

NOVEMBER 12-14, 2023

# NATIONAL AGRICULTURAL MARKETING SUMMIT

CULTIVATING CONNECTIONS





CRYSTAL CITY MARRIOTT  
AT REAGAN NATIONAL AIRPORT  
1999 RICHMOND HWY  
ARLINGTON, VA 22202

[agsummit.org](http://agsummit.org)



# TABLE OF CONTENTS

PG 4 AGENDA

## **MONDAY, NOVEMBER 13**

5 FDRS RESEARCH SESSIONS

10 GRANT OPPORTUNITIES AND SEPCIAL  
PROJECTS SESSIONS

12 LUNCH BANQUET & OPENING PLENARY

15 AFTERNOON PLENARY

## **TUESDAY, NOVEMBER 14**

18 MORNING PLENARY

21 AGSUMMIT SESSION TRACKS

22 AGSUMMIT CONCURRENT SESSIONS  
AGENDA

23 CONCURRENT TRACK SESSIONS I

28 CONCURRENT TRACK SESSIONS II

33 CONCURRENT TRACK SESSIONS III

39 CLOSING PLENARY

41 SPONSORS & EXHIBITORS

42 PLANNING COMMITTEE

43 HOTEL MAP & ROOMS

44 THANK YOU AND EVALUTION

WE WOULD LOVE TO HEAR YOUR FEEDBACK!  
PLEASE TAKE A MOMENT AT THE END OF THE  
CONFERENCE TO COMPLETE OUR EVALUATION:



[bit.ly/AgSummit2023](https://bit.ly/AgSummit2023)

# CONFERENCE AGENDA

## SUNDAY, NOVEMBER 12

### PRE-SESSIONS

- FULL DAY** **USDA Regional Food Business Center Meetings**  
Room: Salon D  
*Invitation required*
- 7:00 AM - S-1088 Meeting**  
**2:30 PM** Room: Jefferson
- 8:30 AM - Farmer Veteran Tour**  
**3:00 PM** Organized by Farmer Veteran Coalition  
*Registration required*
- 9:00 AM - FDRS Board Meeting**  
**12:00 PM** Room: Lincoln  
*Registration or invitation required*
- 12:30 PM - MarketMaker Partner Meeting**  
**4:30 PM** Room: Roosevelt

- 3:00 PM - FVC Board Meeting**  
**5:00 PM** Room: Salon F  
*Registration or invitation required*
- 3:00 PM - FVC QPR Mental Health Training**  
**5:00 PM** Room: Jefferson  
*Registration required*
- 3:00 PM - FDRS Student Food Marketing Challenge**  
**5:00 PM** Room: Lincoln

### GENERAL SESSIONS

- 2:00 PM General Registration Opens**  
Room: Foyer
- 5:00 PM - Welcome Reception**  
**7:00 PM** Room: Chesapeake  
Appetizers and cash bar

## MONDAY, NOVEMBER 13

- 7:00 AM Registration Opens**  
Room: Foyer
- 7:00 AM Breakfast**  
Room: Potomac
- 7:00 AM FDRS Business Meeting**  
Room: Lincoln
- 8:00 AM - Food Distribution Research**  
**12:00 PM Society Sessions**  
**& Grant Opportunities and**  
**Special Projects Sessions**  
Rooms: Salons A - F
- 12:00 PM Exhibitor Session**  
Room: Foyer & King
- 12:15 PM Lunch Banquet & Opening Plenary**  
Room: Potomac & Chesapeake  
Hosted by Farmer Veteran Coalition  
**Successful Farming Panel**  
Joshua Morris, Michael Davis, Brandon Breaux
- 2:15 PM Networking & Exhibitor Session**  
Room: Foyer & King
- 2:30 PM Afternoon Plenary**  
Room: Potomac & Chesapeake  
**Fresh Produce Panel**  
Doug Bohr, Diane Mavica, Haile Johnston
- 3:30 PM Exhibitor Session**  
Room: Foyer & King
- 5:00 PM Dinner and Award Ceremony**  
Room: Potomac & Chesapeake  
Cocktails & appetizers, dinner

## TUESDAY, NOVEMBER 14

- 7:30 AM Breakfast**  
Room: Potomac
- 8:30 AM Morning Plenary**  
Room: Potomac & Chesapeake  
**Resilient Community Food Systems Panel**  
Sue Beckwith, Melissa Clampitt, Kelly Dundon,  
Courtney Long, Amy Pieper, Sommer Sibilly
- 9:30 AM Exhibitor Session**  
Room: Foyer & King
- 10:00 AM Concurrent Track Sessions I**  
Rooms: Salons A - F
- 11:15 AM Concurrent Track Sessions II**  
Rooms: Salons A - F
- 12:30 PM Lunch**  
Room: Potomac & Chesapeake
- 1:45 PM Concurrent Track Sessions III**  
Rooms: Salons A - F
- 2:45 PM Exhibitor Session**  
Room: Foyer & King
- 3:00 PM Closing Plenary**  
Room: Potomac & Chesapeake  
**Investing in Regional Food System Transformation**  
Brittney Grother, Saleh Azizi Fardkhales, Colleen  
Matts
- 4:00 PM Closing Reception**  
Room: Potomac

# FDRS RESEARCH SESSIONS

## ORGANIZED SYMPOSIUM

These sessions offer the opportunity for presentations and discussion on a single theme or problem related to the food distribution field. Organized symposia sessions are 1 hour and 30 minutes, and include at least 30 minutes for discussion.

## RESEARCH REPORTS

These sessions are scholarly papers focusing on the results of research efforts. Reports will be evaluated and accepted based on one-page abstracts that describe the research and its relevance to food distribution issues. Presentations of research reports are limited to 15 minutes each, with 5 minutes for Q&A.

## RESEARCH UPDATES

These sessions are synopses of research or educational work either (1) recently completed, (2) in progress, or (3) to be undertaken within the next year. To give an update, submit a maximum one-page description of the update. Presentations of updates are limited to 10 minutes each, with 3 minutes for Q&A.

# FDRS ORGANIZED SYMPOSIUM I

MONDAY, NOVEMBER 13 | 8:00 AM - 9:30 AM | ROOM: SALON A

## USING KEY THEMES TO FRAME REGIONAL FOOD BUSINESS CENTER WORK

**Presenters:** Dawn Thilmann, Lauren Gwin, Libby Christensen, and Martha Sullins

The Northwest Rocky Mountain Food Business Center is a network of six states that will collaborate to elevate the connections, technical assistance and capacity of a diverse and inclusive set of farm- and food-based enterprises operating in regional food supply chains. This panel will share the Center leadership team's vision for building community-guided content and TA over the next 5 years, with hopes to connect with partners, resources and other Centers to elevate that work. One unique aspect of this center is that it will target program delivery to enterprises focused on 4 themes: 1) meat supply chains, 2) food entrepreneurs seeking to scale up, 3) farms leveraging opportunities aligned with new Climate resilient market partners and 4) those considering right size infrastructure investments. We will hear from two of the theme leads on their vision. In addition, there will be a shared governance model with state advisory teams identifying opportunities among their stakeholders. The centralized coordination and co-learning of the proposed Center will facilitate mid- and long-term collaborative investment of diverse expertise, networks, and financial resources across the region. We will also hear from state leaders on how they are seeing their team's efforts come together under the Center's new mission.

# FDRS RESEARCH SESSIONS I

MONDAY, NOVEMBER 13 | 8:00 AM - 9:30 AM

## AGRICULTURAL OUTLOOK AND PRICES

ROOM: SALON B

### RESEARCH REPORT

**Cowpea as a Cash Crop: A Case Study of the Potential Expansion of Cowpea Production in Ghana**

**Authors:** Mohammed Ibrahim, Nalini Pattanaik, James Bukenya and Abdul-Rahman Yussif Seini

**Presenter:** Mohammed Ibrahim, Fort Valley State University, [ibrahimm@fvsu.edu](mailto:ibrahimm@fvsu.edu)

### RESEARCH UPDATE

**Increasing the Productivity of Maize Farmers in Zambia**

**Authors:** Godfrey Ejimakor, Brian Tiberious Etyang, and Oluwafunsho Owoyemi

**Presenter:** Godfrey Ejimakor, North Carolina A&T, [ejimakor@ncat.edu](mailto:ejimakor@ncat.edu)

### RESEARCH UPDATE

**A Systematic Review and Meta-Analysis of the Adoption of Bioengineered Crops by Consumers and Farmers**

**Authors:** Levenson Badio and Samuel Zapataodfrey

**Presenter:** Levenson Badio, Texas A&M University, [levenson.badio@tamu.edu](mailto:levenson.badio@tamu.edu)

### RESEARCH REPORT

**Food Price Inflation in the United State as a Complex Dynamic Economic System**

**Authors/ Presenter:** Faith Parum, Texas A&M University, [faparum@tamu.edu](mailto:faparum@tamu.edu)

# FDRS RESEARCH SESSIONS I

MONDAY, NOVEMBER 13 | 8:00 AM - 9:30 AM

**SPECIALTY  
CROP  
PRODUCTION  
AND  
MARKETING**  
ROOM: SALON C

**RESEARCH UPDATE**

**Wholesale Produce Markets: On-site Infrastructure Assessment**  
**Author/ Presenter:** Kristen Park, Cornell University, [ksp3@cornell.edu](mailto:ksp3@cornell.edu)

**RESEARCH UPDATE**

**Using Machine Learning Methods to Assess Market Integration and Price Transmission in Specialty Crops**  
**Authors:** Xavier Villavicencio, Samuel Zapata and Anderson Xicay  
**Presenter:** Xavier Villavicencio, Texas A&M University, [xavier.villavicencio@ag.tamu.edu](mailto:xavier.villavicencio@ag.tamu.edu)

**RESEARCH UPDATE**

**Economic Feasibility of Establishing a Watermelon Packing Cooperative in Southwest Oklahoma**  
**Authors:** Emmanuel Honny, Lixia H. Lambert, Rodney Holcomb, and Phil Kenkel  
**Presenter:** Emmanuel Honny, Oklahoma State University, [emmanuel.honny@okstate.edu](mailto:emmanuel.honny@okstate.edu)

**RESEARCH UPDATE**

**Economic Feasibility of Novel HLB Control Strategies**  
**Authors:** Anderson Xicay, Samuel Zapata, Kranthi K. Mandadi, Veronica Contreras, and Freddy A. Ibanez-Carrasco  
**Presenter:** Anderson Xicay

**RESEARCH REPORT**

**Intra- and Inter-Temporal Risks in Specialty Crop Producers' Adoption of New Technologies**  
**Authors/ Presenter:** Yefan Nian, [yef.nian@gmail.com](mailto:yef.nian@gmail.com)

**RESEARCH REPORT**

**Identifying an Optimal Farm-to-retail Supply Chain for Blueberry Growers**  
**Author/ Presenter:** Lixia Lambert, Oklahoma State University, [lixia.lambert@okstate.edu](mailto:lixia.lambert@okstate.edu)

**CONSUMER  
ATTITUDES  
AND FACTORS  
AFFECTING  
AGRICULTURAL  
PRODUCE  
PURCHASES**  
ROOM: SALON D

**RESEARCH REPORT**

**A Hypothetical and Real Discrete Choice Experiment of Preferences for Alligator Hide as a Crafting Material**  
**Authors:** Jerrod Penn and Matt Fannin  
**Presenter:** Jerrod Penn, Louisiana State University, [jpenn@agcenter.lsu.edu](mailto:jpenn@agcenter.lsu.edu)

**RESEARCH REPORT**

**Understanding the Goal Meat Consumer and Evolving Habits: Analysis of 2023 Consumer's Survey**  
**Authors:** Mohammed Ibrahim, Nalini Pattanaik, and Benjamin Onyango  
**Presenter:** Mohammed Ibrahim, Fort Valley State University, [ibrahimm@fvsu.edu](mailto:ibrahimm@fvsu.edu)

**RESEARCH UPDATE**

**Measuring Impacts of Label Characteristics on Consumers' Meat Product Preferences using 3-D Eye-Tracking Technology**  
**Authors:** Nicholas Scribner and Rodney Holcomb  
**Presenter:** Nicholas Scribner, [rodney.holcomb@okstate.edu](mailto:rodney.holcomb@okstate.edu)

**RESEARCH REPORT**

**Analysis of Factors Affecting Local Fresh Fruit and Vegetable Purchases**  
**Authors:** Ramu Govindasamy, Zeki Bayramoglu, Shahan Aziz, Ufuk Soysal, and Isaac Vellangany  
**Presenters:** Isaac Vellangany and Ramu Govindasamy, Rutgers University, [govind@sebs.rutgers.edu](mailto:govind@sebs.rutgers.edu)

**RESEARCH REPORT**

**Savor the Flavor: Consumer Preferences Associated with Red Chile**  
**Authors:** Chadelle Robinson and Katie Adams  
**Presenter:** Chadelle Robinson, New Mexico State University, [chadelle@nmsu.edu](mailto:chadelle@nmsu.edu)

FOR MORE INFO:  
[bit.ly/FDRSresearchsessions23](https://bit.ly/FDRSresearchsessions23)



# FDRS RESEARCH SESSIONS I

MONDAY, NOVEMBER 13 | 8:00 AM - 9:30 AM

HEALTH,  
ENVIRONMENTAL  
ISSUES AND  
CONSUMER  
PREFERENCES  
ROOM: SALON E

## RESEARCH UPDATE

Exploration of Sustainable Value Creation: Southern Buyers' Evaluation of Social and Environmental Attributes Associated for Organic, Certified Naturally Grown and Locally Grown Labels

Author/ Presenter: Vanessa P. Shonkwiler, University of Georgia, [v.shonkwiler@uga.edu](mailto:v.shonkwiler@uga.edu)

## RESEARCH UPDATE

Influence of University Branding on Consumers' Willingness to Pay for University Meat Products and Their Perceived Safety

Author/ Presenter: Denver Hinson

## RESEARCH REPORT

How Consumers' Attitudes Towards Health and Environment Affect Their Preferences for Local Food: Evidence from Missouri

Authors: Ye Su and Lan Tran

Presenter: Ye Su, Lincoln University, [suy@lincolnu.edu](mailto:suy@lincolnu.edu)

## RESEARCH REPORT

Consumer Preferences toward Local vs. Carbon: A Study of Value-added Dairy Products

Authors: Azita Varziri, Favour Esene, Shuoli Zhao, and Tim Woods

Presenter: Azita Varziri, University of Kentucky, [azita.varziri@uky.edu](mailto:azita.varziri@uky.edu)

## RESEARCH REPORT

Dietary Choices and Willingness to Pay for Sustainable Farming

Authors: Arbinda Rimal and Samantha Mosier

Presenter: Arbinda Rimal, Missouri State University, [arbindrimal@missouristate.edu](mailto:arbindrimal@missouristate.edu)

# FDRS ORGANIZED SYMPOSIUM II

MONDAY, NOVEMBER 13 | 10:00 AM - 11:30 AM | ROOM: SALON A

## THE OUTLOOK FOR HEMP IN THE U.S. ECONOMY

Presenters: Jane Kolodinsky, Tyler Mark, Yuqing Zheng, and Rebecca Hill

We present research results on market trends, research and economic impact for hemp industries. Consumer demand, impacts on rural economic development, and production trends and opportunities for hemp fiber and grain are included topics. Our symposium connects research from several projects funded by USDA (ERS, AMS, NIFA, USDA Agricultural Experiment Station) and universities (Colorado State University, University of Kentucky, University of Vermont). First, we provide details stated consumer demand for hemp-based products using national survey data. We report on seven categories of products and estimates of consumer awareness, attitude, and purchase behavior. Placed in the conceptual framework of the Theory of Planned Behavior, we report on consumer evoked sets (plan to use in the future) for hemp product categories ranging from food to fiber. Second, we provide information about hemp food products using supermarket scanner data for the years 2012-2020, and describe market trends in U.S. consumer markets as defined by the USDA ERS production regions. We report on number of UPC codes over time, total retail sales by region, and preliminary results using a Difference in Difference approach that estimates how state level marijuana policies impact hemp sales as consumers have salient connections of psychotropic marijuana with our industrial hemp focus. Third, we provide details of IMPLAN analyses of the economic impact of hemp in state economics (Colorado as the first example). This required the building of hemp social accounting matrices, non-existent prior to our study. Information on direct, indirect, and induced effects of several hemp industries are discussed. We also present scenarios where the model is "shocked" by changes in production, manufacturing infrastructure, and land use.

