



2017 NATIONAL VALUE-ADDED AGRICULTURE CONFERENCE

November 14-16, 2017

Little Rock, Arkansas

Wyndham Riverfront Little Rock

<https://www.wyndhamhotels.com/groups/nvaa-national-value-added-agriculture-conference>

Branding & Regional Food Systems

Agenda

Tuesday, November 14th

3:00 – 4:30 p.m. Registration

5:00 – 7:30 p.m. Welcome Reception
Clinton Presidential Library - <https://www.clintonlibrary.gov/>
Grand Hall

Wednesday, November 15th

8:00 a.m. – 4:00 p.m. Registration

8:30 a.m. Welcome
Dr. Mark Cochran, Vice President
[University of Arkansas System Division of Agriculture](http://www.arkansas.gov/system/division-of-agriculture)

8:45 a.m. “Regional Food System Innovations: Improving Food Access & Rural Health”
Jimmy Wright, Owner
[Wright’s Market](http://www.wrightsmarket.com)

9:45 a.m. “The Logistics of Marketing Local and Value Added Products in Regional Food Systems”
Tony Stallone, Vice President for Merchandising
[Peapod](http://www.peapod.com)

10:30 a.m. Break (Trade Show/Displays Open)

11:00 a.m. “Financing Regional Food Systems”
Gary Matteson, Vice President
[Farm Credit Council](http://www.farmcreditcouncil.com)

11:45 a.m. Luncheon & Presentation
“Connecting Consumers to Your Brand”
Stephanie Buckley, Founder & Social Media Influencer
[The Women Bloggers, LLC](http://www.thewomenbloggers.com)

1:00 p.m. Concurrent Panel Presentation
(a) Measuring Regional Food System Impacts

Jen O'Brien Cheek, Executive Director of [Farmers Market Coalition](#) (Moderator)

- **Farmers Market Metrics** - Jan O'Brien Cheek, Farmers Market Coalition
- **Estimating Economic Impact** – Dr. David Hughes, [University of Tennessee](#)

(b) Land Grant University Value Added Programs & Resources

Ron Rainey, Professor – [University of Arkansas](#) (Moderator)

- **Arkansas Food Innovation Center** – John Swenson, [University of Arkansas](#)
- **Robert M. Kerr Food & Agricultural Products Center** – Chuck Willoughby, [Oklahoma State University](#)

(c) Non-Traditional Local and Regional Marketing Strategies

Deacue Fields, Professor - [Auburn University](#) (Moderator)

- **USDA SNAP Online Grocery Purchasing Pilot** – Jimmy Wright, [Wright's Market](#)
- **Marketing Meal Kits in Low Income Communities** - Lindy Olive, [Auburn University](#)

(d) Regional Food System Online Technology & Curriculum

Ray Hansen, Director - [Agricultural Marketing Resource Center](#) (Moderator)

- **Food System Online Marketing Technology** - Darlene and Richard Knipe, [MarketMaker](#)
- **Regional Food System Planning Curriculum** – Courtney Long, [Iowa State University](#)

2:30 p.m.

Break (Trade Show/Displays Open)

3:00 p.m.

Concurrent Panel Sessions (repeated)

6:30 p.m.

**[National Value Added Agriculture Awards](#) Banquet
Presented by MarketMaker and Farm Credit**

Thursday, November 16th

8:15 a.m.

Concurrent Workshops

(a) Strategic Planning for Entrepreneurship

- **Four Strategic Tools for Maximizing the Impact of Local Foods in Business, Community or Region.** Mark Peterson, University of Arkansas Cooperative Extension Service.
- **Food & Farm Entrepreneurship through Existing State Networks.** Laura Lauffer- North Carolina Agricultural & Technical State University; Emily Edmonds and Rebecca Dunning with North Carolina State University.

