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

[bit.ly/AgSummit2023](bit.ly/AgSummit2023)
**SUNDAY, NOVEMBER 12**

**PRE-SESSIONS**

**FULL DAY**

**USDA Regional Food Business Center Meetings**
- Room: Salon D
  - Invitation required

7:00 AM - 3:00 PM

**S-1088 Meeting**
- Room: Jefferson

8:30 AM - 3:00 PM

**Farmer Veteran Tour**
- Organized by Farmer Veteran Coalition
- Registration required

9:00 AM - 4:30 PM

**FDRS Board Meeting**
- Room: Lincoln
- Registration or invitation required

12:30 PM - 4:30 PM

**MarketMaker Partner Meeting**
- Room: Salon E

3:00 PM - FVC Board Meeting
- Room: Salon F
  - Registration or invitation required

5:00 PM - FVC QPR Mental Health Training
- Room: Jefferson
  - Registration required

**GENERAL SESSIONS**

2:00 PM

**FDRS Student Food Marketing Challenge**
- Room: Lincoln

5:00 PM

**Welcome Reception**
- 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 - 12:00 PM

**Food Distribution Research Society Sessions & Grant Opportunities and Special Projects Sessions**
- Rooms: Salons A - F

12:00 PM

**Exhibitor Session**
- Room: Foyer, King & Roosevelt

12:15 PM

**Lunch Banquet & Opening Plenary**
- Hosted by Farmer Veteran Coalition
  - Successful Farming Panel
    - Joshua Morris, Michael Davis, Brandon Breaux

2:15 PM

**Networking & Exhibitor Session**
- Room: Foyer, King & Roosevelt

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 & Roosevelt

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 & Roosevelt

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 & Roosevelt

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 Thilmany, 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 Ghaha
Authors: Mohammed Ibrahim, Nalini Pattanaik, James Bukenya and Abdul-Rahman Yussif Seini
Presenter: Mohammed Ibrahim, Fort Valley State University, 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

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

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
RESEARCH UPDATE
Wholesale Produce Markets: On-site Infrastructure Assessment
Author/Presenter: Kristen Park, Cornell University, 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

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

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

RESEARCH REPORT
Identifying an Optimal Farm-to-Retail Supply Chain for Blueberry Growers
Author/Presenter: Lixia Lambert, Oklahoma State University, lixia.lambert@okstate.edu

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, jpen@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

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

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

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

FOR MORE INFO:
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

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@lincoln.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

RESEARCH REPORT
Dietary Choices and Willingness to Pay for Sustainable Farming
Authors: Arbinda Rimal and Samantha Mosier
Presenter: Arbinda Rimal, Missouri State University, arbindrarimal@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.
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

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 University, 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

RESEARCH UPDATE
Farmers and Consumers Connecting through Digital Food Retailing
Authors: Simon Somogyi, Texas A&M University, 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

RESEARCH REPORT
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

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

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, jcpphllips@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

RESEARCH REPORT
Predicting Firm Diversification in Agri-Food Value Chains
Author/Presenter: Andrew Stevens, University of Wisconsin-Madison, awstevens@wisc.edu
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

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

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

RESEARCH UPDATE
Wholesale Scaling Curriculum: Core Competencies in Serving BIPOC Producers
Authors: Maria Graziani and Rodney Holcomb
Presenter: Maria Graziani, 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

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

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

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

bit.ly/AgSummit2023
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.

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

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.

BROADENING MARKET OPPORTUNITIES FOR SMALL TO MID-SIZE PRODUCERS

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.

RURAL DEVELOPMENT VALUE ADDED PRODUCER GRANTS

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.

2023 NATIONAL AGRICULTURAL MARKETING SUMMIT
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

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

2023 NATIONAL AGRICULTURAL MARKETING SUMMIT
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

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

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

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
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
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
Market Maker 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.
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
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

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
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.
DIANE MAVICA
STANFORD UNIVERSITY RESIDENTIAL & DINING ENTERPRISES | rde.stanford.edu

Diane Mavica is Associate Director Vendor Management & Contracts at Stanford University Residential & Dining Enterprises, 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 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), 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?
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

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

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

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
kdunon711@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

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 | goodfoodyi.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.
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.*

TO DONATE TO FVC:

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

855-FVC-FARM SUPPORT@FARMVETCO.ORG FARMVETCO.ORG
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
## AGSUMMIT CONCURRENT SESSIONS