# FDRS RESEARCH SESSIONS II

MONDAY, NOVEMBER 13 | 10:00 AM - 11:30 AM

**LOCAL FOOD  
MARKETING &  
DIGITAL  
RETAILING**  
ROOM: SALON B

## RESEARCH REPORT

**Using 3-D Eye-Tracking Technology to Assess Consumer Interest in Locally Sourced and Processed Meat Products**

**Authors:** Kirsten Hollansworth, Audrey King, Rodney Holcomb, and Dwayne Cartmell

**Presenter:** Kirsten Hollansworth, [rodney.holcomb@okstate.edu](mailto:rodney.holcomb@okstate.edu)

## RESEARCH REPORT

**Connecting with Pennsylvania Winery Tasting Rooms to Understand the Current Challenges to Winery Tasting Room Owners and Operators**

**Authors:** Kathleen M. Kelley, Ramu Govindasamy, Donna Albano, Linda Falcone, Molly Kelly, Claudia Schmidt, Amit Sharma, Jie Li, and Miguel Gomez

**Presenter:** Ramu Govindasamy, Rutgers Univeristy, [govind@sebs.rutgers.edu](mailto:govind@sebs.rutgers.edu)

## RESEARCH UPDATE

**The Digital Pivot: Exploring Credit Card and E-Payment Utilization in Direct-to-Consumer U.S. Agriculture**

**Authors:** Courtney Cooper, Trey Malone, Amanda Thomsen

**Presenter:** Courtney Cooper University of Arkansas, [cfcooper@uark.edu](mailto:cfcooper@uark.edu)

## RESEARCH UPDATE

**Farmers and Consumers Connecting through Digital Food Retailing**

**Authors:** Simon Somogyi, Texas A&M University, [simon.somogyi@ag.tamu.edu](mailto:simon.somogyi@ag.tamu.edu)

## RESEARCH REPORT

**Characteristics of State-Sponsored Local Food Marketing Program Members and Their Satisfaction with the Program: A Case in Missouri**

**Author/ Presenter:** Ye Su, Lincoln University Missouri, [SuY@lincolnu.edu](mailto:SuY@lincolnu.edu)

**AGRICULTURAL  
SUPPLY CHAINS:  
ECONOMIC AND  
SOCIAL  
IMPLICATIONS**  
ROOM: SALON C

## RESEARCH UPDATE

**Assessing the Impacts of Produce Distribution for Small, Beginning, & Socially Disadvantaged Farmers**

**Authors:** Sarah Bermingham, Kimberly Kasper & Sara Poggi Davis

**Presenter:** Sarah Bermingham, Tufts University, [sarah.bermingham@tufts.edu](mailto:sarah.bermingham@tufts.edu)

## RESEARCH UPDATE

**Risks and Opportunities of Coffee Cooperatives in Latin America: A Comparative Analysis of Cooperatives in Peru, Mexico, and Costa Rica**

**Authors:** Margarita M Velandia, Carlos Trejo-Pech, Roselia Servin-Juarez, Maria de los Angeles Franco-Escobar and Fernando Saenz-Segura

**Presenter:** Margarita Velandia, University of Tennessee Knoxville, [mvelandi@utk.edu](mailto:mvelandi@utk.edu)

## RESEARCH UPDATE

**Piloting Blockchain Technology for Food Safety and Supply Chain Transparency**

**Authors:** Jon C. Phillips, Honggang Wang, Nhi Nguyen, Yi (Fionna) Xie, and Clare Corley

**Presenter:** Jon C. Phillips, Cal Poly Pomona, [jcphillips@cpp.edu](mailto:jcphillips@cpp.edu)

## RESEARCH UPDATE

**Strategies for Improving Nutritional Quality Along the Food Supply Chain**

**Authors:** Tim Woods and Jane Eastham

**Presenter:** Tim Woods, University of Kentucky, [tim.woods@uky.edu](mailto:tim.woods@uky.edu)

## RESEARCH REPORT

**Predicting Firm Diversification in Agri-Food Value Chains**

**Author/ Presenter:** Andrew Stevens, University of Wisconsin-Madison, [awstevens@wisc.edu](mailto:awstevens@wisc.edu)



# FDRS RESEARCH SESSIONS II

MONDAY, NOVEMBER 13 | 10:00 AM - 11:30 AM

COMMUNITY,  
FOOD AND  
AGRICULTURAL  
SYSTEMS  
LINKAGES  
ROOM: SALON D

## RESEARCH UPDATE

**Strengthening California Food Networks with Agritourism and Direct Sales**

**Author/ Presenter:** Rachael Callahan

## RESEARCH REPORT

**Understanding Consumer Values of CSA Subscribers**

**Authors:** Jairus James Rossi and Tim Woods

**Presenter:** Jairus James Rossi, [jairusrossi@gmail.com](mailto:jairusrossi@gmail.com)

## RESEARCH REPORT

**Strategic Alliances in the Grass-fed Beef Industry. Lessons from a Producer Survey**

**Authors:** Maria Bampasidou, Jerrod Penn and Guillermo Scaglia

**Presenter:** Maria Bampasidou, Louisiana State University, [mbampasidou@agcenter.lsu.edu](mailto:mbampasidou@agcenter.lsu.edu)

## RESEARCH UPDATE

**Many Hats: Creating an Updated Toolkit for New and Established Food Hub Operators**

**Authors:** Noel Bielaczyc and Claire Whitehouse

**Presenter:** Noel Bielaczyc, Michigan State University, [bielacz1@msu.edu](mailto:bielacz1@msu.edu)

## RESEARCH UPDATE

**Wholesale Scaling Curriculum: Core Competencies in Serving BIPOC Producers**

**Authors:** Maria Graziani and Rodney Holcomb

**Presenter:** Maria Graziani, [rodney.holcomb@okstate.edu](mailto:rodney.holcomb@okstate.edu)

AGRICULTURAL  
POLICY AND  
ECONOMIC  
IMPACTS

ROOM: SALON E

## RESEARCH REPORT

**Advancing Regional Strategies for Food System Work: A Scoping Review of Regional Governance**

**Authors:** Aiden Irish, Jill K. Clark, Becca B. R. Jablonski, Karen Bassarab, Madison Kase, and Abby Long

**Presenters:** Jill Clark and Becca B. R. Jablonski, Colorado State University

## RESEARCH UPDATE

**Prop 12 Premium: An Analysis of Proposition 12's Impact on California Pork Prices**

**Author/ Presenter:** Hannah Hawkins, [hannah.hawkins@usda.gov](mailto:hannah.hawkins@usda.gov)

## RESEARCH REPORT

**Stringent Genetic Engineered Regulations: Implications of U.S. Trade in Live Animals**

**Author/ Presenters:** Nicholas Amoah, North Carolina A&T, [nmamoah@aggies.ncat.edu](mailto:nmamoah@aggies.ncat.edu)

## RESEARCH REPORT

**Economic Contribution of Arkansas Veteranarian Practices as a Rural Anchor Point**

**Authors:** Matthew Blevins and Jacob Manlove

**Presenter:** Matthew Blevins, Arkansas State University, [matthew.blevins1@smail.astate.edu](mailto:matthew.blevins1@smail.astate.edu)

WE WOULD LOVE TO HEAR YOUR FEEDBACK!  
PLEASE TAKE A MOMENT AT THE END OF THE  
CONFERENCE TO COMPLETE OUR EVALUATION:

[bit.ly/AgSummit2023](https://bit.ly/AgSummit2023)



# GRANT OPPORTUNITIES AND SPECIAL PROJECTS

MONDAY, NOVEMBER 13 | ROOM: SALON F

**8:00 AM**

## FARE IDAHO - 501C6 TRADE ASSOCIATION STRUCTURED AROUND THE IDAHO FOOD SYSTEM

**8:00 AM | 1-HOUR SESSION | ROOM: SALON F**

FARE (Food, Agriculture, Restaurants, Establishments) Idaho is potentially the first nonprofit, trade association structured around the local food system in the United States. Born out of the COVID-19 pandemic, in March of 2020, FARE Idaho supports independent businesses across all sectors of the food system and its membership includes family farms, ranches, food/beverage producers, restaurants, beverage establishments, and retail grocers.

**Katie Baker**

Executive Director  
FARE Idaho  
[katie@fareidaho.org](mailto:katie@fareidaho.org)

**Colette DePhelps**

Area Extension Educator – Community Food Systems  
University of Idaho  
[cdephelps@uidaho.edu](mailto:cdephelps@uidaho.edu)

**9:00 AM**

## BROADENING MARKET OPPORTUNITIES FOR SMALL TO MID-SIZE PRODUCERS

**9:00 AM | 1-HOUR SESSION | ROOM: SALON F**

Unprecedented opportunity exists for small and medium sized vegetable farmers across the country today. A shortage of water and labor in traditional vegetable producing regions, combined with high cost of packaging and shipping and the public support for local produce has made vegetable production viable in many parts of the country again. Yet the high cost of purchasing farmland, and establishing a vertically integrated farm that grows, packs and sells its own produce is challenging for many new or limited resource farmers. I want to explore a wide range of options for these farmers from leasing land, working for another farm, producing for another farm, combining employment and production, and partnering with another producer or producers. I will explore contractual farming agreements, including land leasing, buy/sell contracts, custom farming and joint ventures and how best to benefit and protect all parties.

**Michael O'Gorman**

Principal  
Michael O'Gorman Farming  
[michaelpogorman@gmail.com](mailto:michaelpogorman@gmail.com)

**10:00 AM**

## RURAL DEVELOPMENT VALUE ADDED PRODUCER GRANTS

**SPONSOR PRESENTATION | 10:00 AM | 1-HOUR SESSION | ROOM: SALON F**

USDA Rural Development National Office staff will be on hand to present program basics on the Value-Added Producer Grant (VAPG) and Rural Energy for America Program (REAP). The session will include a discussion into the program purposes, project eligibility and applicant eligibility of both programs. In addition, the Rural Development staff will provide program updates about the upcoming application cycles. The session will conclude with a Question-and-Answer session.

**Greg York**

Business Loan and Grant Analyst  
USDA, Rural Development, National Office  
[gregory.york@usda.gov](mailto:gregory.york@usda.gov)

# GRANT OPPORTUNITIES AND SPECIAL PROJECTS

MONDAY, NOVEMBER 13 | ROOM: SALON F

11:00 AM

## ANALYZING USDA AMS GRANT PROGRAMS IMPACT ON UNDERINVESTED COMMUNITIES, EMPHASIZING BLACK INDIGENOUS PEOPLE OF COLOR: NATIONWIDE DATA AND REGIONAL DISPARITIES

11:00 AM | 1-HOUR SESSION | ROOM: SALON F

The USDA Agricultural Marketing Service (AMS) aims to foster economic development for communities and commodities by making grant programs accessible to diverse agricultural stakeholders, including farmers, ranchers, fishers, and businesses. In collaboration with the University of Maryland Eastern Shore and Florida A&M University, AMS is conducting a project to understand the challenges faced by underinvested communities, especially BIPOC farmers, ranchers, fishers, and businesses in accessing AMS grants and rebuilding trust with the USDA. This initiative includes comprehensive focus groups and interviews nationwide. In this presentation, we will share preliminary findings, emphasizing regional disparities. Attendees will gain insights into our data analysis strategies. To facilitate this effort, the agency has established a collaboration with the University of Maryland Eastern Shore and Florida A&M University. Together, they are undertaking a project that prioritizes the voices of underserved individuals and communities, aiming to learn from their experiences. This project's primary goal is to assess the obstacles that hinder underserved communities, particularly BIPOC farmers and farmers' organizations, from successfully applying for AMS grant opportunities. Additionally, the project recognizes the importance of rebuilding trust and confidence between these communities and the USDA. Efforts to rectify disparities in program access are a crucial part of this initiative.

### Virginie Zoumenou, PhD

Nutrition and Health Program Director- Certified Program Evaluator  
University of Maryland Eastern Shore  
[vmzoumenou@umes.edu](mailto:vmzoumenou@umes.edu)

## Agricultural Marketing Resource Center

A national information resource for value-added agriculture



Our mission is to provide independent producers and processors with critical information needed to build successful value-added agricultural enterprises.

Find information and resources on:

- Commodities & Products
- Business Development
- Food Industry
- Renewable Energy
- National Directories
- Curriculum



[agmrc.org](https://agmrc.org)

# LUNCH BANQUET & OPENING PLENARY

MONDAY, NOVEMBER 13 | 12:15 PM | ROOM: POTOMAC & CHESAPEAKE



**INTRODUCTIONS BY —**

**GARY MATTESON**

**FARM CREDIT** | [farmcredit.com](http://farmcredit.com)

Gary Matteson works for Farm Credit's trade association in Washington, DC as Senior Vice President, Beginning Farmer Programs and Outreach. This includes policy work on local foods, sustainable agriculture, and direct-to-consumer agriculture. He is an advocate for young, beginning, small, and minority farmer outreach programs. This includes work on emerging opportunities in local foods, direct-to-consumer agriculture, and generational transition of farm businesses. He has researched, designed curricula, and taught financial and business planning skills for more than fifteen years to thousands of beginning farmers in conferences, seminars, webinars, and college classrooms. Mr. Matteson specializes in making basic business concepts approachable and relevant to beginning farmers. For thirty years Gary was a small farmer raising greenhouse wholesale cut flowers marketed in the Northeast and beef cattle for local sales. He has served on numerous boards of directors including Farm Credit, Farmer Veteran Coalition, Farmers Market Coalition, and many other non-profits.



**INTRODUCTIONS BY —**

**MONSHI RAM RAMDASS**

**OFFICE OF PARTNERSHIPS AND PUBLIC ENGAGEMENT** | [usda.gov/partnerships](http://usda.gov/partnerships)

Monshi Ramdass serves as the Military Veterans Agricultural Liaison (MVAL) at the Department of Agriculture, Office of Partnerships and Public Engagement, Office of the Secretary. In this role he serves as the MVAL and establishes effective partnerships with Federal Agencies, state and local government, faith-based organizations, and non-profits. In addition, he aids veteran beginning farmers and ranchers by providing customer friendly and responsive service based on their unique needs. In addition, he provides expert information to Veterans, Transitioning Service Members, and Military Spouses in regard to employment, education, and entrepreneurship. Since 2010, he has served at USDA in various capacities and positions. In addition, he served as the USDA Director of Diversity and Inclusion, USDA Veterans Employment Program Officer (VEPO), and Florida Communities of Prosperity Liaison. Prior to serving at USDA, Mr. Ramdass worked at the Defense Intelligence Agency (DIA) as a Diversity and Inclusion Specialist and Special Emphasis Program Manager that instituted the Special Emphasis Program for the DIA. Before DIA, Mr. Ramdass served in the U.S. Army as a combat medic from 1984-2007. He retired as a Command Sergeant Major (CSM). Mr. Ramdass is married to Lisa M. Ramdass and they have a beautiful daughter Asha R. Ramdass. Awards and recognitions many.



