NVA/NERCRD AGENDA

Tuesday May 13, 2014

1:00PM Registration; Booth and Poster set-up

1:00PM National Market Maker Partner Meeting

5:30PM Reception – Market Maker partner presentations;

Showcase and poster presentations

Wednesday May 14, 2014

7:50AM **Welcome and Opening Remarks**

*Dr. Kathleen Liang, University of Vermont*

8-8:20AM **Food Security and Rural Development – The Role of the Northeast Regional Center for Rural Development**

*Dr. Stephan J. Goetz, Director of NERCRD and Professor of Agricultural and Regional Economics, Penn State University*

8:20-9:00AM **Food Security, Entrepreneurship & Value Added**

*Dr. Tom Lyons, Lawrence N. Field Family Chair in Entrepreneurship & Professor of Management, Zicklin School of Business at Baruch College of the City University of New York*

9:00-9:10AM Morning Break

9:10-10:10AM Breakout Sessions

**Session 1**

**New Generation Farmers – A Market Overview**

*Angel Adams and Bill Kitsch, MidAtlantic Farm Credit*

**R&D Grant Funding from the Maryland Industrial Partnerships Program**

*Ronnie Gist, UMD*

**Frostburg Grows–Agriculture, Environmental and Economic Sustainability**

Dan Fiscus , FSU , Corey Armstrong, FSU , and Willie Lantz, UMD

**Session 2**

**Is there a role for Urban Agriculture in Regional Food Systems?**

*Carolyn Dimitri, NYU*

**Implications of the Affordable Care Act on Local Food Systems**

*Jeffrey K. O’Hara, USCUSA and Anne M. Palmer, JHSPH*

**Session 3**

**A Value-Added Revolution: Opportunities and Challenges**

*Jeffrey P. Roberts, Cow Creek Creative Ventures*

**Raw Milk and Raw Milk Products: The ultimate Value Added Food**

*Sally Fallon Morell, The Weston A. Price Foundation*

10:10-10:20 Short Break

10:20-11:20AM Workshop Sessions

**Workshop 1**

**Citizens’ Perceptions of Regional Food Systems**

*Anne Palmer, JHSPH, Carol Giesecke, DESU and Linda Berlin, UVM*

**Organizing a Fresh Fruit and Vegetable Producer Cooperative**

*Willie Lantz, UMD, Cheryl DeBerry and Charles DeBerry*

**Workshop 2**

**Food for Profit Program**

*Winifred McGee and Larry Grunden, PSU, Litha Sivanandan, WVU, Ginger Myers, Sara Meagher BhaduriHauck, and Shannon Dill, UMD*

**Workshop 3**

**Cooperatives Create Wealth in Rural Communities**

*Samantha Dunn, Yellowwood*

**Measures that Matter: Food Hubs**

*Samantha Dunn, Yellowwood*

**Planning and Measurement Using: You Get What You Measure**

*Melissa Levy, Yellowwood*

**Improving Food Systems Using a Wealth Works Approach**

*Melissa Levy, Yellowwood*

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

**Ag Census Info Related to Value Added**

*King J. Whetstone II, Director, Northeastern Region, USDA, NASS*

**Farmers Market Program Update**

*Dr. Luanne Lohr, Associate Deputy Administrator, USDA AMS*

**USDA Farm to School Update**

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

**USDA Agricultural Risk Management Survey**

*Dr. Mary Ahearn, Senior Economist, USDA ERS*

1:00PM **One Straw Farm Family Pre-Tour Presentations**

**OR**

**Depart for Downtown Baltimore Self-Guided Tour**

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

1:30PM **Depart for One-Straw Farm Family Tour**

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

**Thursday May 15, 2014**

7:30-9:20AM **American Farm Bureau Meeting** (for American Farm Bureau members only and breakfast will be provided)

8:00-9:20AM Break Out Sessions

**Session 4**

**West Virginia Farmers Market Training Network Pilot Program**

*Kelly Nix and Daniel Eades, WVU*

**Expanding Direct Marketing Opportunities through Farm Shops in Western Tourism Destinations**

*Deepayan Debnath, UM-Columbia and Kynda Curtis, USU*

**Getting your Message Out – Marketing Agritourism Online***Glenn Muske, NDSU, Connie Hancock, UNL, Jenny Nixon, UNL, and Jay Jenkins, UNL*

