

National Value Added/NERCRD What Works III AGENDA

Tuesday May 13, 2014

- 1:00PM Registration; Booth and Poster set-up
- 1:00PM National Market Maker Partner Meeting
- 5:30PM Reception – MarketMaker 10th Birthday Bash: Come join the MarketMaker Family and Friends for Food and Reminiscing the First 10 Years

Showcase and poster presentations

Wednesday May 14, 2014

- 8AM-5PM Posters available for viewing**
- 7:50AM **Welcome and Opening Remarks**
Dr. Kathleen Liang, University of Vermont
- 8-8:20AM **Welcome from The Northeast Regional Center for Rural Development**
Dr. Stephan J. Goetz, Director of NERCRD and Professor of Agricultural and Regional Economics, Penn State University
- 8:20-9:00AM **Food Security, Entrepreneurship & Value Added**
Dr. Tom Lyons, Lawrence N. Field Family Chair in Entrepreneurship & Professor of Management, Zicklin School of Business at Baruch College of the City University of New York
- 9:00-9:10AM Morning Break
- 9:10-10:10AM Breakout Sessions
- Session 1**
- New Generation Farmers – A Market Overview**
Bill Kitsch, MidAtlantic Farm Credit
- R&D Grant Funding from the Maryland Industrial Partnerships Program**
Ronnie Gist, UMD
- Frostburg Grows–Agriculture, Environmental and Economic Sustainability**
Dan Fiscus and Corey Armstrong, FSU and Willie Lantz, UMD
- Session 2**
- Is There a Role for Urban Agriculture in Regional Food Systems?**
Carolyn Dimitri, NYU
- Implications of the Affordable Care Act on Local Food Systems**
Jeffrey K. O’Hara, Union of Concerned Citizens and Anne M. Palmer, JHSPH
- Session 3**
- A Value-Added Revolution: Opportunities and Challenges**
Jeffrey P. Roberts, Cow Creek Creative Ventures
- Raw Milk and Raw Milk Products: The Ultimate Value Added Food**
Sally Fallon Morell, The Weston A. Price Foundation
- 10:10-10:20 Short Break

10:20-11:20AM Workshop Sessions

Workshop 1 Citizens' Perceptions of Regional Food Systems: Preliminary Focus Group Results
Anne Palmer, Ryan Lee and Philip McNab, JHSPH; Carol Giesecke, DESU; and Linda Berlin, UVM

Organizing a Fresh Fruit and Vegetable Producer Cooperative
Willie Lantz, UMD; Cheryl DeBerry and Charles DeBerry

Workshop 2 The Food for Profit Program – Effective Extension Education in Food Entrepreneurship
Winifred McGee and Larry Gunden, PSU; Litha Sivanandan, WVU; Ginger Myers, Sara BhaduriHauck and Shannon Dill, UMD

Workshop 3 Developing Measures that Matter
Melissa Levy and Samantha Dunn Yellow Wood Associates

11:30AM **Lunch and USDA Program Presentations**

Ag Census Info Related to Value Added
King J. Whetstone II, Director, Northeastern Region, USDA, NASS

Farmers Market Program Update
Dr. Luanne Lohr, Associate Deputy Administrator, USDA AMS

USDA Farm to School Update
Dr. Matthew Benson, Program Analyst, USDA Farm to School Program

Information on Local Food Farms from the Agricultural Resource Management Survey
Dr. Mary Ahearn, Senior Economist, USDA ERS

1:00PM **One Straw Farm Family Pre-Tour Presentations**
OR
Depart for Downtown Baltimore Self-Guided Tour

This is a walking tour of downtown Baltimore. Maps and guides will be provided for you to enjoy the harbor scenery and restaurants that support local food movement. You have the option to walk to these locations or there is a trolley that provides transportation from the hotel to various parts of the city. **Dinner on your own.**

1:30PM **Depart for One-Straw Farm Family Tour**
Located in White Hall, Maryland (one hour from Baltimore)

One Straw Farm is the largest organic farm in Maryland producing vegetables, fruits, and meat products (they have pigs, goats, Guinea hen, and peacocks). Using 300+ acres of farmland, One Straw Farm sells to over 2000 CSA members, 6 farmers' markets, wholesalers, retail, and local restaurants. This farm provides multifunctional activities to tourists, visitors, educators, and customers using existing agricultural resources. The owners, Joan and Drew, will lead the tour and discuss how they incorporate innovative strategies to be profitable, sustainable, and continuing to expand their values-added products and services. They will be providing an item from their farm for participants to try/eat.