**JEANETTE LOMBARDO**

**FARMER VETERAN COALITION** | [farmvetco.org](http://farmvetco.org)

Jeanette Lombardo's passion and life experiences have uniquely prepared her to lead Farmer Veteran Coalition. Born in Wiesbaden, Germany, while her father served in the U.S. Air Force, she was raised on her family's multi-generational farm outside Erie, Pennsylvania. Jeanette spent multiple decades in the agriculture financing industry before founding California Food and Agribusiness Advocates whose mission was to improve policy decisions for farmers in the areas of water, land use, crop protection tools, and international trade. Additionally, during this time Jeanette co-founded and serves as Chief Strategic Officer for Global Water Innovations, Inc., a desalination technology company that creates innovative water solutions for the agricultural sector. Over the course of her career, Jeanette has received appointments at the federal and state level including to the U.S. Environmental Protection Agency's Farmer, Rancher, and Rural Communities Committee, the USDA's FSA's Agricultural Technical Advisory Committee for Trade, and the State of California Environmental Protection Agency's Los Angeles Regional Water Quality Control Board. Jeanette also belongs to and has served on several agricultural association boards including President for California Women for Agriculture and American Agri-Women.



## LAWRENCE RHONE

FARMER VETERAN COALITION | [farmvetco.org](http://farmvetco.org)

Lawrence Rhone is a Fayetteville, North Carolina, native and Army veteran who served during both the Cold War and Gulf War eras in field artillery as a forward observer which included directing close air support. In addition to his time spent sending rounds down range, Lawrence also became a Defense Language Institute certified translator of the German language and remains proficient as a simultaneous translator. Lawrence is also an Office of General Counsel accredited Claims Representative, a member of the National Organization of Veteran's Advocates (NOVA), and in August 2021, he was appointed to the Advisory Council on Vocational Rehabilitation by the Secretary of the Veteran's Administration in Washington, D.C. At FVC, Lawrence serves as a project manager which allows him to share his deep knowledge base on both the veteran and agriculture fronts, particularly on grant-related work in addition to other agriculture career-focused programs and initiatives. Lawrence and his wife operate Rhone's Farm & Retreat LLC in Flaxville, Montana, a veterans solution resource where they provide firsthand insight into the journey of acquiring, establishing, and sustaining a veteran-owned, conservation oriented, organic practicing, farm and ranch operation.



## MIKE REYNOLDS

HERO AGRICULTURE | [heroag.com](http://heroag.com)

While deployed to Iraq in 2009, Mike sustained multiple injuries and was forced to retire after being found "Unfit for Duty." During his long journey to recovery, he found renewed purpose through farming. HERO Agriculture is Mike's vision. Many people supported his recovery and successful transition to farming. He created HERO Agriculture to support other Veterans in the same way. Mike lives in Calhoun, Georgia, where he and his wife, Kim, operate their 82-acre farm with their children, Katie and Camden.

## SUCCESSFUL FARMING PANEL

How do you start your farming and ranching operations? Come learn from these Farmer Veteran Coalition Veteran members as they discuss the success and challenges they have faced as beginning farmers and ranchers and how FVC has been a part of their journey!

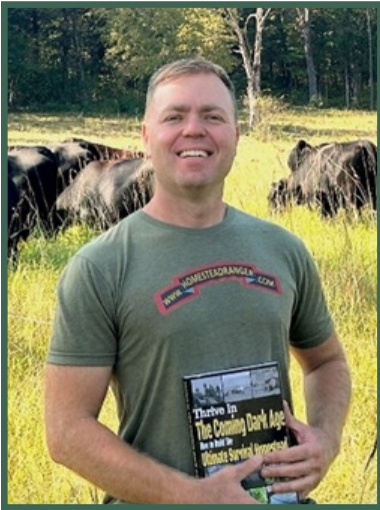


FACILITATED BY \_\_\_\_\_

## MARK BOWEN

FARMER VETERAN COALITION | [farmvetco.org](http://farmvetco.org)

Mark Bowen helped found the FVC Vermont Chapter and later served as president for several years. He currently serves on the Farmer Veteran Coalition's National Board of Directors. For over 20 years he's owned and operated Meadowdale Farm. After active-duty Mark returned to Vermont and started a portable sawmill and logging business. His focus was on finding adaptive ways to accommodate his service-connected disability, while also being efficient because of the off-farm commitment serving in the National Guard takes. As the farm became more diversified and grew in size, he began to redesign agricultural, forestry, and construction practices to successfully accommodate both needs. Now based out of the Appalachian mountains of east Tennessee, together with his wife and son they're focused on not only developing their own profitable agroforestry systems, but also offering consulting services for beginning farmers and homesteaders.



PANELIST —————

## JOSHUA MORRIS

HOMESTEAD RANGER | [homesteadranger.com](http://homesteadranger.com)

### Fellowship Fund & Geared to Give Success

Joshua Morris spent a career in the U.S. Army Infantry doing every job from rifleman to Ranger instructor to Infantry company commander, served in the 1st Ranger Battalion, 173rd Airborne, and did multiple deployments including parachuting into Iraq in March of 2003 for Operation Iraqi Freedom. Joshua has a BA in History and an MS in Engineering. Joshua and his wife own and operate Cold Spring Farm, LLC, on 360 acres in the heart of the Missouri Ozarks. They raise registered Black Angus beef cattle, registered Boer goats, as well as producing high quality grass hay and hardwood timber. Cold Spring Farm, LLC received a \$1000 gift card from tractor supply and two hay implements from Kubota's Geared to Give program, with a retail value of over \$50,000, effectively saving their hay operation in the face of rising costs and recurring drought. Joshua recently published a #1 new bestseller on Amazon which describes much of his transition from the fields of combat to the fields of his farm, titled "Thrive in the Coming Dark Age: How to build the Ultimate Survival Homestead." He also runs a farming and homesteading website.



PANELIST —————

## MICHAEL DAVIS

SWEET DOE DAIRY | [sweetdoedairy.com](http://sweetdoedairy.com)

### Homegrown by Heroes Success

Michael Davis is the founder of Sweet Doe Dairy in Central Vermont, which pioneered premium farmstead goat milk gelato with its signature product, Sweet Doe Gelato. Michael is a United States Navy veteran, having served two deployments to the Persian Gulf in the mid-1990s as a Minesweeping and Degaussing Electrician. Prior to building Sweet Doe Dairy in 2013, Michael volunteered for two years in livestock at Stone Barns Center for Food and Agriculture in NY and learned sheep dairying in Spooner Station, WI. Michael says that the Homegrown By Heroes logo on his packaging has often enticed new consumers to try his gelato, knowing that they are supporting a military veteran, and says "once they try it, they never go back."



PANELIST —————

## BRANDON BREAUX

COCKEYED FARMS | [cockeyedfarms.com](http://cockeyedfarms.com)

### MarketMaker Success

Brandon and his wife, Lauren own Cockeyed Farms; the first American Elderberry Farm (Certified Organic and/or Sustainable) in the state of Louisiana providing locally grown elderberry and elderflower products. He was deployed as an enlisted soldier to Germany in the infantry. He then transitioned to Warrant Officer and deployed to Iraq for one (1) year as an OH-58D Scout Attack Helicopter Pilot. Deployment OIF 09-11. Shortly upon his return, he began experiencing severe cluster headaches in addition to multiple Gulf War Syndromes, resulting in his medical retirement and permanent grounding from flying. Working toward a better good was why Brandon joined the Army, and improving his community with what he does now is no different. The quick thinking and adapting to the constant changes that confront a farmer mirrors the skills and training he obtained over his almost nine years of service. Becoming medically retired and having to research the immense impact of his diet and

particularly the quality of food he was consuming, fixated his attention on growing his own food. After learning that what he was growing was in short supply, and primarily came from overseas (even though it grows native throughout the USA) he was enriched with a new sense of purpose and meaning. They quickly realized the amount of time and energy involved in this type of work, but most importantly the amount of financial expense to get established. Researching the programs available for transitioning veterans into agriculture he found mostly false advertising and fluff. When learning about FVC and the work they were accomplishing on a national level, Lauren and Brandon decided to assist in the establishment of a Farmer Veteran Coalition local chapter in Louisiana in order to help those within their state experiencing the same struggles. They also utilize the MarketMaker platform and Homegrown By Heroes label to market their products successfully.

# AFTERNOON PLENARY

MONDAY, NOVEMBER 13 | 2:30 PM | ROOM: POTOMAC & CHESAPEAKE

## FRESH PRODUCE PANEL

This session explores industry initiatives to improve sustainability and resiliency of local and regional food systems through enhanced supplier diversity.

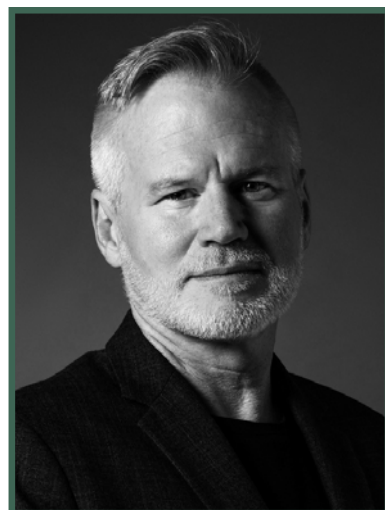


**FACILITATED BY —**

### RON RAINEY

**UNIVERSITY OF ARKANSAS SYSTEM DIVISION OF AGRICULTURE** | [uada.edu](http://uada.edu)  
Assistant Vice President and Professor

Dr. Ron Rainey serves as Assistant Vice President and Professor for the University of Arkansas System Division of Agriculture. As an administrator, he provides collaborative leadership to diversity, equity, and inclusion efforts; broadband expansion; value-added entrepreneurship; and enhanced collaboration across research, teaching and extension mission areas. Within the Division, he provides leadership to two academic units—Center for Agriculture and Rural Sustainability and the Southern Risk Management Education Center (SRMEC). SRMEC serves the southern region — 13 states and two territories— delivering education that strives to empower producers to manage agricultural risks.



**PANELIST —**

### DOUGLAS BOHR

**INTERNATIONAL FRESH PRODUCE ASSOCIATION** | [freshproduce.com](http://freshproduce.com)

Douglas Bohr is the Chief Education and Programs Officer for the International Fresh Produce Association, which represents members worldwide across the full fresh fruit and vegetable supply, from farm to consumer. In this role, he is responsible for designing programs and events that advance IFPA's vision to create a vibrant future for all. This includes leading IFPA's Talent and Diversity, Equity, and Inclusion portfolios, which prioritizes educating ourselves and our industry, leading inclusive talent attraction and development initiatives, and championing supplier diversity and sourcing efforts on behalf of our industry. Doug is an experienced leader in the nonprofit sector, overseeing strategic programs and collaborative initiatives to find practical solutions and have enduring impact on the people and communities they serve. Prior to joining IFPA, Doug served as a program director and officer of The Pew Charitable Trusts.



**PANELIST —**

### HAILE JOHNSTON

**THE COMMON MARKET** | [thecommonmarket.org](http://thecommonmarket.org)  
Co-Founder and Chief Development Officer

Haile Johnston, a father of four children, works to improve the vitality of rural and urban communities through food systems reform. Along with his wife Tatiana, he is the Co-Director and a founder of The Common Market, a nonprofit distribution enterprise that connects communities to good food from sustainable family farms. Founded in Philadelphia to serve the Mid-Atlantic States, the model has recently replicated to serve communities and farmers in Georgia, Alabama, Texas, and Chicago. Haile is a graduate of the University of Pennsylvania's Wharton School of Business where he concentrated in entrepreneurial management and is proud to have served as a Food and Community Fellow with the Institute for Agriculture and Trade Policy. Haile is a Draper Richards Kaplan Foundation Entrepreneur, the recent past Board Chair of the National Farm to School Network, and a Co-Founder of the Castanea Fellowship.



## PANELIST

### DIANE MAVICA

STANFORD UNIVERSITY RESIDENTIAL & DINING ENTERPRISES | [rde.stanford.edu](https://rde.stanford.edu)

Diane Mavica is Associate Director Vendor Management & Contracts at [Stanford University Residential & Dining Enterprises](https://rde.stanford.edu), where she has worked for 10 years. Diane is honored to be a leader in a food-centric, innovative, and creative community, as her core beliefs are deeply rooted in healthy, equitable and diverse food systems, because of their direct impacts on human and planetary health. In her role, she dedicates her work to influencing small and large produce growers, livestock producers, and food manufacturing companies to provide healthy, diverse, and sustainable products. Over the years, she and her R&DE procurement colleagues have made a significant impact on inspiring industry decision-makers to scale sustainable food production, with the intentional strategy of anchoring large-scale purchasing through distribution networks. During her 25-year career in a wide array of key management roles, Diane has redesigned traditional distribution norms, built direct manufacturer relationships -- fusing them into creative distribution models. She has negotiated aggressive multi-million-dollar procurement deals for food and beverage companies, her sole proprietorship and large-scale university foodservice programs. She has played a critical role in new concept development as well, from ideation to implementation for retail cafes, restaurants, and commissaries. This work incorporates development of diverse supplier programs, collaboration with talented culinary teams, increased production efficiency, and negotiating substantial cost avoidances. As an influencer based in Menlo Park, CA, she has forged strategic relationships throughout the San Francisco Bay Area, and across national foodservice and college and university networks. She contributes business development efforts for the pioneering Menus of Change University Research Collaborative and Stanford Food Institute (SFI) MCURC ([moccollaborative.org](https://moccollaborative.org)), R&DE - Stanford Food Institute | Stanford R&DE. Diane co-leads a Black Farmer Purchasing Program & Research Initiative for SFI, with passion to change the trajectory of black farmers' equity in American wholesale foodservice supply chains, this work is framed in [Equitable Harvest - Black Farmers | Stanford R&DE](#) including two resource toolkits for Black Farmers & Institutional Buyers to collaborate. Her advocacy work in building a network for Black farmers led to an opportunity to participate with Stanford's Office of Community Engagement as a member of their Equity Forward Anchor Network and Stanford's Financial Management Service Supplier Diversity Community. She is also a member of International Fresh Produce Association's DEI committee. Outside of work, as a community organizer, her grassroots efforts founded a family network of over 1,200 families in Menlo Park, Ca to create a supportive and thriving family neighborhood centered around food-focused events. Her tenacity tackled serious city crime issues, and the result was galvanizing a neighborhood-led comprehensive solution that the City Council adopted, in turn changing a City ordinance in lightning speed. This effort reduced crime and provided safer neighborhoods for both families and the small businesses community to thrive and grow. Food encapsulates Diane's life--being married to an executive chef and growing two foodie sons, who are now incredible young men pursuing their own academic and professional careers.

## 2023 NOTES

### FOOD FOR THOUGHT:

- **What is one takeaway you have had so far from the conference sessions?**





# FARM CREDIT

**COMMITTED TO RURAL  
COMMUNITIES AND AGRICULTURE**

At Farm Credit, we are dedicated to work in partnership with our customers—as we have for more than 100 years.

# MORNING PLENARY

TUESDAY, NOVEMBER 14 | 8:30 AM | ROOM: POTOMAC

## RESILIENT COMMUNITY FOOD SYSTEMS: A PANEL DISCUSSION ON IMPACTS, RELATIONSHIPS, AND VALUES

This plenary will include a panel of food system practitioners from 5 different communities nationwide sharing perspectives on impacts, relationships and community values related to natural disasters and COVID-19. Please join us to discuss place-based initiatives and goals around increasing resilience for our community food systems.