### Direct Markets and Community Support

**Room: Salon A**

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| The Dating Game of Market Matchmaking: Nurturing Agri-business Relationships  
Kaitlyn Sirna | Food is Medicine: A National Cohort and Learning Experience  
Kacey LaBonte, Courtney Long | Expanding Beyond the Farmers Market  
Christina Marbury |
| Mobile Produce Markets: Essential Infrastructure for a Responsive, Resilient, and Equitable Food System  
Leah Vermont, Pamela Hess, Elyse Guidais, Roberta Cosentino | Urban Community Supported Agriculture: How Core Groups Provide Connection, Community, and Possibility  
Cara Fraver | What Farmers Markets Manage To Do: Exploring the Diverse Work of Varied Farmers Market Organizations  
Susan Kiskis, Hilary King, Andrea Rissiing |
| Creating a Statewide Network to Support CSA Farmers and Organizations  
Kelly McCleland, Garrett Ziegler | Realizing the Promise of Urban Agriculture: Growers Curricula to Advance Planning, Policy and Production  
Anu Rangarajan, Yolanda Gonzalez, Molly Riordan | Chicken Salad & Creating Justice: Reimagining Farmers’ Markets Through Pop-up Cooking Events  
Andrea Catania, Mark Araujo |

### Marketing and Business Innovation

**Room: Salon B**

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| Okay, You're a Certified Veteran Business: Now What?  
Annette Stevenson | Unlock Opportunities to Scale Regional Food Hub Networks through Technology  
Amy McCann, Charlie Michel | A Shared Kitchen Industry Update: New Trends & Resources  
Hailey Edmondson, Ashley Colpaart |
| Ecommerce for Farmers and Small Businesses: Keys to Success  
Sydney Hadacek | Resilient Ag in the Heartland (RAH): A Farm-to-Hospital Model in the Upper Midwest  
Erin Meyer | Utilizing Partnerships to Subsidize Marketing Technical Assistance  
Tricia Phelps, Haley Bennett |
| Increasing Farm Viability through One-to-One Business Technical Assistance  
Myrna Greenfield | Recognizing the Opportunities to Pivot from a Traditional Market to Nontraditional, an Example of Salsa  
Chadelle R.H. Robinson | Collaborative Program Builds Food System Capacity Across Both Rural and Urban Communities in Michigan  
Parker Jones, Jamie Rahrig |

### Building Partnerships and Community Collaboration

**Room: Salon C**

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| Flexible Institutional Produce Purchasing from Local Food Hubs: A Scalable CSA Model  
Ally Arnold | Successfully Investing in the Local Food Economy and Food Security Simultaneously  
Michelle Klieger | Veterans Employment Base Camp Urban Farm Partners  
Lovay R Wallace-singleton |
| Innovation in Partnerships: Understanding Existing Practices on Sourcing Local  
Lisa Bates, Courtney Long | Health Extension Creates Pathway to Expanded Food Access, Education, and Community Collaboration in Rural South Carolina  
Weatherly Thomas, Michelle Altman | Farming with a Social Purpose: Providing Meaningful Employment in an Inclusive and Innovative Farming Environment: Red Wiggler Community Farm  
Andrea Barnhart, Woody Woodroof |
| Centering Farmers in Regional Networks  
Sadie Willis | Growing Resilience in Tribal Community Food Systems through MPPTA Programming  
Mackenzie Martinez | Leveraging the Registered Apprenticeship Model to Develop a Skilled Agricultural Workforce and Build Community Connections  
Sara Kidd, Marlena Chieffo, Temika Parker |

### Market Research, Trends, and Impact

**Room: Salon D**

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| Iowa’s Local Food Purchasing Assistance (LFPA): A Vision for Data-driven Farm to Food Access Systems  
Kaci Ginn | Making CSA More Accessible  
Jairus James Rossi, Mike Parker, Garret Ziegler, Liv Froehlich | Evaluating Enterprise Budget Tools for Specialty Crop Production in the U.S.  
Yefan Nian, Dave Lamie |
|  |

### Successful Approaches to Managing Marketing Risk

**Room: Salon E**

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| Market Channel Analysis: The Tool Every Direct Marketer Needs  
Mariah Beverley, Curtis Mahken | Riskiness of Returns for Major US Crops  
Godfrey Ejimonlar, Oluyanfunsho Owoyemi | Developing An Online Program to Help Women Farmers Manage Their Farms  
Robin Brumfield, Madeline Fiahive Di Nardo, Shahan Aziz, Arend-Jan Both |
| Managing Your Risk & Protecting Your Assets (40-minute session)  
Chris Van Leeuwen | Record Keeping for Managing Revenue Risk (40-minute session)  
Ethan Bredenmeyer | Business Planning for Agritourism  
Lisa Chase, Rachael Callahan, Kelli Hepler, Kevin Klar, Zac Smith |