Snacks and bottled water will be provided for the tour. **Dinner on your own.**
Thursday May 15, 2014

- 8AM-5PM** **Posters available for viewing**
- 7:30-9:20AM **American Farm Bureau Meeting** (for American Farm Bureau members only and breakfast will be provided)
- 8:00-9:20AM Break Out Sessions
- Session 4** **West Virginia Farmers Market Training Network Pilot Program**
Kelly Nix and Daniel Eades, WVU
- Expanding Direct Marketing Opportunities through Farm Shops in Western Tourism Destinations**
Deepayan Debnath, UM-Columbia and Kynda Curtis, USU
- Beyond Direct Marketing: Needs of Small Farmers Interested in Wholesale Channels**
Anu Rangarajan, Cornell Small Farm Program
- Session 5** **(This session includes international aspects of local food)**
- Consumer Awareness and Preferences for Organic Products in Albania**
Drini Imami and Engjell Skreli, Agriculture University of Tiran- Albani; Presented by Catherine Chan-Halbrendt, Wageningen University and Research Center
- Understanding Entrepreneurial Potential in Out-of-School Youth: A Mindanao, Philippines Case Study**
Cynthia Lai, University of Hawaii at Manao; Catherine Chan-Halbrendt, Wageningen University and Research Center; and Elma M. Neyra, Southern Christian College
- Session 6** **Breaking Ground – Local Solutions for a Healthier and Profitable Future**
Christine Bergmark and Susan McQuilkin, Southern Maryland Agricultural Development Commission (SMADC)
- Growing Successful Farmers: Merging Passion, Business and Success**
Lori Ann David, Aurora Farms
- Opportunities for Agi-Entrepreneurs: Build Brand Community Around Consumers’ Love of Collecting**
Dr. Pauline Sullivan, Texas State University – San Marcos
- 9:20-9:30AM Morning Break
- 9:30-10:40AM Breakout Sessions
- Session 7** **Food Safety Training Adapted for Different Size Farming Operations**
Wesley Kline and Meredith Melendez, Rutgers and Larry Hardwick, NJDA
- Staying Relevant – Teaching Farmers How to Build Their Own Food Safety Manual**
Sean McCoy, Robert Hochmuth, Dilcia Toro and Keith Schneider, University of Florida
- Taking the C Seriously – Building Communities in Community Supported Agriculture (CSA) Programs**
Brian Butler and Diane Travis, UMD

- Session 8** **Silvopasture for Small Farms Providing Economic and Environmental Benefits**
Hezekiah Gibson and Helen Brown, United Farmers USA
- Trickle Irrigation**
Hezekiah Gibson and Helen Brown, United Farmers USA
- Session 9** **From Recipe to Market: Helping Specialty Food Entrepreneurs Add Value to Their Agricultural Products**
Louis Bassano, James C. McConnon, Jr., and Beth Calder, University of Maine
- Food Tourism: A Vehicle for Agricultural Diversification in the Intermountain West**
Kynda Curtis, USU, and Susan Slocum, GMU
- Towards Sustainable Local Food Systems – Direct Marketing and Distribution at Food Hubs**
Khin Mar Cho and Donald Tobias, Cornell University Cooperative Extension
- 10:40-10:50AM Short Break
- 10:50-11:50AM Workshops and Round Table Discussion
- Workshop 4** **Changing Educational Delivery to Maximize Educational Opportunity in Food Systems**
Chris Dutton, Vermont Tech College
- Workshop 5** **Serving It Up - The Challenges of Live Cooking Demonstrations**
Barbara Murphy, Kate Yerxa, and Kathy Savoie, University of Maine Cooperative Extension
- Workshop 6** **Food Systems and Entrepreneurship**
David Hughes and Harry Crissy, Clemson University; Kathryn Boys, Virginia Tech; James Matson, Matson Consulting, LLC; Dawn Thilmany and Martha Sullins, Colorado State University; Michael Wilcox and Jodee Ellett, Purdue University; Becca Jablonski, Cornell University; and Norbert Wilson and Deacue Fields, Auburn University
- 12:00PM Lunch
Farm Credit Innovation Awards to MarketMaker State Partners
- Agricultural Marketing Resource Center: The One Stop Shop**
Christa Hartsock and Craig Tordsen, Iowa State University Extension & Outreach
- Closing Remarks
- 1:30PM **Developing New Integrated Projects, Networking and Grant Writing**
Dawn Thilmany, Kathleen Liang, Cheryl Brown and Stephan Goetz
- 5:00PM **ADJOURN**