FACILITATED BY ———

### COURTNEY LONG

IOWA STATE UNIVERSITY EXTENSION AND OUTREACH | [extension.iastate.edu/ffed](https://extension.iastate.edu/ffed)

Courtney Long, PhD, is the co-director of the Agricultural and Marketing Resource Center, and Manager of the Food Systems program at Iowa State University Extension and Outreach. Courtney has worked in food systems for over 10 years. She seeks to understand the intersectionality of community and food systems, ranging from production and value-added businesses to food access and place-making through food. Much of her work connects to initial assessment and understanding of the underlying aspects of community in relation to food. Her work includes facilitation and community support for developing community food systems as well as research related to identified priorities and creating dynamic teams for technical support. Long's doctoral research included understanding resilient food systems and impacts from COVID and natural disasters within five different states, including: place-based community capacity for responding to disasters; population support for local farm and food businesses; and Land Grant Universities' roles in supporting efforts for resilient food systems.



PANELIST ———

### SUE BECKWITH

TEXAS CENTER FOR LOCAL FOOD | [texaslocalfood.org](https://texaslocalfood.org)

Sue Beckwith is the Executive Director of the Texas Center for Local Food (TCLF). TCLF collaborates with organizations across Texas and the U.S. to develop local food enterprises that support Texas sustainable agriculture and rural job creation. TCLF provides online farmer and farmers market peer-to-peer training through TXFED.org, provides direct technical services to farmers markets to accept SNAP, and to farmers to enhance their market access and profitability. TCLF also leads local food system resilience work in Bastrop County Texas and is developing the Bastrop County Local Food Action Plan to be completed in 2024. Sue is a former farmer, past president of Texas Organic Farmers and Gardeners Association and was the start up project manager for Word's Best Eggs, sold throughout Texas and for Coyote Creek Organic Feed Mill, the only certified organic commercial feed mill in Texas. She lives in Elgin, Texas.



PANELIST ———

### MELISSA CLAMPITT

UNIVERSITY OF ALASKA FAIRBANKS COOPERATIVE EXTENSION SERVICE | [uaf.edu/ces](https://uaf.edu/ces)

Melissa Clampitt is a program coordinator for the University of Alaska Fairbanks Cooperative Extension Service. With health equity as her framework, she focuses on healthy living within the food system and works to ensure proper education and support exists for food access and distribution. She is passionate about educating the community and the state in healthy practices ensuring a sustainable and resilient local, statewide, and global food system.

MORNING PLENARY, CONTINUED



PANELIST

**KELLY DUNDON**

[kdundon711@gmail.com](mailto:kdundon711@gmail.com)

Kelly Dundon is a researcher and advocate for resilient local food systems and farmer mental health in Northwest Arkansas. Kelly works with farmers and food systems leaders to understand the unique needs and challenges faced by Arkansas farmers to develop robust and equitable local food systems. As a licensed psychotherapist, Kelly is interested in supporting the mental health of farmers especially amidst our changing climate. In partnership with the Agricultural Marketing Resource Center, Kelly plans to develop a dedicated network of mental health professionals who are trained and qualified to assess and treat farmers who may be suffering from mental health issues and provide them with emotional support and case management. This initiative will be supported by dynamic and specific training that will enhance mental health professionals' understanding of farming life, extreme weather events, and food justice.



PANELIST

**AMY PIEPER**

**IOWA STATE UNIVERSITY EXTENSION AND OUTREACH** | [extension.iastate.edu/marshall](https://extension.iastate.edu/marshall)

Amy Pieper is the Marshall County Director for Iowa State University Extension and Outreach. Amy has been involved in community outreach and developing partnerships to grow resources for all Iowans. She has dedicated over 10 years of service to Extension and Outreach where she has fostered a number of partnerships for her office and community. One of her most principal partnerships to date has been "Feed Marshall County". This coalition is a team of committed community leaders who strive to fight food insecurity in Marshall County. Amy is looking forward to telling Marshall County's story and learning from others, in order to build a "Strong Iowa".



PANELIST

**SOMMER SIBILLY-BROWN**

**VIRGIN ISLANDS GOOD FOOD COALITION** | [goodfoodvi.org](https://goodfoodvi.org)

Sommer Sibilly-Brown is a Local Foods System Advocate and the Founder and Executive Director of the Virgin Islands Good Food Coalition, Inc (VIGFC). Sommer has taken courses at the University of the Virgin Islands, Walden University, and the University of Phoenix. She has completed Iowa State's Local Food Leader and Community Food System Program. Ms. Sibilly-Brown has also served as the Education Coordinator for ST. Croix Landmarks Society, Farm to School Program Manager for the Virgin Islands Department of Education. She also serves as a consultant for The Outside, an organization whose primary focus is on Systems change centered in Equity. She lost her super power as ideation. Sommer is strategic in thinking, a facilitator and project manager. She is Vice President of Community First Board, Serves a member of the St. Croix Foundation, Non-profit consortium board and the National Farm to School Network Advisory Board.



TO DONATE TO FVC:



APPLICATIONS OPEN JAN. 3, 2024

## FELLOWSHIP FUND

The Farmer Veteran Coalition Fellowship Fund program awards grants of \$1,000 to \$5,000 to farmer veterans to assist them in their agricultural operations.\*

FVC cultivates a new generation of farmers and food leaders through the collaboration of the farming and military communities.



\*For large or corporate donations, please contact [abbie@farmvetco.org](mailto:abbie@farmvetco.org)

855-FVC-FARM

[SUPPORT@FARMVETCO.ORG](mailto:SUPPORT@FARMVETCO.ORG)

[FARMVETCO.ORG](http://FARMVETCO.ORG)

TUESDAY, NOVEMBER 14

# AGSUMMIT SESSION TRACKS

TUESDAY, NOVEMBER 14

## **DIRECT MARKETS AND COMMUNITY SUPPORT | ROOM: SALON A**

This track explores the connection between direct-to-consumer markets and the relationship with the broader community. Presenters will discuss their practices within businesses and organizations that have guided the food market structure. This also includes discussions on equity and inclusion through a myriad of perspectives including ethnicity, social, market channels, and scale of production.

## **MARKETING AND BUSINESS INNOVATION | ROOM: ALON B**

This track highlights the technological adaptations and advancements in agricultural marketing, business development and sustainability. Topics may address strategies to pivot online, creative sales platforms, new business services, dynamic business models and unique customer engagement techniques. These presentations will explore alternate and successful strategies across the dynamic food marketing and business sector.

## **BUILDING PARTNERSHIPS AND COMMUNITY COLLABORATION | ROOM: SALON C**

This track features high impact efforts related to agriculture entrepreneurship or food systems development that were successful, in part, to partnerships and collaborations. Sessions will share efforts to promote and involve public/ private partnerships and non-traditional collaborations.

## **MARKET RESEARCH, TRENDS, AND IMPACT | ROOM: SALON D**

This track explores emerging trends and data analytics across agriculture and food markets which detail new resources and advancements across the industry. Discussions will include applicability of market data whether through visualization, feasibility, and research, and/or stakeholder empowerment with data collection methodologies.

## **SUCCESSFUL APPROACHES TO MANAGING MARKETING RISK | ROOM: SALON E SPONSORED BY EXTENSION RISK MANAGEMENT EDUCATION**

This track explores emerging trends and data analytics across agriculture and food markets which detail new resources and advancements across the industry. Discussions will include applicability of market data whether through visualization, feasibility, and research, and/or stakeholder empowerment with data collection methodologies.

## **PRODUCTION PRACTICES | ROOM: SALON F SPONSORED BY FARMER VETERAN COALITION**

Veterans and non-veterans are welcome to hear industry experts talk about leading practices in the fields of beekeeping, livestock production, and urban agriculture. Topics include best practices, challenges faced by veterans in agriculture, and available resources.

WE WOULD LOVE TO HEAR YOUR FEEDBACK!  
PLEASE TAKE A MOMENT AT THE END OF THE  
CONFERENCE TO COMPLETE OUR EVALUATION:

[bit.ly/AgSummit2023](https://bit.ly/AgSummit2023)



# AG SUMMIT CONCURRENT SESSIONS

## CONCURRENT SESSIONS I 10:00 AM

### DIRECT MARKETS AND COMMUNITY SUPPORT

ROOM: SALON A

**The Dating Game of Market Matchmaking: Nurturing Agri-business Relationships**  
Kaitlyn Sirna

**Mobile Produce Markets: Essential Infrastructure for a Responsive, Resilient, and Equitable Food System**  
Leah Vermont, Pamela Hess, Elyse Guidas, Roberta Cosentino

**Creating a Statewide Network to Support CSA Farmers and Organizations**  
Kelly McClelland, Garrett Ziegler

### MARKETING AND BUSINESS INNOVATION

ROOM: SALON B

**Okay, You're a Certified Veteran Business; Now What?**  
Annette Stevenson

**Ecommerce for Farmers and Small Businesses: Keys to Success**  
Sydney Hadacek

**Increasing Farm Viability through One-to-One Business Technical Assistance**  
Myrna Greenfield

### BUILDING PARTNERSHIPS AND COMMUNITY COLLABORATION

ROOM: SALON C

**Flexible Institutional Produce Purchasing from Local Food Hubs: A Scalable CSA Model**  
Ally Arnold

**Innovation in Partnerships: Understanding Existing Practices on Sourcing Local**  
Lisa Bates, Courtney Long

**Centering Farmers in Regional Networks**  
Sadie Willis

### MARKET RESEARCH, TRENDS, AND IMPACT

ROOM: SALON D

**Iowa's Local Food Purchasing Assistance (LFPA): A Vision for Data-driven Farm to Food Access Systems**  
Kaci Ginn

### SUCCESSFUL APPROACHES TO MANAGING MARKETING RISK

ROOM: SALON E

**Market Channel Analysis: The Tool Every Direct Marketer Needs**  
Mariah Beverly, Curtis Mahnken

**Managing Your Risk & Protecting Your Assets (40-minute session)**  
Chris Van Leeuwen

### PRODUCTION PRACTICES

ROOM: SALON F

**Beekeeping**  
Martha Kiene

## CONCURRENT SESSIONS II 11:15 AM

**Food is Medicine: A National Cohort and Learning Experience**  
Kacey LaBonte, Courtney Long

**Urban Community Supported Agriculture: How Core Groups Provide Connection, Community, and Possibility**  
Cara Fraver

**Realizing the Promise of Urban Agriculture: Growers Curricula to Advance Planning, Policy and Production**  
Anu Rangarajun, Yolanda Gonzalez, Molly Riordan

**Unlock Opportunities to Scale Regional Food Hub Networks through Technology**  
Amy McCann, Charlie Michel

**Resilient Ag in the Heartland (RAH): A Farm-to-Hospital Model in the Upper Midwest**  
Erin Meyer

**Recognizing the Opportunities to Pivot from a Traditional Market to Nontraditional, an Example of Salsa**  
Chadelle R.H. Robison

**Successfully Investing in the Local Food Economy and Food Security Simultaneously**  
Michelle Klieger

**Health Extension Creates Pathway to Expanded Food Access, Education, and Community Collaboration in Rural South Carolina**  
Weatherly Thomas, Michelle Altman

**Growing Resilience in Tribal Community Food Systems through MPPTA Programming**  
Mackenzie Martinez

**Making CSA More Accessible**  
Jairus James Rossi, Mike Parker, Garret Ziegler, Liv Froehlich

**Riskiness of Returns for Major US Crops**  
Godfrey Ejimakor, Oluwanfunsho Owoyemi

**Record Keeping for Managing Revenue Risk (40-minute session)**  
Ethan Bredemeyer

**Livestock**  
Mike Galloway, Chris Roper

## CONCURRENT SESSIONS III 1:45 PM

**Expanding Beyond the Farmers Market**  
Christina Marbury

**What Farmers Markets Manage To Do: Exploring the Diverse Work of Varied Farmers Market Organizations**  
Susan Kiskis, Hilary King, Andrea Rissing

**Chicken Salad & Creating Justice: Reimagining Farmers' Markets Through Pop-up Cooking Events**  
Andrea Catania, Mark Araujo

**A Shared Kitchen Industry Update: New Trends & Resources**  
Hailey Edmondson, Ashley Colpaart

**Utilizing Partnerships to Subsidize Marketing Technical Assistance**  
Tricia Phelps, Haley Bennett

**Collaborative Program Builds Food System Capacity Across Both Rural and Urban Communities in Michigan**  
Parker Jones, Jamie Rahrigh

**Veterans Employment Base Camp Urban Farm Partners**  
Lovay R Wallace-singleton

**Farming with a Social Purpose: Providing Meaningful Employment in an Inclusive and Innovative Farming Environment: Red Wiggler Community Farm**  
Andrea Barnhart, Woody Woodroof

**Leveraging the Registered Apprenticeship Model to Develop a Skilled Agricultural Workforce and Build Community Connections**  
Sara Kidd, Marlena Chieffo, Temika Parker

**Evaluating Enterprise Budget Tools for Specialty Crop Production in the U.S.**  
Yefan Nian, Dave Lamie

**Market Data Standards for Regional Food Systems (40-minute session)**  
Courtney Riggle and Matthew Lange

**Developing An Online Program to Help Women Farmers Manage Their Farms**  
Robin Brumfield, Madeline Flahive Di Nardo, Shahan Aziz, Arend-Jan Both

**Business Planning for Agritourism**  
Lisa Chase, Rachael Callahan, Kelli Hepler, Kevin Klair, Zac Smith

**Veggie to Value: A Food Entrepreneur Bootcamp**  
Kamreon Riley, Amanda Philyaw Perez, Renee Threlfall, David Hill

**Urban Agriculture**  
Joshua Young, Brian Guse

# CONCURRENT SESSIONS I

TUESDAY, NOVEMBER 14 | 10:00 AM - 11:00 AM | ROOM: SALON A

10:00 AM

TRACK: DIRECT MARKETS AND COMMUNITY SUPPORT

## THE DATING GAME OF MATCHMAKING: NURTURING AGRI-BUSINESS RELATIONSHIPS

10:00 AM | 20-MINUTE SESSION | ROOM: SALON A

Much like dating, market matchmaking requires connection! Whether that's knowing who to talk to or building personal relationships, connection is the key to a success buyer + farmer match. In this session, participants will learn about market-matchmaking projects in New York, with a glimpse at key findings and lessons learned. Participants will learn best practices and recommendations with the current climate of local food procurement to successfully match buyers and farmers.

### Kaitlyn Sirna

Senior Program Manager, CADE Farms

[kaitlyn@cadefarms.org](mailto:kaitlyn@cadefarms.org)

## MOBILE PRODUCE MARKETS: ESSENTIAL INFSTRUCUTRE FOR A RESPONSIVE, RESILIENT, AND EQUITABLE FOOD SYSTEM

10:00 AM | 20-MINUTE SESSION | ROOM: SALON A

Mobile produce markets are farmers' markets on wheels that address food access disparities by selling high-quality, affordable, local produce in convenient locations across communities facing food apartheid. While 92% of mobile markets are farmer-run or source food locally, they are unique from other direct to consumer models in their focus on engagement of underserved communities and ability to quickly respond to community food needs. Mobile markets stimulate local and regional agricultural growth by creating new markets that benefit small-scale, start-up farmers and food makers, thereby strengthening circular economic development and reducing barriers to market entry. The Mobile Market Coalition was established in response to the accelerated expansion of mobile market programs and supports farmers, food businesses, healthcare, and non-profits looking to start or expand mobile markets through network development, research, technical assistance, and advocacy. Join us for a panel discussion to learn more about mobile markets as an effective model for addressing nutrition security as well as how the Mobile Market Coalition is helping farmers and organizations better serve their communities by providing a variety of training and networking services.