(b) Planning for Post-Harvest Success

- **Freezing Regional Produce for Western New England: A Mid-Scale Food Processing Facility Case Study.** Jill Ann Fitzsimmons-USDA AMS/University of Massachusetts Amherst; John Waite, Joanna Benoit and Liz Buxton with Western Massachusetts Food Processing Center.
- **Whole Crop Harvest – Increasing Farmer Returns and Reducing Food Waste.** Rebecca Dunning, Lisa Johnson, Kathryn Boys, Dara Bloom, Michael Boyette, and Nancy Creamer all with North Carolina State University.

(c) MarketMaker Innovative Programs

- Workshop features presentations from the three 2017 Innovation Award winners.

(d) Food LINC USDA Program – Food Value Chain Coordinators

- Brenda Williams and Ines Polonius, Communities Unlimited (Memphis/Arkansas Region).
- Sue Beckwith, Texas Center for Local Food.

9:30

Break (Trade Show/Displays Open)

10:00 a.m.

Concurrent Workshops

(a) **From the Ground Up: Inspiring Community-Based Food System Innovations.** Susan Lightfoot Schempf, Andrew Carberry and Annalina Kazickas with The Wallace Center at Winrock International.

(b) **Expanding Marketing Opportunities of “Local” Food Brand**

- **Increasing Farm Profitability in the Retail Value-Added Supply Chain by Expanding Marketing Opportunities for Local Food.** Jill A Fitzsimmons, Americo Vega-Labiosa, Daniel Lass and Amanda Kinchla with USDA Agricultural Marketing Service and University of Massachusetts Amherst.
- **Making it in Michigan Conference and Trade Show Facilitates Economic Activity in the Ari-Food Sector.** Brenda J. Reau-Michigan State University.

(c) **Focus on Feasibility – Meeting Client Needs:**

- Ray Hansen, Director of Value-Added Agriculture Programs at Iowa State University.

(d) **Business and Community Planning for Local Food System Success**

- **Smart Business Structures for Value Added Producers.** Savi Horne and Annette Hiatt with North Carolina Association of Black Layers’ Land Loss Prevention Project.
- **A Community Food System Planning Tool to Support Value-Added Agriculture.** Amanda Philyaw Perez-University of Arkansas Cooperative Extension Service.

11:15 a.m.

Break

11:30 a.m.

Closing Session & Luncheon

“When an Apple is Not an Apple: Instilling Values and Enhancing Value of Food Products”

Tricia Kovacs, Local and Regional Food System Policy Advisor
[United State Department of Agriculture](#)

1:00 p.m.

Conference Concludes

Conference Poster Session

1. **“Capacity Allocation of Fresh Produce Using Portfolio Optimization Model.”** Almuttaz Senani and Lauren Davis-North Carolina A&T University; and Rebecca Dunning North Carolina State Universities.
2. **“Community Food Systems Certification”.** Courtney Long and Kaley Hohenshell-Iowa State University.

3. "MarketMaker Innovation Award Winners". Dar and Rich Knipe, MarketMaker.
4. "A Data Driven Approach to Identify Local Food Procurement Opportunities in University Supply Chains". Lauren Davis, Lavette Turner and DarArmani Swift North Carolina A&T University; Rebecca Dunning-North Carolina State University.
5. "Mapping as a Tool for Local Food System Development". Courtney Long-Iowa State University and Ronald L. Rainey-University of Arkansas.

Conference Exhibitors

1. MarketMaker - Linking Agricultural and Seafood Markets
<https://foodmarketmaker.com/>
2. Iowa State University Agricultural Marketing Resource Center
<http://www.agmrc.org/>
3. Agricultural Marketing Service USDA
<https://www.ams.usda.gov/>
4. Sustainable Agriculture Research & Education
<http://www.southernsare.org/>
5. Rural Development USDA
<https://www.rd.usda.gov/>
6. University of Arkansas Center for Agriculture and Rural Sustainability
<http://cars.uark.edu/>
7. Southern Rural Development Center
<http://srdc.msstate.edu/about/directors.html>
8. Extension Risk Management Education Program
<http://extensionrme.org/>

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