Poster Presentations – On Display for the Duration of the Conference

Understanding Consumer Demand for Rural Viability – the Philippines

Ms. Xin Zhang and Catherine Chan-Halbrendt, University of Hawaii; Alma Abacahin and Elma Neyra, Southern Christian College – Philippines

Determinants of Food-Poverty States and the Demand for Dietary Diversity in Nigeria

Kolawole Ogundari, Kyushu University, Fukuoka, Japan

Enhancing Viability of Added-Value Agri-Business By Determining Consumer Preference For Coconut Sugar Product Attributes In Rural Palma (Pigcawayan, Aleosan, Libungan, Midsayap, Alamada) Region, Cotabato, Mindanao, Philippines

Maria Estela Monette M. Flauta, Violeta Bello, and Elma Neyra, Southern Christian College; Jonard S. Gatchalian, Philippines; and Catherine Chan-Halbrendt, University of Hawaii

Making Food Connection in Allegany County

Lisa McCoy and Tammy Humberson, UME

Reducing Barriers Facing Maryland Farmers in Implementing GAP's Through MDA GAP Certificate Program

Donna Pahl, David Marti, and Christopher Walsh, University of Maryland; Deanna Baldwin, Maryland Department of Agriculture

Kale Chips Rock! Delaware Urban Farm and Food Coalition Helps Delawareans Eat And Grow Healthy

Carrie Murphy, University of Delaware Cooperative Extension and Tara Tracy, The Delaware Center for Horticulture

Fruits Value-Addition and Drying to Increase Food Safety, Process Efficiency and Yield

Litha Sivanandan, WVU Extension Service; Alexandra Smith and Kaushlendra Singh, WVU; and Winifred McGee, Penn State Extension

Consumer Preference for Coffee Product Attributes in the Ppalma, North Cotabato, Philippines

Michelle Ragogos-Ortez, Southern Christian College; Mary Pleasant, Catherine Chan-Halbrendt, and Tina S. Lee, University of Hawaii

A Study to Determine the Preferences of Consumers for Peanut Butter Attributes in North Cotabato, Philippines

Lusille Mission, Southern Christian College; Mary Pleasant and Catherine Chan-Halbrendt, University of Hawaii; and Mae D. Mission, Philippines

Consumer Preferences For Virgin Coconut Oil In Midsayap, Cotabato, Philippines to Form A Small- Scale Regional Industry

Angelita J. Barrato, Elma M. Neyra, and Violeta P. Bello, Southern Christian College; Mary Y. Pleasant, Tina S. Lee, and Catherine Chan- Halbrendt, University of Hawaii

Food Security Practices among the T'Bolis in South Cotabato

Riceli C. Mendoza and Marcos F. Monderin, University of Southern Mindanao

Quality and Safety on Olive Oil Production - Albania

Ana Kapaj Mane, Agriculture University of Tirana and Reiner Doluschitz, University of Hohenheim, Germany

Analyzing Consumer Awareness and Perceptions about Food Safety in Albania

Drini Imami, Edvin Zhllima and Arben Vereuni, Agriculture University of Tirana; Presented by Catherine Chan-Halbrecht, Wageningen University and Research Center

Food Safety Education for New Jersey's Direct Market Produce Growers

Meredith Melendez, Rutgers Cooperative Extension of Mercer County; Wesley Kline, Rutgers Cooperative Extension of Cumberland County; and Larry Hardwick, NJDA

Collaborative Approaches for Food Entrepreneur Development

Julie Fox and Brad Bergefurd, Ohio State University Extension