### Leah Vermont

Director, Mobile Market Coalition  
University at Buffalo  
[leahverm@buffalo.edu](mailto:leahverm@buffalo.edu)

### Pamela Hess

Executive Director  
Arcadia Center for Sustainable  
Food and Agriculture

### Elyse Guidas

Executive Director  
Activate Food Arizona  
[elyse@activatefoodaz.org](mailto:elyse@activatefoodaz.org)

### Roberta Cosentino

Co-Founder  
The Best Route  
[roberta@thebestroute.org](mailto:roberta@thebestroute.org)

## CREATING A STATEWIDE NETWORK TO SUPPORT CSA FARMERS AND ORGANIZATIONS

10:00 AM | 20-MINUTE SESSION | ROOM: SALON A

This session will highlight successes and lessons learned in the creation of the Michigan CSA Network. Historically, the Michigan CSA network was a collaboration of agencies focused on supporting CSAs as a tool for providing food access. Through support from a USDA Farmers Market Promotion Program grant, and a collaborative partnership among four key organizations, we have expanded to a statewide network that is a co-learning space to engage farmers, organizations, and consumers in improving farm viability, expanding participation, and enabling equitable access to Community Supported Agriculture. Activities of the Network that will be highlighted in this session include: CSA farmer and consumer research through surveys and focus groups, CSA farmer and consumer education, and statewide CSA marketing campaigns.

### Kelly McClelland

Community Food Systems Educator  
Michigan State University Extension  
[mccle100@msu.edu](mailto:mccle100@msu.edu)

### Garrett Ziegler

Community Food Systems Educator  
Michigan State University Extension  
[zieglerg@msu.edu](mailto:zieglerg@msu.edu)

# CONCURRENT SESSIONS I

TUESDAY, NOVEMBER 14 | 10:00 AM - 11:00 AM | ROOM: SALON B

10:00 AM

TRACK: MARKETING AND BUSINESS INNOVATION

## OKAY, YOU'RE A CERTIFIED VETERAN BUSINESS; NOW WHAT?

10:00 AM | 20-MINUTE SESSION | ROOM: SALON B

There are numerous ways to seek procurement opportunities with Corporate America. Understanding supplier diversity and obtaining a diversity certification is top of the list. Corporations have had supplier diversity programs for over 50 years for Minorities and 26 years for Women. They added service-disabled and veteran-owned businesses in 2014. The big breakthrough to obtaining Corporate contracts came in 2017 when members of the Billion Dollar Roundtable accepted the NVBDC certified service-disabled and veteran-owned owned businesses to their list of REQUIRED certifications. This allowed the BDR corporations to capture and report their veteran "spend". The 2022 BDR Economic Impact Study reported that their corporate members reported \$3.3 BILLION in spend with our veteran businesses. The total impact was \$6.7 BILLION.

### Keith King

CEO and Founder  
National Veteran Business Development Council  
[kking@nvbdc.org](mailto:kking@nvbdc.org)

### Annette Stevenson

Board Member  
National Veteran Business Development Council  
[astevenson@nvbdc.org](mailto:astevenson@nvbdc.org)

## ECOMMERCE FOR FARMERS AND SMALL BUSINESSES: KEYS TO SUCCESS

10:00 AM | 20-MINUTE SESSION | ROOM: SALON B

Direct-to-consumer farmers moving into ecommerce face new challenges, including technology considerations, digital marketing and order fulfillment. As part of a USDA AMS FMPP grant, ChopLocal has worked with more than 60 farmers direct-marketing meat online and will share the keys to success learned over the past three years. This session will cover tips for improving the ecommerce experience for customers, order fulfillment, marketing techniques, and more. Although ChopLocal's experience is focused on livestock farmers, this session will include information applicable to all direct-to-consumer farms, farmers markets and small businesses.

### Sydney Hadacek

Producer Support Specialist  
ChopLocal  
[sydney.hadacek@choplocal.com](mailto:sydney.hadacek@choplocal.com)

## INCREASING FARM VIABILITY THROUGH ONE-TO-ONE BUSINESS TECHNICAL ASSISTANCE

10:00 AM | 20-MINUTE SESSION | ROOM: SALON B

One-to-one Business Technical Assistance (BTA) provides farmers with targeted, expert advice that increases their viability. Hear how a sustainable maple producer, a Highland beef breeder, and a mushroom grower have used BTA support to attract new customers, increase sales, diversify revenue, create a compelling brand, streamline marketing tasks using artificial intelligence tools, and pivot during and after the Covid-19 pandemic and share your experiences with offering or receiving BTA. You'll gain a deeper understanding of how targeted BTA can help farmers achieve their goals and foster their long-term viability.

### Myrna Greenfield

Principal  
Good Egg Marketing  
[myrna@goodeggmarketing.com](mailto:myrna@goodeggmarketing.com)



# CONCURRENT SESSIONS I

TUESDAY, NOVEMBER 14 | 10:00 AM - 11:00 AM | ROOM: SALON C

10:00 AM

TRACK: BUILDING PARTNERSHIPS AND COMMUNITY COLLABORATION

## FLEXIBLE INSTITUTIONAL PRODUCE PURCHASING FROM LOCAL FOOD HUBS: A SCALABLE CSA MODEL

10:00 AM | 20-MINUTE SESSION | ROOM: SALON C

New Entry Food Hub partners with health institutions to provide weekly produce from a variety of beginning and socially disadvantaged local farmers to senior adults. This model centers farmers and producers in the buying relationship while promoting the health and well-being of the consumers. The hospital purchases a set dollar amount each week, then the food hub sends the equivalent amount of shares depending on what is available. This session hopes to inspire other distributors to scale up this model, which bolsters the food hub's weekly purchasing from small growers, increases the sale of unique items, and takes some of the marketing burden off small-scale farmers.

### Ally Arnold

Food Hub Assistant Manager  
New Entry Sustainable Farming Project  
[allison.arnold@tufts.edu](mailto:allison.arnold@tufts.edu)

## INNOVATION IN PARTNERSHIPS: UNDERSTANDING EXISTING PRACTICES ON SOURCING LOCAL

10:00 AM | 20-MINUTE SESSION | ROOM: SALON C

Healthy communities thrive when there is collaboration between small businesses, partnerships are mutually beneficial, and businesses actively engage with their local community. This presentation will highlight a current national study to understand existing best practices on sourcing local in independent grocery stores. Not only do these case studies identify the constraints and best practices for those considering selling to grocery stores, purchasing from farmers, or starting a grocery business but how there are broader impacts on the local community. This session will also include participant feedback to help further build a best-practice model of collaboration.

### Lisa Bates

Assistant Director, Community and Economic Development  
Iowa State University Extension and Outreach  
[lbates@iastate.edu](mailto:lbates@iastate.edu)

### Courtney Long

Food Systems Program Manager  
Iowa State University Extension and Outreach  
[court7@iastate.edu](mailto:court7@iastate.edu)

## CENTERING FARMERS IN REGIONAL NETWORKS

10:00 AM | 20-MINUTE SESSION | ROOM: SALON C

Vegetable growers are unique. They more often learn from peers than institutions, but rarely farm in close enough proximity to interact with each other easily. Networks allow farmers to engage across distances and learn together to build successful farm businesses. They often are not in direct competition due to being geographically distant, so sharing business info tends to be easier, and helps them all do better. Networks are the mechanism supporting this collaboration. This session presents the background and benefits of the Midwest Vegetable Growers Network, including how members leverage the network for skill-building, making connections, finding resources, and developing resilience. We welcome audience interaction about how attendees engage with networks to build community, learn from peers, and find support.

### Sadie Willis

Network Coordinator  
FairShare CSA Coalition  
[sadie@csacoalition.org](mailto:sadie@csacoalition.org)

# CONCURRENT SESSIONS I

TUESDAY, NOVEMBER 14 | 10:00 AM - 11:00 AM | ROOM: SALON D

10:00 AM

TRACK: MARKET RESEARCH, TRENDS AND IMPACT

## IOWA'S LFPA: A VISION FOR DATA-DRIVEN FARM TO FOOD ACCESS SYSTEMS

10:00 AM | 1-HOUR SESSION | ROOM: SALON D

Iowa's Local Food Purchasing Assistance Program (LFPA) has experienced great success in its first year. Distribution partners carrying out procurement and distribution are tasked with investing program funds based on a tiered procurement structure which gives preference to Iowa's socially disadvantaged and beginning farmers. As of August 1, 2023, over 75% of sales were sourced from socially disadvantaged and beginning farmers, spanning 63 of Iowa's 99 counties. In this session, hear how IA LFPA Program Staff, in collaboration with Iowa Department of Agriculture and Land Stewardship, are collecting program data to realize and tell the story of what is possible within a local food system where producer viability and investment in socially disadvantaged and beginning farmers are prioritized.

### Kaci Ginn

Program Manager,  
Iowa Valley RC&D  
[kaci@ivrkd.org](mailto:kaci@ivrkd.org)

# CONCURRENT SESSIONS I

TUESDAY, NOVEMBER 14 | 10:00 AM - 11:00 AM | ROOM: SALON E

10:00 AM

TRACK: SUCCESSFUL APPROACHES TO MANAGING MARKETING RISK, ERME

## MARKET CHANNEL ANALYSIS: THE TOOL EVERY DIRECT MARKETER NEEDS

10:00 AM | 20-MINUTE SESSION | ROOM: SALON E

The challenge for every producer who markets their products in multiple ways is determining WHICH market to sell to. But, how? Every direct marketer needs a way to evaluate the various marketing channels through which they sell their products. The Center for Farm Financial Management (CFFM) team has been developing a market channel analysis tool that makes evaluating the profitability of market channels easier for the producer. We will share evidence from users on how market channel analysis tools have given fresh insight into the profitability of the market channels they sell through and how this gives better understanding of their business. We will also share how our market channel tools aid in benchmarking against the business year over year as well as against other producers. Finally, we invite feedback for the direction of the development of these tools and how market channel analysis can help producers increase their profitability and knowledge of their business.

### Mariah Beverly

Extension Economist  
Center for Farm Financial Management  
[mbeverly@umn.edu](mailto:mbeverly@umn.edu)

### Curtis Mahnken

Extension Economist  
Center for Farm Financial Management  
[cmahnken@umn.edu](mailto:cmahnken@umn.edu)

## MANAGING YOUR RISK AND PROTECTING YOUR ASSETS

10:00 AM | 40-MINUTE SESSION | ROOM: SALON E

Our "Managing Your Risk & Protecting Your Assets" session is designed to help food business owners/operators identify potential vulnerabilities and understand their exposures. We discuss the top nine areas that can cause harm to a food operator's business. We share some claim examples, and settlement amounts relevant to the food industry. We talk about risk management and the four areas all food operators need to understand to protect themselves. Mainly avoiding, accepting, reducing, and transferring their risk. We talk about lease & indemnification agreements and how they can protect a food operator's business. And finally, we talk about additional insureds and how they can protect a food operator. We allow 20 minutes for Q & A at the end.

### Chris Van Leeuwen

VP of Agency Development  
Veracity Insurance Solutions  
[chris@veracityins.com](mailto:chris@veracityins.com)

# CONCURRENT SESSIONS I

TUESDAY, NOVEMBER 14 | 10:00 AM - 11:00 AM | ROOM: SALON F

10:00 AM

TRACK: PRODUCTION PRACTICES, FARMER VETERAN COALITION

## BEEKEEPING

10:00 AM | 1-HOUR SESSION | ROOM: SALON F

For more than 80 years, the American Beekeeping Federation (ABF) has been working in the interest of all beekeepers, large and small, and those associated with the beekeeping industry to ensure the future of the honeybee. Today, there are many challenges facing the industry that are endangering the very existence of nature's most valuable insect. From disease to shrinking habitat to detrimental legislation to new science that is modifying nectar sources in ways we have yet to fully understand. Martha Kiene, a 25-year retired, decorated U.S. Army Engineer officer and disabled veteran, discusses her beekeeping journey since 2008 and how to succeed in the business of keeping bees in today's competitive world.

### Martha Kiene

Vice President and Outreach Coordinator  
Northern Virginia Beekeeping Association  
American Beekeeping Federation (ABF)  
[kienebee@yahoo.com](mailto:kienebee@yahoo.com)



A rich history of supporting  
research and educational interests  
in food marketing and logistics

[fdrsinc.org](http://fdrsinc.org)

# CONCURRENT SESSIONS II

TUESDAY, NOVEMBER 14 | 11:15 AM - 12:15 PM | ROOM: SALON A

11:15 AM

TRACK: DIRECT MARKETS AND COMMUNITY SUPPORT

## FOOD IS MEDICINE: A NATIONAL COHORT AND LEARNING EXPERIENCE

11:15 AM | 20-MINUTE SESSION | ROOM: SALON A

Food as medicine is an interdisciplinary approach to quality of life and healthcare that recognizes the impact of food cultivation and harvesting on personal well-being and health outcomes. Utilizing the Two-Eyed Seeing approach by Mi'kmaw Elder Albert Marshall, this work embraces Indigenous perspectives and Western settler interventions, seeking to leverage the synergistic potential of both knowledge systems to foster culturally sensitive approaches to food access. This session depicts case studies highlighting the integration of locally grown produce into Indigenous and Western health and community settings, aiming to expand the understanding of food as medicine and to honor and integrate the wisdom of Indigenous food practices into contemporary food systems frameworks through partnership, a learning journey, and exchange of best practices.

### Kacey LaBonte

Program Coordinator  
Iowa State University Extension and Outreach  
[klabonte@iastate.edu](mailto:klabonte@iastate.edu)

### Courtney Long

Program Manager, Farm, Food and Enterprise Development  
Iowa State University Extension and Outreach;  
Agricultural Marketing Resource Center  
[court7@iastate.edu](mailto:court7@iastate.edu)

## URBAN COMMUNITY SUPPORTED AGRICULTURE: HOW CORE GROUPS PROVIDE CONNECTION, COMMUNITY AND POSSIBILITY

11:15 AM | 20-MINUTE SESSION | ROOM: SALON A

In 2023, with USDA funding, Farm Generations Cooperative and partners GrowNYC and Just Food conducted a survey of current Community Supported Agriculture (CSA) farms and supporting volunteer groups in New York City. Knowing that CSA is a critical distribution channel for New York City's neighborhoods and regional farmers, we assessed the current state and needs of CSA in New York City. This session reviews our research results and offers practical recommendations on how farmers, community members, and non-profit organizations can collaborate to bring fresh, local, and affordable food into their neighborhoods. We will also review options for pricing structures and models, including SNAP, that can expand the affordability of CSA subscriptions.

### Cara Fraver

Community and Support Specialist  
Farm Generations Cooperative  
[cara@farmgenerations.coop](mailto:cara@farmgenerations.coop)

## REALIZING THE PROMISE OF URBAN AGRICULTURE: GROWERS CURRICULA TO ADVANCE PLANNING, POLICY AND PRODUCTION

11:15 AM | 20-MINUTE SESSION | ROOM: SALON A

"The Promise of Urban Agriculture" (PUA), a recent publication supported through a USDA AMS, highlights strategies for urban farmers, federal policy, local planners, educators, and other advocates to support development of commercial urban agriculture. The findings and recommendations from PUA have now been incorporated into practical training and educational resources for use by experienced farmers, planners / policy advocates, and nonprofit and extension educators supporting development of commercial urban farms. The 'Growers' curricula includes siting, business structures, farming planning, and nonprofit farm management. The 'Planners' curricula includes definitions of UA, valuing UA, developing UA comprehensive plans, zoning considerations, and effective community engagement strategies. These courses will be available by January 2023 for use in UA training and education programs.

