

National Value Added/NERCRD What Works III AGENDA

Tuesday May 13, 2014

- 1:00PM
Chesapeake Registration; Booth and Poster set-up
- 1:00PM
Harbor I National MarketMaker Partner Meeting
- 5:30PM
Chesapeake Reception – MarketMaker 10th Birthday Bash
Come join the MarketMaker Family and Friends for hors d’oeuvres, drinks and reminiscing the first 10 years!
- Showcase and poster presentations available for viewing*

Wednesday May 14, 2014

7AM-9AM Full breakfast bar served in the Chesapeake Room

8AM-5PM Posters available for viewing

8:00-9:00AM
Chesapeake **Welcome and Opening Remarks**
Dr. Kathleen Liang, University of Vermont

Mark S. Powell
*Chief, Marketing and Agribusiness Development – Maryland
Department of Agriculture*

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*

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*

9:00AM Morning Break
*Beverages and break items will be served outside of the meeting rooms

9:10-10:10AM Breakout Sessions

Session 1 New Generation Farmers – A Market Overview
Harbor II *Bill Kitsch, MidAtlantic Farm Credit*

R&D Grant Funding from the Maryland Industrial Partnerships Program
Ronnie Gist, University of Maryland

Frostburg Grows—Agriculture, Environmental and Economic Sustainability
*Dan Fiscus and Corey Armstrong, Florida State University, and Willie Lantz,
University of Maryland*

Session 2
Harbor I-A

Is There a Role for Urban Agriculture in Regional Food Systems?

Carolyn Dimitri, New York University

Implications of the Affordable Care Act on Local Food Systems

Jeffrey K. O'Hara, Union of Concerned Citizens and Anne M. Palmer, Johns Hopkins Bloomberg School of Public Health

Session 3
Harbor I-B

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

10:10AM

Short Break

*Beverages and break items will be served outside of the meeting rooms

10:20-11:20AM

Workshop Sessions

Workshop 1
Harbor II

Citizens' Perceptions of Regional Food Systems: Preliminary Focus Group Results

Anne Palmer, Ryan Lee and Philip McNab, Johns Hopkins Bloomberg School of Public Health; Carol Giesecke, Delaware State University; and Linda Berlin, University of Vermont

Organizing a Fresh Fruit and Vegetable Producer Cooperative

Willie Lantz, University of Maryland; Cheryl DeBerry and Charles DeBerry

Workshop 2
Harbor I-A

The Food for Profit Program – Effective Extension Education in Food Entrepreneurship

Winifred McGee and Larry Grunden, Penn State University; Litha Sivanandan, West Virginia University; Ginger Myers, Sara BhaduriHauck and Shannon Dill, University of Maryland

Workshop 3
Harbor I-B

Developing Measures that Matter

Melissa Levy and Samantha Dunn, Yellow Wood Associates

11:30-1:30PM
Chesapeake

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.**

Be sure to pick up your snack box and water bottle prior to departure for the day.

1:30PM

Depart for One-Straw Farm Family Tour

Located in White Hall, Maryland (one hour from Baltimore)

***Please meet at the buses across the street from the hotel by 1:20PM. Please cross the street at the intersection of Howard and Lombard.**

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

7AM-9AM

Full breakfast bar served in the Chesapeake Room

8AM-5PM

Posters available for viewing

7:30-9:20AM

American Farm Bureau Meeting

Harbor I-A

(American Farm Bureau members only)

8:00-9:20AM

Break Out Sessions

Session 4

Chesapeake

West Virginia Farmers Market Training Network Pilot Program

Kelly Nix and Daniel Eades, West Virginia University

Expanding Direct Marketing Opportunities through Farm Shops in Western Tourism Destinations

Deepayan Debnath, University of Missouri-Columbia and Kynda Curtis, Utah State University

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)

Harbor I-B

Consumer Awareness and Preferences for Organic Products in Albania

*Drini Imami and Engjell Skreli, Agriculture University of Tiran– Albania;
Presented by Catherine Chan-Halbrendt, University of Hawai'i at Manoa*

Understanding Entrepreneurial Potential in Out-of-School Youth: A Mindanao, Philippines Case Study

Cynthia Lai and Catherine Chan-Halbrendt, University of Hawai'i at Manoa and Elma M. Neyra, Southern Christian College

Session 6
Harbor II

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 Agri-Entrepreneurs: Build Brand Community Around Consumers' Love of Collecting

Dr. Pauline Sullivan, Texas State University – San Marcos

9:20AM

Morning Break

*Beverages and break items will be served outside of the meeting rooms

9:30-10:40AM

Breakout Sessions

Session 7
Harbor I-A

Food Safety Training Adapted for Different Size Farming Operations

Wesley Kline and Meredith Melendez, Rutgers University; and Larry Hardwick, New Jersey Department of Agriculture

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, University of Maryland

Session 8
Harbor I-B

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
Harbor II

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, Utah State University and Susan Slocum, George Mason University

Towards Sustainable Local Food Systems – Direct Marketing and Distribution at Food Hubs

Khin Mar Cho and Donald Tobias, Cornell University Cooperative Extension

10:40AM

Break

*Beverages and break items will be served outside of the meeting rooms

10:50-11:50AM Workshops and Round Table Discussion

Workshop 4

Harbor I-A

Social Media Workshop

Deborah Brown and Laura Bedrossian, Peppercomm

Changing Educational Delivery to Maximize Educational Opportunity in Food Systems

Chris Dutton, Vermont Tech College

Workshop 5

Harbor I-B

Serving It Up - The Challenges of Live Cooking Demonstrations

Barbara Murphy, Kate Yerxa, and Kathy Savoie, University of Maine Cooperative Extension

Workshop 6

Harbor II

Food Systems and Entrepreneurship

David Hughes and Harry Crissy, Clemson University; Kathryn Boys, Virginia Tech University; 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

Chesapeake

Lunch, Awards Ceremony and Closing Remarks

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

Harbor 1-A

Research Group Meeting

Dawn Thilmany, Colorado State University

Harbor II

Developing New Integrated Projects, Networking and Grant Writing

Kathleen Liang, Cheryl Brown and Stephan Goetz

5:00PM

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