

**Researcher Presentations:**

- Session A – *Magnolia*
- Session B – *Delta Queen*
- Session C – *Mississippi Queen*
- Session D – *Fulton*

1:00 pm – 2:30 pm (*Blaine Kern D-F*)

**Applebaum Luncheon and Recognition**

2:30 pm – 3:45 pm (*Blaine Kern A-C*)

**Plenary Session V**

**Title:** Farmers' Market Manager Kit for Enhancing Consumer Education in Food Safety

**Speakers:** Dr. Kristen Gibson, Dr. Sujata Sirsat, Dr. Jay Neal, Stacy Hester (Market Manager of Siloam Springs, Arkansas Farmers' Market)

The Farmers' Market Food Safety Program is a three-year effort funded by the USDA's National Institute for Food and Agriculture led by Assistant Professor of Food Science at the University of Arkansas, Dr. Kristen Gibson. Co-investigators Dr. Sujata Sirsat, Research Assistant Professor, and Dr. Jay Neal, Associate Professor at the University of Houston, as well as other research collaborators, assistants, and associates, including the web-based eXtension group Community, Local, and Regional Food Systems, National Center for Appropriate Technology, and the Farmers

Market Coalition, are combining efforts with Dr. Gibson to make Food Safety at Farmers' Markets educational material available nationwide to market consumers, vendors, and managers in order to enhance food safety practices at farmers' markets. The team is currently developing a market manager food safety kit call Wholesome & Heathy at the Farmers' Market that includes educational materials for consumers and tools for managers to promote food safety.

3:45 pm – 4:00 pm (*Foyers A-C*)

**Break**

4:00 pm – 5:30 pm

**Researcher Presentations:**

- Session A – *Magnolia*
- Session B – *Delta Queen*
- Session C – *Mississippi Queen*
- Session D – *Fulton*

6:00 pm – Dinner on your own



**Our Partners and Collaborators**

**NIFA Benchmark Project**



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