### Anu Rangarajun

Program Director of Cornell Small Farms  
Cornell Small Farms  
[ar47@cornell.edu](mailto:ar47@cornell.edu)

### Yolanda Gonzalez

Urban Agriculture Specialist  
Cornell Cooperative Extension  
[yg88@cornell.edu](mailto:yg88@cornell.edu)

### Molly Riordan

Eastern Regional Program Manager  
Healthy Food in Health Care  
[mer279@cornell.edu](mailto:mer279@cornell.edu)

# CONCURRENT SESSIONS II

TUESDAY, NOVEMBER 14 | 11:15 AM - 12:15 PM | ROOM: SALON B

11:15 AM

TRACK: MARKETING AND BUSINESS INNOVATION

## UNLOCK OPPORTUNITIES TO SCALE REGIONAL FOOD HUB NETWORKS THROUGH TECHNOLOGY

11:15 AM | 20-MINUTE SESSION | ROOM: SALON B

Local Food Marketplace is a technology company that serves more than 300 food hubs and 12,000 farms around the US and Canada with its innovative platform for online sales and inventory management built for the unique needs of local and regional food producers. To maintain regional identity and ownership, many food hubs are creating food hub networks as a way to scale their business through collaboration. This presentation will cover the key technology innovations that LFM and its key partners and customers, have built to serve this unique business model. Amy McCann, CEO of Local Food Marketplace, will introduce the opportunities that technology can unlock for the regional food supply chain stakeholders - including food hubs, producers, and institutional buyers. Charlie Michel, Program Manager, will introduce the Northwest Food Hub Network and share how technology has helped the network reach \$1M of new sales in its first year. Elliott Smith, Co-founder of Kitchen Sync Strategies, will break down the key technologies his team uses to work with buyers, food hubs, and producers as the broker for Northwest Food Hub Network and several other nascent networks.

### Amy McCann

CEO  
Local Food Marketplace, Inc.  
[amy@localfoodmarketplace.com](mailto:amy@localfoodmarketplace.com)

### Janie Maxwell

Program Manager  
Mission West  
[charlie.michel@missionwestcdp.org](mailto:charlie.michel@missionwestcdp.org)

### Elliott Smith

Co-Founder  
Kitchen Sync Strategies  
[elliott@kitchensyncstrategies.com](mailto:elliott@kitchensyncstrategies.com)

## RESILIENT AG IN THE HEARTLAND (RAH): A FARM-TO-HOSPITAL MODEL IN THE UPPER MIDWEST

11:15 AM | 20-MINUTE SESSION | ROOM: SALON B

Regenerative Agriculture in the Heartland is a real example of a farm-to-hospital model implemented in the upper Midwest region of the United States. The initiative illustrates the valuable role of hospitals in regenerative food systems: by purchasing regional food, hospitals are supporting farmers, promoting diversity on farmland and in the ecosystem, bolstering the local economy while alleviating conventional supply chain struggles, and connecting patients, staff, and visitors to the origins of their food.

### Erin Meyer

President  
Basil's Harvest  
[e.meyer@basilsharvest.org](mailto:e.meyer@basilsharvest.org)

## RECOGNIZING THE OPPORTUNITIES TO PIVOT FROM A TRADITIONAL MARKET TO NONTRADITIONAL, AN EXAMPLE OF SALSA

11:15 AM | 20-MINUTE SESSION | ROOM: SALON B

There is significant change occurring in the food processing industry. These new innovations should be recognized by established food processors and the opportunities they create. U.S. consumers know salsa; however, they have a very narrow idea of how to consume it. Recognizing U.S. consumers are interested in sustainability, farm to fork, environmentally friendly products, that are convenient to use. This case study recognizes the innovation in the food processing industry, and how if incorporated into the current food processing production lines provides market expansion opportunities. With minimal investments, these innovations allow producers to pivot and provide new markets, consumers, and industries with their innovative products but with the same initial inputs.

### Chadelle R.H. Robinson

Assistant Professor  
New Mexico State University  
[chadelle@nmsu.edu](mailto:chadelle@nmsu.edu)

# CONCURRENT SESSIONS II

TUESDAY, NOVEMBER 14 | 11:15 AM - 12:15 PM | ROOM: SALON C

11:15 AM

TRACK: BUILDING PARTNERSHIPS AND COMMUNITY COLLABORATION

## SUCCESSFULLY INVESTING IN THE LOCAL FOOD ECONOMY AND FOOD SECURITY SIMULTANEOUSLY

11:15 AM | 20-MINUTE SESSION | ROOM: SALON C

Vermont Everyone Eats (VEE) was an innovative economic development and food aid program. It connected food systems, food security, and economic development organizations to benefit restaurants, farms and food producers, and individual meal recipients during the pandemic. With \$49 million in federal and state funding, the program delivered 3.9 million meals. It had a multiplier effect of \$78 million and farmers, farms, and food producers invested \$10.1 million privately into equipment and infrastructure, kept 400+ employees working, and created new farms and restaurants relationships. This session covers the seven lessons learned from the original program and how it is being transformed into an agile disaster relief program that supports economic and social goals in distressed communities.

### Michelle Klieger

Co-Founder

Helianth Partners

[michelle@helianthpartners.com](mailto:michelle@helianthpartners.com)

## HEALTH EXTENSION CREATES PATHWAY TO EXPANDED FOOD ACCESS, EDUCATION, AND COMMUNITY COLLABORATION IN RURAL SOUTH CAROLINA

11:15 AM | 20-MINUTE SESSION | ROOM: SALON C

Working through a CDC High Obesity Prevention grant, in collaboration with community partners, new and sustainable food access points have been created in three rural counties in South Carolina by Cooperative Extension Rural Health & Nutrition County Agents. Accomplishments include the first faith-based USDA SNAP vendor in the state, as well as a local non-profit becoming an aggregator for the USDA's Local Food Promotion Program (LFPP), distributing socially-disadvantaged farmer's eggs, meat, and produce to 1,500 people weekly. Also, one community garden expanded to 5, including a food forest. A high school gained agriculture education opportunities which previously had none. Also, each county now has access to an Extension-built mobile farm market trailer designed for community use.

### Weatherly Thomas

Extension Associate

Clemson Cooperative Extension

[marjort@clemson.edu](mailto:marjort@clemson.edu)

### Michelle Altman

Extension Associate

Clemson Cooperative Extension

[altman5@clemson.edu](mailto:altman5@clemson.edu)

## GROWING RESILIENCE IN TRIBAL COMMUNITY FOOD SYSTEMS THROUGH MEAT POULTRY PROCESSING TECHNICAL ASSISTANCE (MPPTA) PROGRAMMING

11:15 AM | 20-MINUTE SESSION | ROOM: SALON C

In our work with USDA's Meat Poultry Processing Technical Assistance (MPPTA) Program, IAC identified a need for producers to gain direct exposure to Tribally-owned processing facilities. As a result, IAC hosted a 3-day "fly-in" event in March 2023 including tours at four Tribal facilities in Eastern Oklahoma to provide educational opportunities and support the growth of domestic processing capacity for Native communities. Input from presenters and the four partner tribes hosting tours responded to the fly-in event with a unified message: a resilient community is one with a healthy food system, and a healthy food system needs engaged citizens and the infrastructure to support it. This proposed session will highlight the community-oriented and collaborative work, including the MPPTA Fly-In Event, that IAC has done in partnership with Tribal Nations and producers to continuously identify key priorities to advancing equity and parity in the service delivery of USDA programming, especially as it relates to the meat and poultry sector of the food supply chain.

### Mackenzie Martinez

Technical Assistance Network Inter-Regional Manager

Intertribal Agriculture Council

[mackenzie@indianag.org](mailto:mackenzie@indianag.org)

TUESDAY, NOVEMBER 14

## CONCURRENT SESSIONS II

TUESDAY, NOVEMBER 14 | 11:15 AM - 12:15 PM | ROOM: SALON D

11:15 AM

TRACK: MARKET RESEARCH, TRENDS AND IMPACT

### MAKING CSA MORE ACCESSIBLE

11:15 AM | 1-HOUR SESSION | ROOM: SALON D

This session - developed by the CSA Innovation Network – focuses on different strategies for making CSA more accessible. Michigan State Extension will reflect on efforts to facilitate farmer acceptance of food assistance benefits. Next, Farm Generations Cooperative will discuss how the GrownBy e-commerce platform allows farmers to accept SNAP benefits online for free. University of Kentucky will then present details about developing CSA voucher programs to increase consumer awareness of and participation in CSA. Finally, FairShare CSA Coalition will highlight their food access programming through events such as 'Bike The Barns' and regional collaborations through their Midwest Vegetable Growers network. Each of these discussions will last 10 minutes and be followed by an audience discussion about emerging CSA programming needs.

**Jairus James Rossi**

Assistant Research Professor  
University of Kentucky  
[jairusrossi@gmail.com](mailto:jairusrossi@gmail.com)

**Janie Maxwell**

Executive Director,  
Feeding Illinois  
[jmaxwell.ifma@gmail.com](mailto:jmaxwell.ifma@gmail.com)

**Raghela Scavuzzo**

Associate Director of Food Systems Development,  
Illinois Farm Bureau  
[rscavuzzo@ilfb.org](mailto:rscavuzzo@ilfb.org)

## CONCURRENT SESSIONS II

TUESDAY, NOVEMBER 14 | 10:00 AM - 11:00 AM | ROOM: SALON E

11:15 AM

TRACK: SUCCESSFUL APPROACHES FOR MANAGING MARKETING RISK, ERME

### RISKINESS OF RETURNS FOR MAJOR US CROPS

11:15 AM | 20-MINUTE SESSION | ROOM: SALON E

One of the major problems facing farmers is the variability in farm income. Farmers will have a better chance of being resilient and surviving adversity if they take the variability associated with different crop enterprises into account when deciding on what crop(s) to produce. Our study will share summary information on the rates of return for major U.S. grains such as corn, rice, soybeans, and wheat. We will also share information on the estimates of the risk associated with the returns from each crop. New and existing farmers could use information on the variability of returns to make risk-efficient decisions on the crops or combination of crops to produce.

**Godfrey Ejimakor**

Professor, Department of Agribusiness,  
Applied Economics and Agriscience Education  
North Carolina A&T State University  
[ejimakor@ncat.edu](mailto:ejimakor@ncat.edu)

**Success Okafor**

North Carolina A&T State University  
[saokafor1@aggies.ncat.edu](mailto:saokafor1@aggies.ncat.edu)

**Oluwanfunsho Owoyemi**

North Carolina A&T State University  
[ocowoyemi@aggies.ncat.edu](mailto:ocowoyemi@aggies.ncat.edu)

### RECORD KEEPING FOR MANAGING REVENUE RISK

11:15 AM | 40-MINUTE SESSION | ROOM: SALON E

Agricultural producer's market risk includes input costs necessary for production along with variability of prices received for harvested production. Understanding risk and where financial resources are going is critical to managing any operation. Knowing good record keeping is often a deficiency in many operations, AgriLogic worked with the USDA's Risk Management Agency to develop MARS, a free mobile application utilized for capturing production expenses and income. The information collected with MARS along with other risk management tools, such as crop insurance programs, are successful approaches to mitigating declines in commodity prices and production shortfalls. This interactive session will provide an overview of crop insurance programs, describe the importance of record keeping, and demonstrate how MARS can be utilized.

**Ethan Bredemeyer**

Policy Analyst  
AgriLogic Consulting, LLC  
[ebredemeyer@agrillogic.com](mailto:ebredemeyer@agrillogic.com)

# CONCURRENT SESSIONS II

TUESDAY, NOVEMBER 14 | 11:15 AM - 12:15 PM | ROOM: SALON F

11:15 AM

TRACK: PRODUCTION PRACTICES, FARMER VETERAN COALITION

## LIVESTOCK

11:15 AM | 1-HOUR SESSION | ROOM: SALON F

Mike Galloway and his wife, Erin, are creators of the largest YouTube and social media brand in Wyoming, 'Our Wyoming Life'. When Erin's stepfather, who owned and operated the family ranch, fell ill, Mike and Erin left with no experience to help run it. Learn about how they now strive to bring the consumer closer to the producer and showcase the families behind the food in the grocery stores. Chris Roper, with Flower Hill Institute, will be discussing the resources available through its programs and partnerships. Flower Hill is a native-owned, community-directed nonprofit. Their objectives include preserving and enhancing cultural resources, preparing youth to inherit leadership, improving economic self-sufficiency, agriculture, food sovereignty and security, and improving outcomes to climate change.

### Mike Galloway

Founder

'Our Wyoming Life'

[mike@ourwyominglife.com](mailto:mike@ourwyominglife.com)

### Chris Roper

Regional Technical Assistance Director

Flower Hill Institute

[croper@flowerhill.institute](mailto:croper@flowerhill.institute)

FROM FOOD TO FLOWERS

# REGISTER TODAY

JAN 17-19, 2024  
SPRINGFIELD, IL

FEATURING:  
**Chef Rick Bayless**  
KEYNOTE SPEAKER

**EVERYTHING LOCAL**

THE ILLINOIS FOOD, FARMERS MARKET & SPECIALTY CROP CONFERENCE

[SPECIALTYGROWERS.ORG/EVERYTHING-LOCAL-2024.HTML](https://SPECIALTYGROWERS.ORG/EVERYTHING-LOCAL-2024.HTML)



# CONCURRENT SESSIONS III

TUESDAY, NOVEMBER 14 | 1:45 PM - 2:45 AM | ROOM: SALON A

1:45 PM

TRACK: DIRECT MARKETS AND COMMUNITY SUPPORT

## EXPANDING BEYOND THE FARMERS MARKET

1:15 PM | 20-MINUTE SESSION | ROOM: SALON A

Farmers markets provide an ideal jumping-off point for direct-to-consumer sales but can be unpredictable and time-intensive as farms aim to grow their sales. This session will focus on how farms can grow their direct-to-consumer sales outside the farmers market. Sales strategies covered include farm stands, farm stores, online sales, and more. We'll cover both the basic setup of those sales outlets as well as strategies for marketing and promoting these outlets to make them successful. Case studies of Michigan farms that have successfully moved past the farmers market will be included.

### Christina Marbury

Marketing Director  
Taste the Local Difference  
[christina@localdifference.org](mailto:christina@localdifference.org)

## WHAT FARMERS MARKETS MANAGE TO DO: EXPLORING THE DIVERSE WORK OF VARIED FARMERS MARKET ORGANIZATIONS

1:45 PM | 20-MINUTE SESSION | ROOM: SALON A

Farmers markets are complex and diverse and are managed by a variety of organizations from community development groups, municipal governments, multi-market organizations to real estate companies, among others. But how do these organizational types shape what the organizations do? Drawing on a national-level environmental scan of farmers market organizations, this presentation explores initial findings about diverse market organizations, programming for vendors, customers, and community members, as well as funding strategies that markets utilize. In reviewing results, the presentation will seek audience feedback on our hypotheses regarding similarities and differences by organization size and type, region and other factors. We will also share opportunities for continued engagement with work, supported by the USDA Agricultural Marketing Service (AMS).

### Hilary King

Associate Director  
Emory University  
[hbking@emory.edu](mailto:hbking@emory.edu)

### Susan Kiskis

Graduate Researcher  
Arizona State University  
[skiskis@emory.edu](mailto:skiskis@emory.edu)

## CHICKEN SALAD AND CREATING JUSTICE: REIMAGINING FARMERS' MARKETS THROUGH OPO-UP COKKING EVENTS

1:45 PM | 20-MINUTE SESSION | ROOM: SALON A

Last summer, The City of Boston's Mayor's Office of New Urban Mechanics embarked on an 8-week design sprint to reimagine farmers' markets. With a plan to help transform them into more holistic spaces, we collaborated with market managers to co-design a series of pop-up cooking demonstrations led by local chefs. This project sought to educate residents about regional foods, spark conversations on food waste and recovery, create chances to form community around food, expand farmers' markets' offerings, and provide folks with opportunities to learn about straightforward, nutritious, and culturally relevant recipes. The work constructed multigenerational and multicultural sites in well-known third spaces. Ultimately, the power of cooperation and commensality were leveraged to reinforce values of equity, food security, and joy.