**Session 5 (This session includes international aspects of local food)**

**Do the Poor Pay More for Food?**

*Stephanie Rogus, NYU*

**Consumer Awareness and Preferences for Organic Products in Albania**

*Drini Imami and Engjell Skreli*

**Understanding Entrepreneurial Potential in Out-of-School Youth in Philippines**

*Cynthia Lai and Catherine Halbrendt, Univ of Hawaii*

**Session 6**

**Breaking Ground – Local Solutions for a Healthier and Profitable Future**

*Christine Bergmark, SMADC*

**Understanding a County Food system, Food Security and Strategies for Improvement**

*Patrick Nehring*

**Growing Successful Farmers**

*Lori David*

9:20-9:30AM Morning Break

9:30-10:40AM Breakout Sessions

**Session 7**

**Food Safety Training Adapted for Different Size Farming Operations**

*Wesley Kline and Meredith Melendez, Rutgers, and Larry Hardwick*

**Staying Relevant – Teaching Farmers How to Build Their Own Food Safety Manual**

*Sean McCoy, UFL, Robert Hochmuth, Dilcia Toro and Keith Schneider*

**Taking the C Seriously – Building Communities in CSA**

*Brian Butler and Diane Travis, UMD*

**Session 8**

**Silvopasture for Small Farms Providing Economic and Environmental Benefits**

*Hezekiah Gibson and Helen Brown*

**Trickle Irrigation**

*Hezekiah Gibson and Helen Brown*

**Session 9**

**From Recipe to Market: Helping Specialty Food Entrepreneurs Add Value to Their Agricultural Products**

*Louis Bassano, James C. McConnon, Jr., and Beth Calder, University of Maine*

**Food Tourism: A Vehicle for Agricultural Diversification in the Intermountain West**

*Kynda Curtis, USU and Susan Slocum, GMU*

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

*Khin Mar Cho, Cornell*

10:40-10:50AM Short Break

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

**Workshop 4**

**VT Farm to Plate Program**

*Erica Campbell, Vermont Farm to Plate Network*

**Changing Educational Delivery to Maximize Educational Opportunity in Food Systems**

*Chris Dutton, Vermont Tech College*

**Workshop 5**

**Serving It Up - The Challenges of Live Cooking Demonstrations**

Barbara Murphy, Extension Educator, University of Maine Cooperative Extension

Kate Yerxa, MS, RD, Extension Educator, University of Maine Cooperative Extension.

**Workshop 6**

**Case Studies – Local Food Systems**

*Dawn Thilmany, Colorado State*

12:00PM **Lunch, Closing Remarks, and Awards**

**Agricultural Marketing Resource Center: The One Stop Shop**

*Christa Hartsook and Craig Tordsen, Iowa State University Extension & Outreach*

1:30PM **Breakout Sessions – Developing New Integrated Projects, Networking, and Grant Writing**

*Dawn Thilmany, Kathleen Liang, Cheryl Brown and Stephan Goetz*

5:00PM **ADJOURN**

**Poster Presentations**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **ID** | **name** | **title** |  |  |  |  |  |
| 1 | Xin Zhang | understanding consumer demand for rural viability - Philippines | | | |  |  |
|  | Catherine C Halbrendt |  |  |  |  |  |  |
|  | Alma Abacahin |  |  |  |  |  |  |
|  | Elma Neyra |  |  |  |  |  |  |
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| 2 | Kolawole Ogundari | determinants of food-poverty states and the demand for dietary diversity in Nigeria | | | | |  |
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| 3 | Estela Monette M. Flauta | consumer preference for coco sugar product attributes in PALMA, Philippines | | | | |  |
|  | Violeta Bello |  |  |  |  |  |  |
|  | Elma Neyra |  |  |  |  |  |  |
|  | Jonard S. Gatchalian |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| 4 | Lisa McCoy | making food connection in Allegany County | | | |  |  |
|  | Tammy Humberson |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| 5 | David Martin | reducing barriers facing Maryland farmers in implementing GAP's through MDA GAP certificate program | | | | | |
|  | Christopher Walsh |  |  |  |  |  |  |
|  | Deanna Baldwin |  |  |  |  |  |  |
|  | Donna Pahl |  |  |  |  |  |  |
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| 6 | Leslie Pillen | an examination of land link programs in the Northeast US | | | |  |  |
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| 7 | Carrie Murphy | Kale Chips Rock! | |  |  |  |  |
|  | Tara Tracy |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| 8 | Litha Sivanandan | fruit value-addition and drying to increase food safety, process efficiently, and yield | | | | |  |
|  | Alexandra Smith |  |  |  |  |  |  |
|  | Winifred McGee |  |  |  |  |  |  |
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| 9 | Michelle Ragocos-Ortez | consumer preference for coffee product attributes in Philippines | | | |  |  |
|  | Mary Pleasant |  |  |  |  |  |  |
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| 10 | Lusille Mission | a study to determine the preferences of consumers for peanut butter in Philippines | | | | |  |
|  | Mary Pleasant |  |  |  |  |  |  |
|  | Catherine Chan-Halbrendt |  |  |  |  |  |  |
|  | Mae D. Mission |  |  |  |  |  |  |
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| 11 | Angelita Barrato | consumer preference for virgin coconut oil in Philippines | | | |  |  |
|  | Mary Pleasant |  |  |  |  |  |  |
|  | Elma Neyra |  |  |  |  |  |  |
|  | Violeta Bello |  |  |  |  |  |  |
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| 12 | Riceli C. Mendoza | food security practices among the T'Bolis in South Cotabato | | | |  |  |
|  | Marcos F. Monderin |  |  |  |  |  |  |
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| 13 | Ana Kapaj Mane | Quality and safety on olive oil production - Albania | | | |  |  |
|  | *Reiner Doluschitz* |  |  |  |  |  |  |
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| 14 | Drini Imami | analyzing consumer awareness and perceptions about food safety in Albania | | | | |  |
|  | Edvin Zhllima |  |  |  |  |  |  |
|  | Arben Vereuni |  |  |  |  |  |  |
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| 15 | Meredith Melendez | food safety education for New Jersey's Direct Market Produce Growers | | | |  |  |
|  | Wesley Kline |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| 16 | Julie Fox | Collaborative approaches for Food Entrepreneur Development | | | |  |  |
|  | Brad Bergefurd |  |  |  |  |  |  |
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