**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**

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**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.

* AMS Toolkit Overview –
  + Dawn Thilmany and Jeff O’Hara
* Participant Introductions-
  + Current Role in Food Systems Planning, Assessments or Programmming
* Modules 2-4, The Community Process –
  + Assessments from across the country
* Break & Small group exercise
  + AMS Team will join groups
* Engaging your community with the Toolkit
  + Dawn Thilmany, Becca Jablonski and Dave Shideler

6:30 pm – 9:00 pm (*Creole Queen*)

**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 **(***Blaine Kern E/ 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. There will be a 30 minute break at 10:15.

**Track A: Advanced Economic Impact Assessment**

* Review of Economic Development Principles
* Modelling Issues to Consider in Economic Impact Analyses
* Hands-on Customization of IMPLAN data for Analysis
* Assessing your Community’s Efforts

**Economic Assessment of Local Foods: Practical Tools and Advice for Local Food Practitioners (continued)**

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

* Food System Typology
* Economic Benchmarks across the Typology
* Mapping the Range of Economic Multipliers
* Break and Small group exercise

9:00 am – 11:30 am *(New Levee)*

**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**

**Box Lunch at 12:30 pm**

1 pm – 4:00 pm (*Creole Queen*)   
**FDRS Board of Directors’ & Officers’ Meeting – Invite only**

1 pm – 4:00 pm *(Julia)*  
**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**

1– 4:00 pm *(Fulton)*

**Wallace Center Roundtable on Regional Food Economy - invitation only**

Cross sector experts discuss findings and frameworks to build a stronger case for economic and community development through regional food systems.  Nonparticipants can find out more by emailing:  [ellie.bomstein@winrock.org](mailto:ellie.bomstein@winrock.org)

6:30 pm *(Magnolia)*

**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, on your own**

9:00 am – 11:30 am *(Blaine Kern A-C)*   
**The Food Marketing Challenge – Final Round**

10:00 am – noon (*Creole Queen*)   
**S-1067 Meeting-Jill McCluskey Presiding**

11:00 am to 1 pm (*Julia*)

**CLRFS Networking lunch, open to attendees**

Or 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 or 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

**Speaker**: Kathleen Liang, W.K. Kellogg Endowed Chair in Sustainable Community-Based Food Systems at N.C. A&T’s College of Agriculture and Environmental Sciences.

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

-John Fisk

-Malini Ram Moraghan

-Todd Erling

-Dafina Williams (Opportunity Finance Network)

-Kathryn Colasanti (MSU Center for Regional Food Systems)

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. The goals of this session include:

* Present case examples of regional collaboration to analyze and communicate economic case for investing in regional food systems
* Layout cross-sector and cross-agency landscape of food systems investment and activity (resources, regional activity already happening).
* Outline areas for further analysis, research and pilots
* Introduce Wallace effort

11:15 am – 11:30 am (*Foyers A-C)*   
**Break**

11:30 pm – 1:00 pm

**Researcher Presentations:**

* Session A – *Julia*
* Session B – *Delta Queen*
* Session C – *Mississippi Queen*
* Session D – *Fulton*

1:00 pm – 2:30 pm *(Blaine Kern D-F)*

**Applebaum-Richardson Luncheon and Recognition**

**Presentation by Applebaum-Richardson Dissertation Award Winner**

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, Ryan Neal, Market Manager of Downtown Rogers, 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**

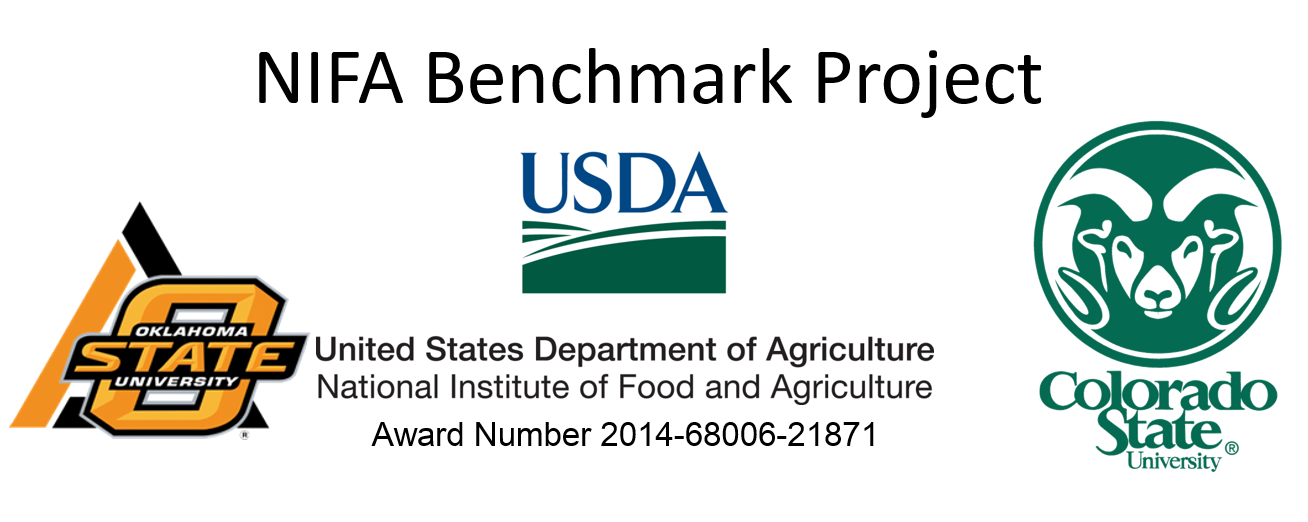
4:00 pm – 5:30 pm

**Researcher Presentations:**

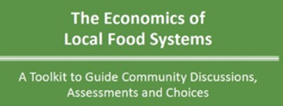
* Session A – *Julia*
* Session B – *Delta Queen*
* Session C – *Mississippi Queen*
* Session D – *Fulton*

6:00 pm – Dinner on your own

**Our Partners and Collaborators**

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