### Andrea Catania

Food Security Fellow  
City of Boston  
Mayor's Office of New Urban Mechanics  
[andrea.h.catania@gmail.com](mailto:andrea.h.catania@gmail.com)

### Mark Araujo

Food Security Design Fellow  
City of Boston  
Mayor's Office of New Urban Mechanics  
[markaraujoq@gmail.com](mailto:markaraujoq@gmail.com)

# CONCURRENT SESSIONS III

TUESDAY, NOVEMBER 14 | 1:45 PM - 2:45 PM | ROOM: SALON B

1:45 PM

TRACK: MARKETING AND BUSINESS INNOVATION

## A SHARED KITCHEN INDUSTRY UPDATE: NEW TRENDS & RESOURCES

1:45 PM | 20-MINUTE SESSION | ROOM: SALON B

Shared-use kitchens are a key resource in local food systems, providing low-barrier access to commercially licensed kitchen facilities for small-scale food entrepreneurs to start and scale their businesses. The shared kitchen industry has been steadily growing in recent years, with new data, best practices, and industry resources becoming available. We will share preliminary results from a 2023 survey of shared kitchen operators, plus existing and upcoming resources for shared kitchens, community partners, and technical assistance providers. This session is for anyone interested in shared kitchens, and particularly valuable for attendees who have identified an infrastructure gap in their community and are exploring shared kitchen solutions (e.g., harnessing underutilized kitchen space, partnering with existing facilities, building a shared kitchen from the ground up).

### Hailey Edmondson

Vice President of Sales and Retention  
The Food Corridor  
[hailey@thefoodcorridor.com](mailto:hailey@thefoodcorridor.com)

### Ashley Colpaart

Founder and CEO  
The Food Corridor  
[ashley@thefoodcorridor.com](mailto:ashley@thefoodcorridor.com)

## UTILIZING PARTNERSHIPS TO SUBSIDIZE MARKETING TECHNICAL ASSISTANCE

1:45 PM | 20-MINUTE SESSION | ROOM: SALON B

Taste the Local Difference has effectively utilized a variety of public/private partnerships to improve farm marketing efforts throughout Michigan and beyond. As a media and marketing agency for local food, we've leveraged funds through grants, COVID-relief, MI Department of Health and Human Services, Michigan Economic Development Corporation, Michigan State University Extension, and more to provide subsidized marketing services to farms and food businesses. We've also utilized these partnerships to promote farms accepting food assistance, grow farm-to-school efforts, and increase access to local food at retail stores. In this presentation, we'll dive into the details of how we've been able to leverage these funds as a private business supporting the local food economy.

### Tricia Phelps

CEO  
Taste the Local Difference  
[tricia@localdifference.org](mailto:tricia@localdifference.org)

### Haley Bennett

Director of Community Partnerships  
Taste the Local Difference  
[haley@localdifference.org](mailto:haley@localdifference.org)

## COLLABORATIVE PROGRAM BUILDS FOOD SYSTEM CAPACITY ACROSS BOTH RURAL AND URBAN COMMUNITIES IN MICHIGAN

1:45 PM | 20-MINUTE SESSION | ROOM: SALON B

The Food SPICE project aligns 39 public-private partners across Michigan's Upper Peninsula and SW Michigan to work towards a better food system as part of the inaugural cohort of USDA Regional Food System Partnership grant projects. The project successfully tripled federally inspected meat processing and launched the first two kitchen incubators in the rural region. The urban region catalyzed over \$500,000 in additional investment to support food start-ups.

### Parker Jones

Innovation Counselor  
Michigan State University Product Center  
[jonesp28@msu.edu](mailto:jonesp28@msu.edu)

### Jamie Rahrig

Michigan Good Food Fund Specialist  
Michigan State University Center for Regional Food Systems  
[rahrigj1@msu.edu](mailto:rahrigj1@msu.edu)

# CONCURRENT SESSIONS III

TUESDAY, NOVEMBER 14 | 1:45 PM - 2:45 PM | ROOM: SALON C

1:45 PM

TRACK: BUILDING PARTNERSHIPS AND COMMUNITY COLLABORATION

## VETERANS EMPLOYMENT BASE CAMP URBAN FARM PARTNERS

1:45 PM | 20-MINUTE SESSION | ROOM: SALON C

Partnership and Collaboration is seen as one of many solutions to the multifaceted problem of our culture's growing isolation from other people, from the environment, and from the sources of our food. VEBCOG will provide their 10 year framework of ideas for shoring up the food supply chain and transforming the food system to be fairer, more competitive, more resilient. These tips will make nutritious food more accessible and affordable for consumers while emphasizing equity. Our 8 productive steps will allow agencies, producers and consumers to gain more power in the marketplace by creating new and better agricultural market channels.

### Lovay R Wallace-singleton

Executive Director

Veterans Employment Base Camp and Organic Garden

[lovayw@gmail.com](mailto:lovayw@gmail.com)

## FARMING WITH A SOCIAL PURPOSE: PROVIDING MEANINGFUL EMPLOYMENT IN AN INCLUSIVE AND INNOVATIVE FARMING ENVIRONMENT: RED WIGGLER COMMUNITY FARM

1:45 PM | 20-MINUTE SESSION | ROOM: SALON C

Red Wiggler Community Farm (Germantown, MD) is a sustainable care farm where people with and without developmental disabilities come together to work, learn, and grow healthy food. Founded in 1996, Red Wiggler is a 12 acre certified organic vegetable farm that provides meaningful employment and healthy food for adults with developmental disabilities running a 100 member CSA. Woody Woodroof, Executive Director and Founder will discuss how he successfully leveraged partnerships to grow Red Wiggler from an idea to a multifaceted care farm balancing production alongside mission. Participants will also learn about Care Farming, its benefits and how starting and operating a mission-based farm can be a successful farm model. Attendees will learn how Red Wiggler formed a public/private partnership with Montgomery County Maryland Parks to lease land & buildings and how Red Wiggler partners with MANNA food center annually to grow and distribute over \$65,000 in vegetables to low-income households. Participants will also learn about Care Farming, its benefits and how starting and operating a mission-based farm can be a successful farm model.

### Andrea Barnhart

Care Farming Network Project Manager

Care Farming Network

[carefarm@redwiggler.org](mailto:carefarm@redwiggler.org)

### Woody Woodroof

Executive Director and Founder

Red Wiggler Community Farm

[woody@redwiggler.org](mailto:woody@redwiggler.org)

## LEVERAGING THE REGISTERED APPRENTICESHIP MODEL TO DEVELOP A SKILLED AGRICULTURAL WORKFORCE, INCLUDING FARMER VETERANS, AND BUILD COMMUNITY CONNECTIONS

1:45 PM | 20-MINUTE SESSION | ROOM: SALON C

Registered apprenticeships are an emerging trend in workforce development with rapidly increasing popularity among non-traditional trade occupations such as healthcare and IT, but are still relatively new in agriculture. This session we discuss the basic components of registered apprenticeships and how they can be applied to agricultural occupations. We will also explore the many community connections that can be fostered through registered agricultural apprenticeships and our experience piloting one of the first registered agricultural apprenticeships for military veterans in NC, Boots on the Ground: NC Veteran Farmer Apprenticeship ([go.ncsu.edu/bootsontheground](http://go.ncsu.edu/bootsontheground)). You will have the opportunity to ask questions and hear about opportunities and challenges from both the program coordinator and some of the farmer veteran apprentices who are participating in the program.

### Sara Kidd

Apprenticeship Coordinator

North Carolina State University,

Center for Environmental Farming Systems

[Skidd@ncsu.edu](mailto:Skidd@ncsu.edu)

# CONCURRENT SESSIONS III

TUESDAY, NOVEMBER 14 | 1:45 PM - 2:45 PM | ROOM: SALON D

1:45 PM

TRACK: MARKET RESEARCH, TRENDS AND IMPACT

## EVALUATING ENTERPRISE BUDGET TOOLS FOR SPECIALITY CROP PRODUCTION IN THE U.S.

1:45 PM | 20-MINUTE SESSION | ROOM: SALON D

Crop enterprise budget tools are the most popular tool for producers to examine crop production's economic benefits and costs. In this study, we aim to provide an overall picture of the specialty crop enterprise budget available in the U.S., examine the characteristics of these tools, and identify what aspects of the tools can be improved. We collected detailed information on 242 specialty crop enterprise budget tools currently available in the U.S. We show whether there are enterprise budget tools available for various specialty crops in each state and what some key characteristics of the enterprise budget tools such as whether the tools allow producers to customize the analysis for their production or not.

### Yefan Nian

Assistant Professor  
Clemson University  
[yef.nian@gmail.com](mailto:yef.nian@gmail.com)

### Dave Lamie

Professor  
Clemson University  
[dlamie@clermson.edu](mailto:dlamie@clermson.edu)

## MARKET DATA STANDARDS FOR REGIONAL FOOD SYSTEMS

1:45 PM | 40-MINUTE SESSION | ROOM: SALON D

The goal of this session is to share the outputs of an ongoing effort creating a voluntary, but USDA-endorsed, data standard and framework linking naming conventions, pack size, traceability, and key attributes for local and regional fruits and vegetables. While commercial scale product information is relatively uniform across commodities and often linked with global digital standards protocols, key information remains inconsistent and often incomplete for smaller volumes available in local markets and non-commodity products and records systems are much less likely to be interoperable. The standards framework has been developed collaboratively with diverse food system actors with the intent to offer a user-friendly resource to allow for more synthesizable data and easier strategic planning across products, producers, and systems. Support for this work comes from USDA AMS Local and Regional Food Systems Division, through a cooperative agreement with Wolfe's Neck Center for Agriculture & Environment in collaboration with IC-FOODS, and Farmfare. The outputs of this work are available for public use and can be integrated into current technology systems for producers, suppliers, and buyers.

### Courtney Riggle

Chief Operations Officer,  
International Center for Food Ontology  
Operability Data and Semantics (IC-FOODS)  
[courtney@ic-foods.org](mailto:courtney@ic-foods.org)

### Matthew Lange

CEO and Chief Science Officer,  
International Center for Food Ontology  
Operability Data and Semantics (IC-FOODS)  
[matthew@ic-foods.org](mailto:matthew@ic-foods.org)

# CONCURRENT SESSIONS III

TUESDAY, NOVEMBER 14 | 1:45 PM - 2:45 PM | ROOM: SALON E

1:45 PM

TRACK: SUCCESSFUL APPROACHES TO MANAGING MARKETING RISK, ERME

## DEVELOPING AN ONLINE PROGRAM TO HELP WOMEN FARMERS MANAGE THEIR FARMS

1:45 PM | 20-MINUTE SESSION | ROOM: SALON E

The goal of "Annie Goes Online: Risk Management on Your Kitchen Table" was to provide business management skills to urban farmers as they face post-pandemic challenges. Combining Canvas with 6 weekly Zoom sessions allowed networking beyond the weekly online workshops through threaded group discussions. To determine the programs' success, we administered a retrospective evaluation to attendees (N=10) on the last day of class. The estimated paired t-test results showed that participants increased their understanding / knowledge significantly at the 5% level on all five areas of farming risks, confirming that the program had a positive impact and attendees improved their understanding/knowledge of all the topics offered during the program.

### Robin Brumfield

Professor Emeritus in Agricultural Economics  
Rutgers, The State University NJ  
[brumfiel@njaes.rutgers.edu](mailto:brumfiel@njaes.rutgers.edu)

### Shahan Aziz

Visiting Scholar  
Rutgers, The State University NJ  
[shah.aziz@uok.edu.pk](mailto:shah.aziz@uok.edu.pk)

### Madeline Flahive Di Nardo

County Agent  
Rutgers, The State University NJ  
[flahive@njaes.rutgers.edu](mailto:flahive@njaes.rutgers.edu)

### Arend-Jan Both

Professor  
Rutgers, The State University NJ  
[both@sebs.rutgers.edu](mailto:both@sebs.rutgers.edu)

## BUSINESS PLANNING FOR AGRITOURISM

1:45 PM | 20-MINUTE SESSION | ROOM: SALON E

As agricultural producers innovate and diversify revenue streams, their business plans must keep pace to continue to serve as critical tools for managing risk. In response, a multi-state team of agricultural service providers developed a new template for the AgPlan business planning app specifically focused on agritourism. This template uses language that is welcoming and inclusive of underrepresented producers. In this session, we will introduce the newly developed AgPlan template for agritourism along with an accompanying curriculum and resources. We invite participants to collaborate with our team of agricultural service providers coordinating across the US to enable many more producers to benefit from AgPlan's simple process to develop a detailed, professional business plan useful for managing risk.

### Lisa Chase

Extension Professor  
University of Vermont  
[lisa.chase@uvm.edu](mailto:lisa.chase@uvm.edu)

### Rachael Callahan

Statewide Agritourism  
Coordinator  
University of California SAREP  
[rmcallahan@ucanr.edu](mailto:rmcallahan@ucanr.edu)

### Kelli Hepler

Agritourism Specialist  
American Indian Alaska Native  
Tourism Association (AIANTA)  
[khepler@aianta.org](mailto:khepler@aianta.org)

### Kevin Klair

Director  
Center for Farm Financial  
Management  
[kklair@umn.edu](mailto:kklair@umn.edu)

## VEGGIE TO VALUE: A FOOD ENTREPRENEUR BOOTCAMP

1:45 PM | 20-MINUTE SESSION | ROOM: SALON E

The University of Arkansas Share Grounds, Veggie to Value: A Food Entrepreneur Bootcamp program focused on developing participant knowledge of the Arkansas Food Freedom Act (AFFA) of 2021 that allows home-based commercial food production. As food entrepreneurs test out home-based products, they are quickly realizing the need to expand to a larger, commercial space and to understand food safety practices and regulations. Three clients participated in this pilot technical assistance bootcamp. Clients learned about using a processing facility, sanitation, recipe development, food safety regulations and permits, SOPs, SSOPs, worker training, and more. Education sessions were offered on retail and manufactured food regulations and permits, small business development, and on-farm infrastructure planning. Highlights and lessons learned will be shared.

### Kamreon Riley

Food Science Intern  
University of Arkansas  
[krr016@uada.edu](mailto:krr016@uada.edu)

### Amanda Philyaw Perez

Associate Professor/PI on Project  
University of Arkansas  
[aperez@uada.edu](mailto:aperez@uada.edu)

### Renee Threlfall

Research Scientist/Co-PI on Project  
University of Arkansas  
[rthrelf@uark.edu](mailto:rthrelf@uark.edu)

### David Hill

Program Manager  
University of Arkansas  
[dhill@uada.edu](mailto:dhill@uada.edu)

# CONCURRENT SESSIONS III

TUESDAY, NOVEMBER 14 | 1:45 AM - 2:45 AM | ROOM: SALON F

1:45 PM

TRACK: PRODUCTION PRACTICES, FARMER VETERAN COALITION

## URBAN AGRICULTURE

1:45 PM | 1-HOUR SESSION | ROOM: SALON C

Learn about Marine Veteran, Joshua Young's operation, Life Farms Hillsborough, a small regenerative farm, and CSA model. They farm and source a diverse selection of organic produce, dairy, and meats for the local community. Along with this, he owns Strawberry Passion Farms, an organic strawberry production farm. As a Regenerative Ag consultant, farmer, and broker in central Florida, he is also working on a community outreach initiative called Homegrown Hillsborough, which is a county food system network focused on agriculture production, community nutrition, and agriculture entrepreneurship. Afterward, Brian Guse will share an overview of the USDA Office of Urban Agriculture and Innovative Production and the opportunities such as grants, initiatives, cooperative agreements, and other resources available for urban ag growers.