### Production Practices

**Room: Salon F**

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| Beekeeping  
Martha Kiene | Livestock  
Mike Galloway, Chris Roper | Urban Agriculture  
Joshua Young, Brian Guse |

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2023 National Agricultural Marketing Summit
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

MOBILE PRODUCE MARKETS: ESSENTIAL INFRASTRUCTURE 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

Pamela Hess
Executive Director
Arcadia Center for Sustainable Food and Agriculture

Elyse Guidas
Executive Director
Activate Food Arizona
elyse@activatefoodaz.org

Roberta Cosentino
Co-Founder
The Best Route
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

Garrett Ziegler
Community Food Systems Educator
Michigan State University Extension
zieglerg@msu.edu
OKAY, YOU’RE A CERTIFIED VETERAN BUSINESS; NOW WHAT?

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 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

Annette Stevenson
Board Member
National Veteran Business Development Council
astevenson@nvbdc.org

ECOMMERCE FOR FARMERS AND SMALL BUSINESSES: KEYS TO SUCCESS

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

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

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
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

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
lmbates@iastate.edu

Courtney Long
Food Systems Program Manager
Iowa State University Extension and Outreach
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
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@ivrcd.org

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

Curtis Mahnken
Extension Economist
Center for Farm Financial Management
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
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)  
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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
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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
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FOOD IS MEDICINE: A NATIONAL COHORT AND LEARNING EXPERIENCE
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.

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

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REALIZING THE PROMISE OF URBAN AGRICULTURE: GROWERS CURRICULA TO ADVANCE PLANNING, POLICY AND PRODUCTION
11:15 AM | 20-MINUTE SESSION | ROOM: SALON A
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.

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Elliott Smith
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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
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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.

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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.

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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.

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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.

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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.

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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, ERM

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.

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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.

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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.

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Chris Roper  
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EXPANDING BEYOND THE FARMERS MARKET

Christina Marbury
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Farms 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.

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

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Susan Kiskis
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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).

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

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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.
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).

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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.

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Haley Bennett
Director of Community Partnerships
Taste the Local Difference
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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.

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Jamie Rahrig
Michigan Good Food Fund Specialist
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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
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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.

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Woody Woodroof
Executive Director and Founder
Red Wiggler Community Farm
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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). 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
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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.

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EVALUATING ENTERPRISE BUDGET TOOLS FOR SPECIALITY CROP PRODUCTION IN THE U.S.
1:45 PM | 20-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.

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Operability Data and Semantics (IC-FOODS)
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MARKET DATA STANDARDS FOR REGIONAL FOOD SYSTEMS
1:45 PM | 40-MINUTE SESSION | ROOM: SALON D

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DEVELOPING AN ONLINE PROGRAM TO HELP WOMEN FARMERS MANAGE THEIR FARMS

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.

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BIOGRAPHICAL DETAILS

DEVELOPING AN ONLINE PROGRAM TO HELP WOMEN FARMERS MANAGE THEIR FARMS

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

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BUSINESS PLANNING FOR AGRITOURISM

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.

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VEGGIE TO VALUE: A FOOD ENTREPRENEUR BOOTCAMP

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.

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David Hill
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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.

**Joshua Young**  
Owner  
Strawberry Passion Farms

**Brian Guse**  
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Office of Urban Agriculture and Innovative Production  
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**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?
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.

INVESTING IN REGIONAL FOOD SYSTEM TRANSFORMATION: INSIGHTS FROM THE FIELD

PANELIST

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KANSAS DEPARTMENT OF AGRICULTURE | 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 | hawaiigoodfoodalliance.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. HFH H aims to raise the capacity of Hawaii’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
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.
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.

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
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- EXTENSION RISK MANAGEMENT EDUCATION extensionrme.org
- FARM CREDIT farmcredit.com
- FARMER VETERAN COALITION farmvetco.org
- FLOWERHILL INSTITUTE flowerhill.institute
- LOCAL FOOD MARKETPLACE localfoodmarketplace.com
- MICHAEL O’GORMAN FARMING michaelogormanfarming.com
- NATIONAL MARKETMAKER NETWORK foodmarketmaker.com
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PLEASE TAKE A MOMENT AT THE END OF THE CONFERENCE TO COMPLETE OUR EVALUATION:

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