

# 2021 National Agricultural Marketing Summit



## Resilience in the Market: Partnerships, Technology, and Innovation

Hilton DFW Lakes Executive Conference Center  
1800 Hwy. 26E, Grapevine, Texas 76051

[2021 National Agricultural Marketing AgSummit Reservation Room Block](#)

### Sunday – Oct. 17<sup>th</sup>

9:00 a.m.	AgSummit Preconference meetings (all-day)	2 <sup>nd</sup> Floor
9:00 a.m.	FDRS Board Meeting	Cross Timbers
10:00 a.m.	Resilient Food Systems (ISU)	Becker I & II
11:00 a.m.	S1088 Regional Research	Cross Timbers
Noon	Lunch	Windfall Dining Room
1:00 p.m.	MarketMaker State Partners	Val Verde
6:00 p.m.	Opening Welcome Reception	Bonnie/Clyde Pavilion

### Monday – Oct. 18

7:30 a.m.	Continental Breakfast	Val Verde Lounge
9:00 a.m.	MarketMaker Capacity Building & Resources	Becker I & II
9:00 a.m.	Food Systems Dialogue (2 hours) Food Systems Team - Iowa State University	Val Verde
8:00 a.m.	FDRS Researcher Session I 4 concurrent research sessions	(Virtual)
9:45 a.m.	FDRS Researcher Session II 4 concurrent research sessions	(Virtual)
11:30 a.m.	Pre-Conference Wrap-Up (Box Lunch)	Val Verde Lounge
11:30 a.m.	FDRS Awards Presentation	(virtual)
1:30 p.m.	“Welcome & Opening Plenary Session”	Val Verde

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<b>2:15 p.m.</b>	<b>“Behavioral Economics for Business”</b>	
	<ul style="list-style-type: none"> <li>➤ Marco Palma and Jeff Pool, Human Behavior Laboratory Texas A&amp;M University</li> </ul>	
<b>3:00 p.m.</b>	<b>Exhibitor &amp; Poster Session with Authors (Refreshments)</b>	<b>Val Verde Lounge</b>
<b>3:30 p.m.</b>	<b>“Supply Chain Resilience during COVID-19 – Building Better Beyond”</b>	
	<ul style="list-style-type: none"> <li>➤ Greg Ferrera, National Grocers Association Foundation (invited)</li> <li>➤ Elizabeth Rowland, National Association of the State Departments of Agriculture Foundation</li> <li>➤ Scott Thellman, Juniper Farms</li> </ul>	
<b>4:30 p.m.</b>	<b>Networking Time</b>	

## Tuesday – Oct. 19<sup>th</sup>

<b>7:30 a.m.</b>	<b>Breakfast</b>	<b>Val Verde Lounge</b>
<b>8:30 a.m.</b>	<b>“Racial &amp; Social Equity Issues Across the Food Value Chain”</b>	<b>Val Verde</b>
	<ul style="list-style-type: none"> <li>➤ Gail Myers, Co-Founder of Farms to Grow, Inc. and Freedom Farmers’ Market</li> <li>➤ Dewayne Goldmon, Senior Advisor for Racial Equity to the Secretary of Agriculture</li> </ul>	
<b>9:30 a.m.</b>	<b>Concurrent Sessions I - 2<sup>nd</sup> floor</b>	
	1. Exploring Niche/Specialty Market Opportunities	<b>Becker I</b>
	2. Agritourism: Opening Doors of Opportunity Across the U.S. and Abroad	<b>Becker II</b>
	3. What Does It Take To Have A Resilient Food System?	<b>Crosstimbers I</b>
	4. West Virginia Localized Information Exchange Program	<b>Crosstimbers II</b>
	5. Resilience of Rural Farmers Markets During a Pandemic	<b>Val Verde</b>
<b>10:30</b>	<b>Break</b>	<b>Val Verde Lounge</b>
<b>10:45 a.m.</b>	<b>Concurrent Track Sessions II - 2<sup>nd</sup> floor</b>	
	1. Effectively Engaging Socially Disadvantaged Farmers & Ranchers	<b>Becker I</b>

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	2. Innovations in Online Supplemental Nutrition Assistance Program (SNAP) Access	<b>Becker II</b>
	3. West Virginia’s Kids Farmers Market Program Supports Low Income Families & Local Farmers	<b>Crosstimbers I</b>
	4. Leveraging State Promotional Campaigns	<b>Crosstimbers II</b>
	5. COVID and Farmers Markets: Impacts, Adaptations & Lessons Learned	<b>Val Verde</b>
<b>11:45 a.m.</b>	<b>Exhibit and Poster Session II</b>	<b>Val Verde Lounge</b>
<b>noon</b>	<b>AgSummit Networking Luncheon</b>	<b>Windfall Dining Room</b>
<b>1:30 p.m.</b>	<b>Concurrent track sessions III - 2<sup>nd</sup> floor</b>	
	1. Producer Marketing Association Social & Racial Equity Task Force	<b>Becker I</b>
	2. Creating Functional Online Marketing and Sales Food Networks	<b>Becker II</b>
	3. Gather Around the Table: An Alaska Extension Food Literacy Program	<b>Crosstimbers I</b>
	4. Pursuing Value Added Entrepreneurship Opportunities	<b>Crosstimbers II</b>
	5. Consumer Market Responses in the COVID Era	<b>Val Verde</b>
<b>2:30 p.m.</b>	<b>Exhibit &amp; Poster Session III</b>	<b>Val Verde Lounge</b>
<b>3:00 p.m.</b>	<b>Closing Session</b>	<b>Val Verde</b>
	<b>“Transitioning to Virtual – Farmer and Food Business Perspectives”</b>	
	➤ Mandy Moody, Green City Market	
	➤ Michelle Kenyon, Field to Family Food hub	
	➤ Tony Thompson, New Family Farm & Prudent Produce	
	➤ Sue Beckwith, Texas Center for Local Foods	
	<b>Closing AgSummit Remarks</b>	
	➤ <b>Gary Matteson, Vice President – Farm Credit &amp; Planning Committee Member</b>	
<b>4:30 p.m.</b>	<b>AgSummit Closing Networking Event and Awards Dinner</b>	<b>Windfall Dining Room</b>

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