### Brian Guse

Director  
Office of Urban Agriculture and Innovative Production  
U.S. Department of Agriculture  
[brian.guse@usda.gov](mailto:brian.guse@usda.gov)

### Joshua Young

Owner  
Strawberry Passion Farms

WE WOULD LOVE TO HEAR YOUR FEEDBACK!  
PLEASE TAKE A MOMENT AT THE END OF THE  
CONFERENCE TO COMPLETE OUR EVALUATION:

[bit.ly/AgSummit2023](https://bit.ly/AgSummit2023)



## 2023 NOTES

### FOOD FOR THOUGHT:

- What is one thing you plan to incorporate into your work after attending the 2023 National Agricultural Marketing Summit?
- What is one takeaway you had from the conference sessions?
- Which exhibitor organizations do you plan to learn more about?

# CLOSING PLENARY

TUESDAY, NOVEMBER 14 | 3:00 PM | ROOM: POTOMAC & CHESAPEAKE

## INVESTING IN REGIONAL FOOD SYSTEM TRANSFORMATION: INSIGHTS FROM THE FIELD

The closing panel discussion features current recipients of AMS funding in support of the Food Systems Transformation. Facilitated by Undersecretary Jennifer Lester Moffit, the panel features leaders of programs in the Regional Food Business Center program, Resilient Food Systems Infrastructure Program, and Regional Food Systems Partnership programs. The conversation will explore how regional approaches food system development builds new partnerships, leverages novel approaches, and creates new opportunities for farms and food businesses.

**FACILITATED BY | UNDERSECRETARY JENNY LESTER MOFFITT**



### PANELIST

#### BRITTNEY GROTHER

**KANSAS DEPARTMENT OF AGRICULTURE** | [agriculture.ks.gov](http://agriculture.ks.gov)  
**Grants Coordinator**

Brittney Grother serves as the grants coordinator for the Kansas Department of Agriculture's Division of Agricultural Marketing. In this role she is responsible for writing funding proposals and project management of federal funding opportunities awarded to the agency including grants, cooperative agreements, and cost share programs. Growing up on her family's seedstock cattle operation in the Flint Hills, she has a great appreciation for the Kansas agriculture industry and is passionate about securing funding to help the state's farmers, ranchers, and agribusiness. She is the third generation in her family to graduate from Kansas State University where she obtained her bachelor's degree in 2013. Brittney currently lives in Wamego, Kansas, with her husband, Ethan, and their son.



### PANELIST

#### SALEH AZIZI FARDKHALES, Ph.D.

**THE HAWAII'I FOOD HUB HUI** |  
[hawaiiigoodfoodalliance.org/projects/hawaii-food-hub-hui](http://hawaiiigoodfoodalliance.org/projects/hawaii-food-hub-hui)  
**Director**

Saleh Azizi is a food systems practitioner, he earned his PhD at Department of Urban and Regional Planning at UH Manoa in 2019, and currently works as Director of the Hawaii Food Hub Hui, and the Co - Project Director of the recently funded Island and Remote Areas USDA Regional Food Business Center with the Hawaii Good Food Alliance. HFHH aims to raise the capacity of Hawai'i's food hubs systemically by fundraising, coordinating market opportunity, advocating for policy and legislative change, and providing technical assistance. Food hubs are an important part of the local food security, helping to connect farmers and producers with consumers. They can also provide educational resources and technical assistance to farmers and producers, helping them to increase their production and sales.



### PANELIST

#### COLLEEN MATTS

**MICHIGAN STATE UNIVERSITY** | [bit.ly/MIFarmtoInstNetwork](http://bit.ly/MIFarmtoInstNetwork)  
**Director, Farm to Institution Programs**

As part of the Michigan State University Center for Regional Food Systems, Colleen's role is changing to lead the new USDA-funded Great Lakes Midwest Regional Food Business Center. For the past 16 years, she has supported farm to school and farm to institution work both in Michigan and nationally. Currently, she co-leads evaluation for "10 Cents a Meal for Michigan's Kids and Farms", a state-funded local food incentive program for schools and other non-school sponsors of child nutrition programs, and has coordinated the Michigan Farm to Institution Network and its local food purchasing campaign, Cultivate Michigan, since its launch in 2014. She has also served as an ongoing partner for the National Farm to School Network and member of the National Farm to Institution Metrics Collaborative.



# MARKET MAKER

**FIND**  
Products  
and Services  
Across the  
Food System

**CONNECT**  
Directly with  
Growers,  
Buyers,  
Processors  
and More

**BUILD**  
A Stronger  
Business  
and Value-  
Chain

## What is MarketMaker?

### CONNECTIONS.

MarketMaker is a national network of states that connects all businesses in the food supply chain. The site can help a grocery store find farm-fresh foods or assist a farmer in finding a place to sell his crops.

### TARGETS.

MarketMaker is the largest, most up-to-date collection of demographic and business data online. Details can be queried then summarized on a map to show concentrations of consumer markets, strategic partners, food deserts, or locations where food banks or CSAs would be most useful.

### SOLUTIONS.

MarketMaker's Buy & Sell Forum hosts time sensitive posts including: requests for specific food products, freight sharing opportunities, and equipment for sale.



Food Buyers  
Food Sellers  
Wholesalers  
Processors  
Wineries  
Retailers  
Farmers  
Food Banks  
Farmers Markets  
Agritourism Businesses  
Schools  
Fisheries  
CSAs

## MarketMaker allows you to:

**IDENTIFY** potential markets by demographic characteristics.

**LOCATE** producers, processors, wholesalers, food retailers, farmers markets and restaurants.

**SEARCH** for a particular type of business, a type of food produced (organic, non-GMO), quantities, certifications, and more.

**REGISTER** your business or operation on the website so other businesses and potential customers are able to locate and connect with you.

**ENHANCE** the online presence of your business. With MarketMaker your information can be shared across multiple platforms.

## FoodMarketMaker.com



## National Partners



## Contact Us

Dar Knipe, Co-Founder & Principal  
FoodMarketMaker.com  
dknipe@foodmarketmaker.com | 309.428.0128

TECHNOLOGY POWERED BY



Global Food AND Ag Network, LLC



# 2023 SPONSORS

A SPECIAL THANK YOU TO THIS YEAR'S AGSUMMIT SPONSOR ORGANIZATIONS:



# 2023 EXHIBITORS

AGRICULTURAL MARKETING RESOURCE CENTER (AgMrc)  
[agmrc.org](http://agmrc.org)

LOCAL FOOD MARKETPLACE  
[localfoodmarketplace.com](http://localfoodmarketplace.com)

SPECIALTY FOOD ASSOCIATION  
[specialtyfood.com](http://specialtyfood.com)

AMERICAN FARM BUREAU FEDERATION  
[fb.org](http://fb.org)

MICHAEL O'GORMAN FARMING  
[michaelogormanfarming.com](http://michaelogormanfarming.com)

USDA AGRICULTURAL MARKETING SERVICE  
[ams.usda.gov](http://ams.usda.gov)

DELAWARE VALLEY UNIVERSITY  
[delval.edu](http://delval.edu)

NATIONAL MARKETMAKER NETWORK  
[foodmarketmaker.com](http://foodmarketmaker.com)

USDA RISK MANAGEMENT AGENCY  
[rma.usda.gov](http://rma.usda.gov)

EXTENSION RISK MANAGEMENT EDUCATION  
[extensionrme.org](http://extensionrme.org)

NATIONAL VETERAN BUSINESS DEVELOPMENT COUNCIL  
[nvbdc.org](http://nvbdc.org)

USDA RURAL DEVELOPMENT  
[rd.usda.gov](http://rd.usda.gov)

FARM CREDIT  
[farmcredit.com](http://farmcredit.com)

NORTH AMERICAN FOOD SYSTEMS NETWORK  
[foodsystemsnetwork.org](http://foodsystemsnetwork.org)

USDA URBAN AGRICULTURE  
[usda.gov/topics/urban](http://usda.gov/topics/urban)

FARMER VETERAN COALITION  
[farmvetco.org](http://farmvetco.org)

RODALE INSTITUTE  
[rodaleinstitute.org](http://rodaleinstitute.org)

VERACITY INSURANCE SOLUTIONS  
[veracityinsurance.com](http://veracityinsurance.com)

FLOWERHILL INSTITUTE  
[flowerhill.institute](http://flowerhill.institute)

# 2023 PLANNING COMMITTEE

A SPECIAL THANK YOU TO OUR PLANNING COMMITTEE MEMBERS:

**Danielle Barber**

USDA Agricultural Marketing Service  
[danielle.barber@usda.gov](mailto:danielle.barber@usda.gov)

**Abbie Earp**

Farmer Veteran Coalition  
[abbie@farmvetco.org](mailto:abbie@farmvetco.org)

**Yvette Garcia**

USDA Agricultural Marketing Service  
[yvette.garcia@usda.gov](mailto:yvette.garcia@usda.gov)

**Rodney Holcomb**

Department of Agricultural Economics;  
Oklahoma State University Extension  
[rodney.holcomb@okstate.edu](mailto:rodney.holcomb@okstate.edu)

**Darlene Knipe**

Global Food and Ag Network, LLC (MarketMaker)  
[dknipe@illinois.edu](mailto:dknipe@illinois.edu)

**Rich Knipe**

Global Food and Ag Network, LLC (MarketMaker)  
[rknipe@illinois.edu](mailto:rknipe@illinois.edu)

**Jeanette Lombardo**

Farmer Veteran Coalition  
[jeanette@farmvetco.org](mailto:jeanette@farmvetco.org)

**Abby Long**

USDA Agricultural Marketing Service  
[abby.long@usda.gov](mailto:abby.long@usda.gov)

**Courtney Long**

Iowa State University Extension and Outreach  
Farm, Food and Enterprise Development;  
USDA Agricultural Marketing Resource Center  
[court7@iastate.edu](mailto:court7@iastate.edu)

**Gary Matteson**

Farm Credit  
[gary.matteson@fccouncil.com](mailto:gary.matteson@fccouncil.com)

**Bre Miller**

Iowa State University Extension and Outreach  
Farm, Food and Enterprise Development  
[millerb@iastate.edu](mailto:millerb@iastate.edu)

**Kellie Raper**

Department of Agricultural Economics;  
Oklahoma State University Extension  
[kellie.raper@okstate.edu](mailto:kellie.raper@okstate.edu)

**Raghela Scavuzzo**

Illinois Farm Bureau  
[rscavuzzo@ilfb.org](mailto:rscavuzzo@ilfb.org)

**Laurie Wolinski**

University of Delaware  
Cooperative Extension  
[lgw@udel.edu](mailto:lgw@udel.edu)

**Kamran Zendehtel**

USDA Agricultural Marketing Service  
[kamran.zendehtel@usda.gov](mailto:kamran.zendehtel@usda.gov)

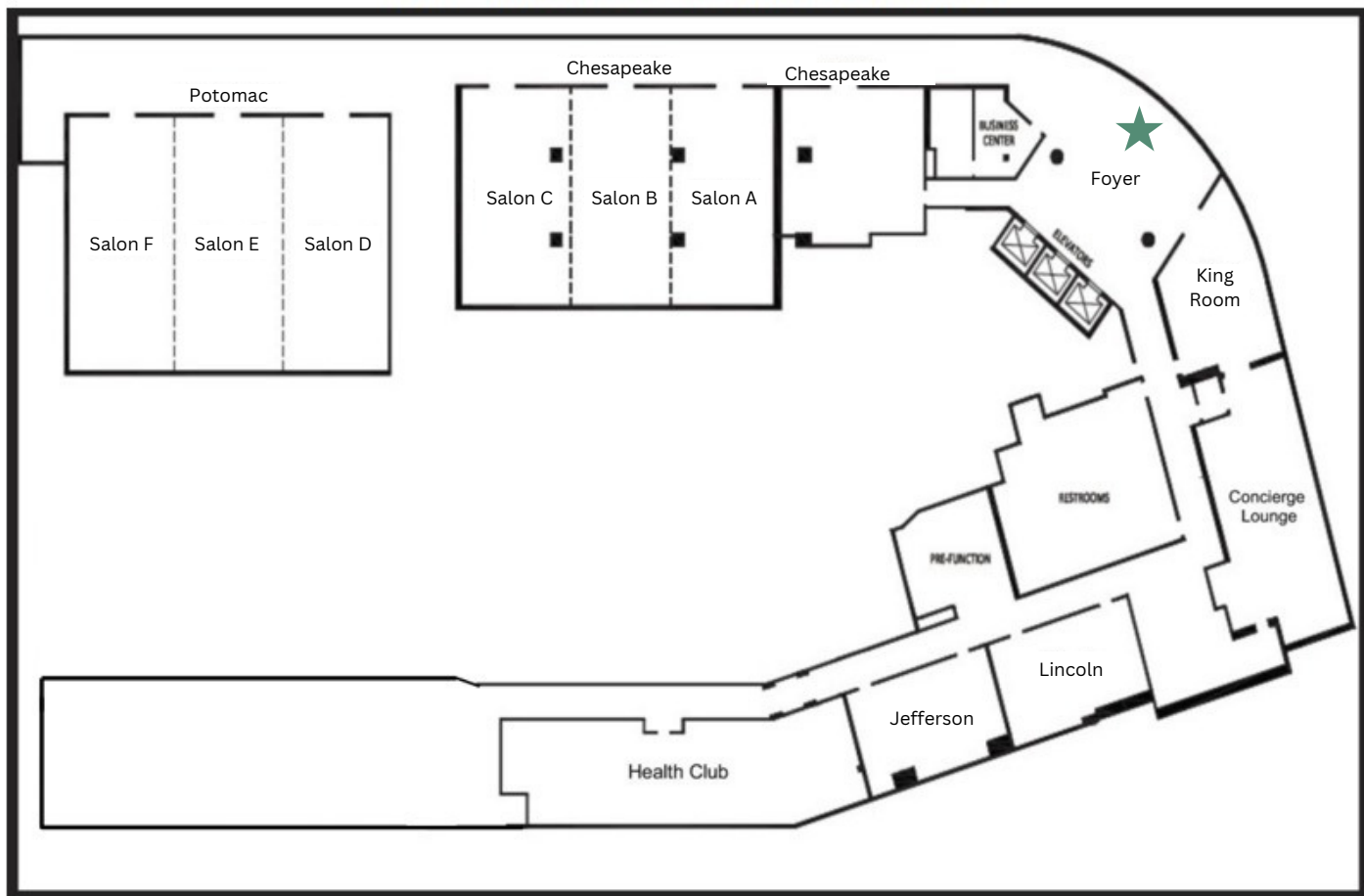
WE WOULD LOVE TO HEAR YOUR FEEDBACK!  
PLEASE TAKE A MOMENT AT THE END OF THE  
CONFERENCE TO COMPLETE OUR EVALUATION:

[bit.ly/AgSummit2023](https://bit.ly/AgSummit2023)



# HOTEL MAP & ROOMS

## Crystal City Marriott at Reagan National Airport



 **Registration**  
Foyer

### Exhibitors

King Room & Foyer

### Plenaries

Potomac & Chesapeake

### Concurrent Sessions

Salons A - F

### Pre-Sessions

Jefferson  
Lincoln  
Roosevelt

WE WOULD LOVE TO HEAR  
YOUR FEEDBACK!  
PLEASE TAKE A MOMENT AT  
THE END OF THE CONFERENCE  
TO COMPLETE OUR  
EVALUATION:

[bit.ly/AgSummit2023](https://bit.ly/AgSummit2023)



THANK YOU FOR ATTENDING THE  
2023 NATIONAL AGRICULTURAL MARKETING SUMMIT